

MULTIMEDIA PORTFOLIO

MADDIE "MOPRAH" MOSLEY

W H O I A M



I'm a bilingual multimedia journalist with experience in radio, podcast, television, print and the digital space.

I'm dedicated to helping brands thrive by finding and maintaining their voice and vision on all platforms.

Being both a pop culture and Oprah enthusiast has earned me the nickname "Moprah" from family and friends.

Some of my favorite career highlights include reporting for Lady Gaga's Channel Kindness/Born This Way Foundation, running digital campaigns for Netflix + PeacockTV and interviewing celebrity guests on the red carpet of the Soul Train Awards 50th Anniversary celebration.

In my spare time, you'll catch me dancing, beat boxing, staying active, spending time with loved ones and of course, obsessing over all things Oprah!

WHAT I DO

COMMUNITY + PLATFORM MANAGEMENT

Oversee community engagement on social platforms.

Creative direction + production of ongoing social content: copy, photos, videos, graphics, etc.

Create bi-weekly/monthly content calendars.

Post across channels: Instagram, IG Story, Facebook, Twitter, and TikTok (channels and frequency based on client needs).

Execute daily community management posting, monitoring.

CONTENT CREATION

Capture, edit, produce curated content for social platforms.

STRATEGY & CONSULTING

Create an on-brand social execution plan using tailored strategies and creative solutions, that will engage audience and promote social growth.

ANALYTICS

Measurement of social performance on various platforms (based on client needs) + monthly analytics wrap reports.

PRODUCING

Participate in + lead the Pre-Planning, Pre-Production, Production, and Post-Production phases of content creation (tv, film, radio, digital, etc.).

REPORTING + INTERVIEWING

Conduct recorded interviews (on-camera, radio + podcast, written, etc.) in both long + short form style, with pre-selected guests + man on the street interviews with members of the public.

