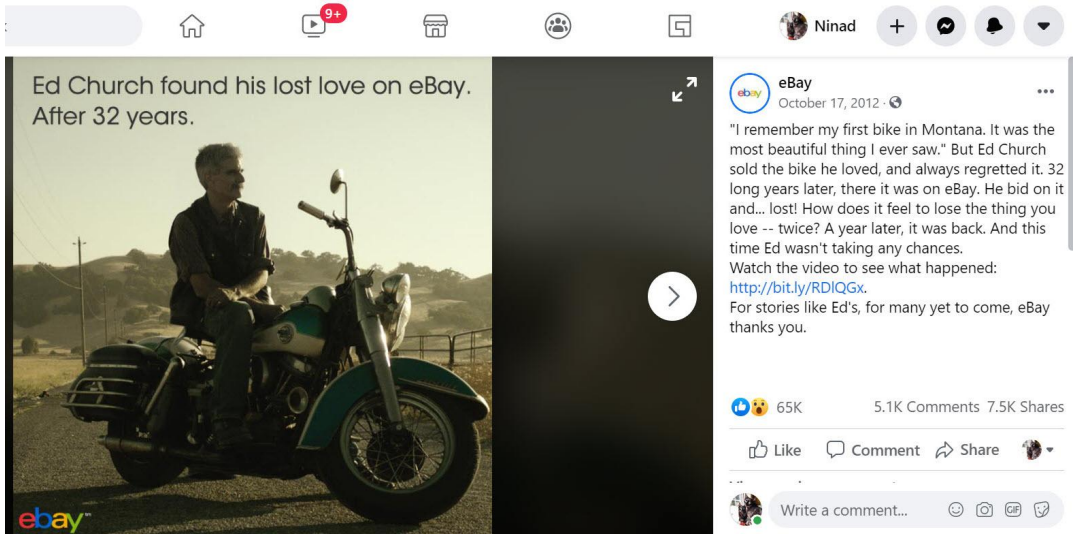
eBay – Facebook posts (2010-2015)…. 1

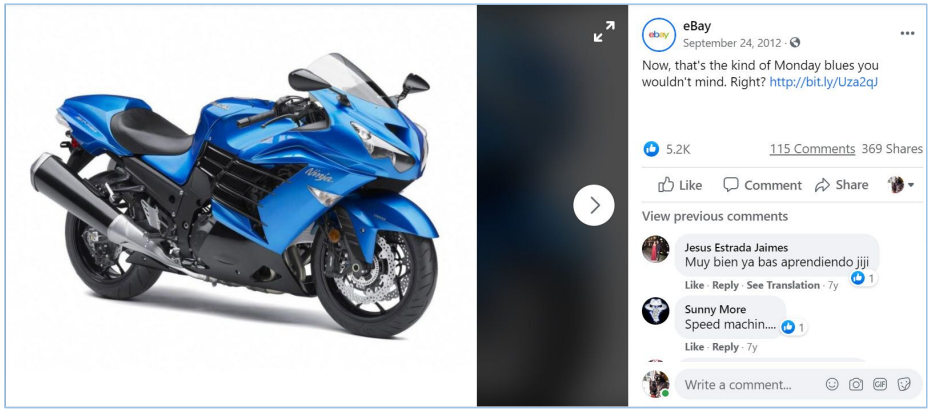
- **Context**: I was responsible for creating social media content on eBay's owned social channels from 2010-2015. For most of this period, I did not have agency support, so wrote the copy and sourced imagery myself (I had some agency support for creating images).
- **Brief**: Drive social media engagement on eBay's owned social channels and increase clickthrough and conversion from social to eBay.com.
- **Role:** Created and published social posts several times a day on Facebook and Twitter. Capitalized on pop culture, current events, and social trends to reinforce the eBay brand and position eBay inventory in engaging, creative ways.
- **Results:** Raised contribution of social traffic to overall eBay traffic from 1% to 3% over 2014-15.
- **Highlights:**
  - Wrote social copy for Fashion, Automobile, Electronics, Pop Culture, and other eBay categories