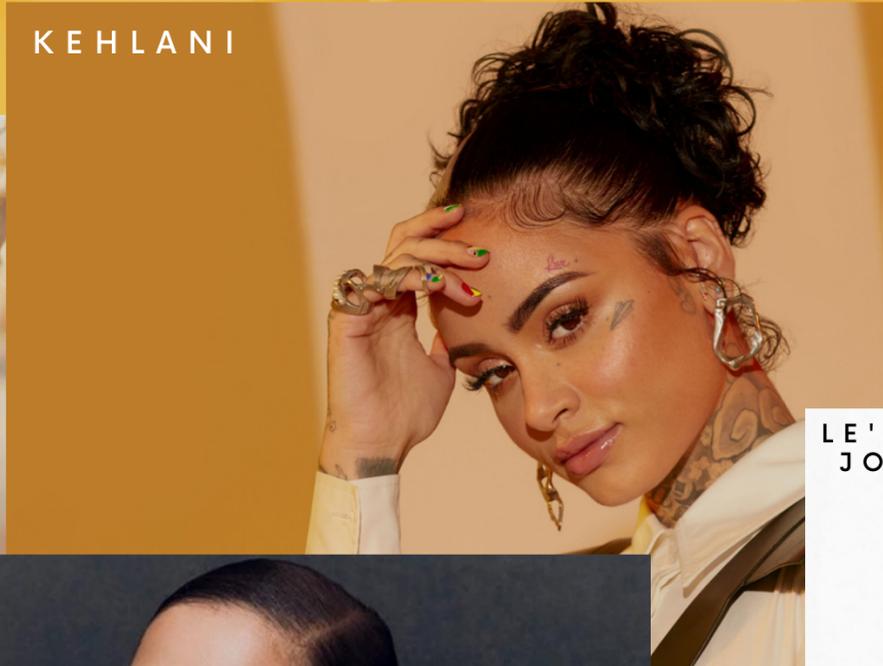
CELEBRITY / INFLUENCER INTERVIEW SAMPLE



DAMION
HALL



MAJOR



KEHLANI



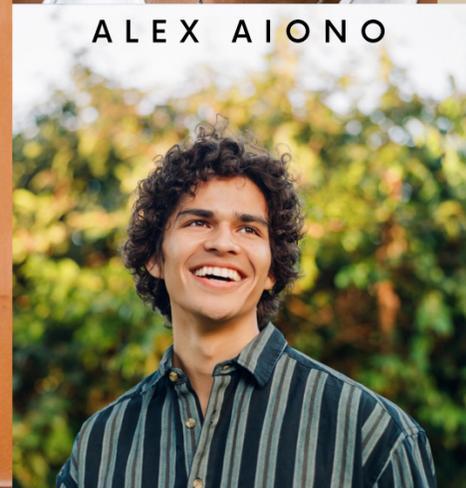
BELLA WEEMS LAMBERT



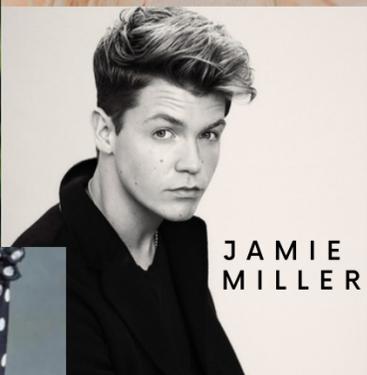
LE'ANDRIA
JOHNSON



MYKEL
MORRIS



ALEX AIONO



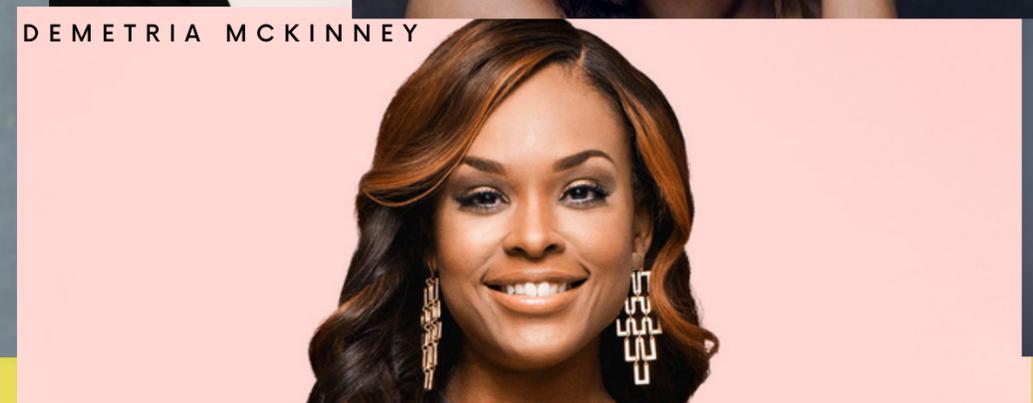
JAMIE
MILLER



ROBIN THEDE



LALA MILAN



DEMETRIA MCKINNEY



FARRAH GRAY



ISIS HAYWOOD

CAMPAIGNS / CLIENT EXAMPLES



BOOKSPARKS COVERAGE

THE SPARK
SEPTEMBER 2021

DEDICATED IG HIGHLIGHT
5K+ Views
SEE MORE

NEWSLETTER INCLUSIONS
20K+ Fans Reached

SOCIAL PROMOTION
79K+ Fans 100+ Posts



RECAP
BookSparks partnered with Netflix to promote *MAID*, inspired by the best selling memoir with a virtual watch party, dedicated newsletters, and social posts.

BOOKSPARKS COVERAGE NEWSLETTER INCLUSIONS

325+ Event Sign Ups
130+ Influencer Posts
970K+ Total Fans Reached

20K+ Fans Reached

THE SPARK
SEPTEMBER 2021

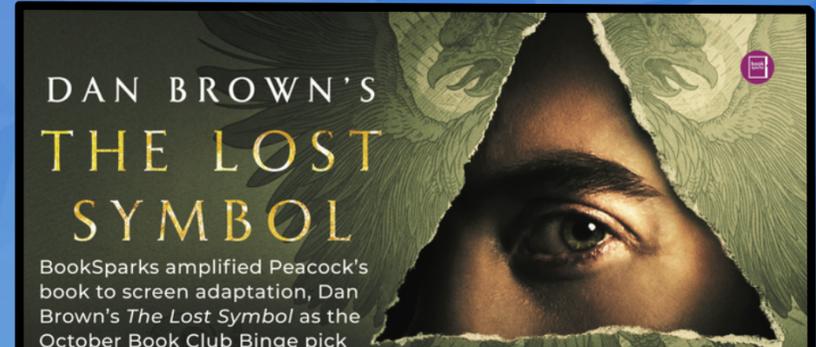


BOOKSPARKS COVERAGE NEWSLETTERS

60K Combined Newsletter Subscribers
40% Click to Open Rate
400+ Event Sign Ups
11 Unique Newsletter Sends

THE SPARK
DECEMBER 2022

Share Your Watch Party
ICymi
RSVP NOW



BOOKSPARKS COVERAGE NEWSLETTERS

60K Combined Newsletter Subscribers
20% Click To Open Rate
2 Unique Newsletter Sends

THE SPARK
OCTOBER 2021

A peacock Original
FROM THE AUTHOR OF THE DA VINCI CODE AND ANGELS & DEMONS

THE SPARK
OCTOBER 2021
DON'T MISS OUR October Binge Pick



SOCIAL PROMOTION

540+ Views
79K+ BookSparks Fans Reached

THE SPARK
SEPTEMBER 2021

DEDICATED IG HIGHLIGHT
5K+ Views
SEE MORE

215+ Engagements

SHEREADS COVERAGE
NEWSLETTER INCLUSIONS
10K+ Fans Reached



CAMPAIGN OVERVIEW
BookSparks amplified the June 2021 release of Netflix's highly anticipated show *Sex/Life* with a SheReads.com site takeover, newsletter inclusions, social promotions, custom social graphics, and an influencer boost.

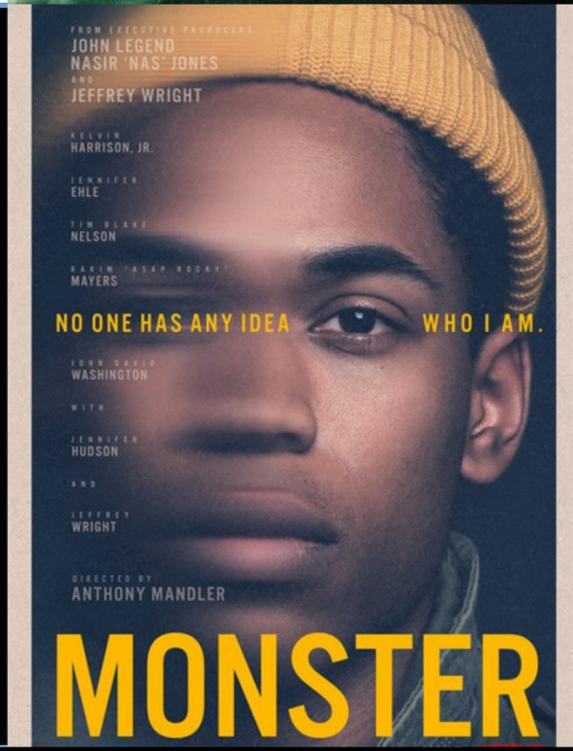
SHEREADS.COM SITE TAKEOVER ADS

200K+ Monthly Viewers



#THEWOMANINTHEWINDOW COVERAGE

780+ fans
1 Million+ Fans Reached
300+ #WITWxBS Posts to date



NETFLIX

CAMPAIGNS / CLIENT EXAMPLES

SRC2021.BOOKSPARKS.COM @BOOKSPARKS #SRC2021

SUMMER READING

2021 CAMPAIGN HIGHLIGHTS REPORT

Summer reading was all about our community of readers building their summer reading bucket lists. We shared some of the hottest books, app, travel and more, while partnering with top tier brands.

150+
Total Influencers

5K+
#SRC2021 Social Posts

5MM+
Influencer Reach

20MM+
Total Social Reach



KICKING OFF WITH REESE'S BOOK CLUB AND LAURA DAVE

We officially kicked off our summer reading with Reese's book club's May pick, *The Last Thing He Told Me* by Laura Dave. We partnered with Reese's Book Club to host a giveaway of the pick and push downloads of the Reese's Book Club app.

Soon To Be An Apple TV+ Limited Series

1300 Engagements

2100+ Clicks to Download the App

OUR PARTNERS

BookSparks teamed up with some of the best brands around to further their reach with influencers and give away some of the best books and notebooks around.

frolic
2K+ Giveaway Entries

THE HIVERY
200+ Engagements

ReLala
100+ BookLooks

simple self
1K+ Giveaway Entries

minted.
1K+ Giveaway Entries

MEET JENNY LEE

#SRC2021 HOST

Jenny Lee is a television writer and producer who has worked on various number one rated kids shows and she stopped by to host the challenge. As the host, her book was sent to hundreds of influencers and reached nearly 1 million fans.

Soon to be Adapted

MORE CELEBRITY LOVE

JENNA BUSH HAGER

SARAH JESSICA PARKER

JIMMY FALLON

KATIE COURIC MEDIA

BARACK OBAMA

REESE WITHERSPOON

GOOD MORNING AMERICA

CAMILA ALVES MCCONAUGHEY

OUR CELEB GUEST

Camila Alves McConaughey, founder of Women Of Today joined the summer reading challenge to share her summer reading list and take over social media.

200K+ UNIQUE VISITORS MONTHLY

30K+ UNIQUE VISITORS MONTHLY

600+ ENGAGEMENTS

SUMMER MEDIA COVERAGE

1500+ MEDIA ARTICLES FEATURING #SRC2021 TITLES

AARP, BARNES & NOBLE, BOOKFROG, marie claire, *Reese's Book Club*, BookBub, *Bookish*, BRIT+CO, goodreads, lifesavvy, *Good Housekeeping*, BUSTLE, BuzzFeed, COSMOPOLITAN, *WIRAL.com*, CrimeReads, ABA, CNN, ENEWS, ELLE, *Good Morning America*, THE HIVERY, CrimeReads, Entertainment, Esquire, GLAMOUR, LIT HUB, the Skimm, frolic, FORTUNE, Parade, People, hello sunshine, Ms., REALSIMPLE, PureWow, sheknows, *SheKnows*, GalsDaily, MENS JOURNAL, NEW YORK POST, PUBLISHERS WEEKLY, The New York Times, Prevention, TOWN&COUNTRY, TRAVEL+LEISURE, TODAY, VOGUE, KATU, TIME, USA TODAY, VULTURE, *Hollywood Reporter*, NOVEL SUSPECTS, YAHOO!, The Washington Post, NERD DAILY, *Teen*, *Culture*, Los Angeles Times, WALL STREET JOURNAL, Chicago Tribune, *Reader's Digest*, *StyleCaster*, *Deer South*, SUNDAY POST, *Women's World*, HELLO GIGGLES, *Real*, *PP*, *Beyond the Bookends*, BOOK CLUB CHAT, BOOKLIST-GREEN, COUNTRY LIVING, *Crime*, *Element*, MAGNOLIA MAMAS, WOMEN OF TODAY, shondaland, Palm Beach Daily News, POP! COGS THE Reader

CAMPAIGNS/CLIENT EXAMPLES

BOOKSPARKS.COM/BOOKCLUB @BOOKSPARKS #BOOKSPARKSBOOKCLUB

BOOKSPARKS Book Club

SUMMER BOOK CLUB RECAP

The BookSparks Book Club relaunched in July 2021 to promote the hottest book of summer: *Malibu Rising* with newsletter inclusions, social promotions, custom graphics, and book club takeovers.

THE BOOKSPARKS BOOK CLUB AT A GLANCE

300+
Book Clubs

16MM+
Social Reach

MALIBU RISING

SUMMER
BOOK CLUB
PICK

NEWSLETTER
INCLUSIONS
20K Subscribers
reached

SOCIAL PROMOTION
BOOKSPARKS INSTAGRAM

79K+
Fans
200+
Posts

DEDICATED
IG HIGHLIGHT
5K+ Views



BOOK CLUB TAKEOVERS

500K+
Fans Reached

800
Engagements

MEET
@LOVEACTUALLY
100+ MEMBERS



BOOK CLUB CHAT

BOOK CLUB
TAKEOVERS



MEET
#OVERBOOKEDBOOK
CLUB
40+ MEMBERS



5K+ Views

HIGHLIGHTS FROM THE #BOOKSPARKSBOOKCLUB



CUSTOM GRAPHICS



Our Book Club Partners

redbook PureWow TALBOTS

POPSUGAR. COSMOPOLITAN

homesick

CAMPAIGNS/CLIENT EXAMPLES

BOOKSPARKS.COM/FRC2021 @BOOKSPARKS #FRC2021

BEAUTIFUL WORLD, WHERE ARE YOU

FALL READING CHALLENGE COVERAGE

100+
Influencers

2MM+
Fans Reached

2.1K+
Posts To Date

MEDIA COVERAGE

WOMEN.COM
 she reads
 sheknows
 Getaway

BRIT+CO
 Ms. Career Girl

Women Writers, Women's Books

2.8MM+ UNIQUE INDIVIDUALS REACHED MONTHLY

hello BEAUTIFUL BOOK WORLD

SOCIAL COVERAGE

1.4K+
Giveaway Entrants

20K+
Newsletter Fans Reached

NEWSLETTER INCLUSION

HIGHLIGHTS FROM #BEAUTIFULWORLD,WHEREAREYOU INFLUENCERS

35+
Influencers

640K+
Fans Reached

MEDIA COVERAGE

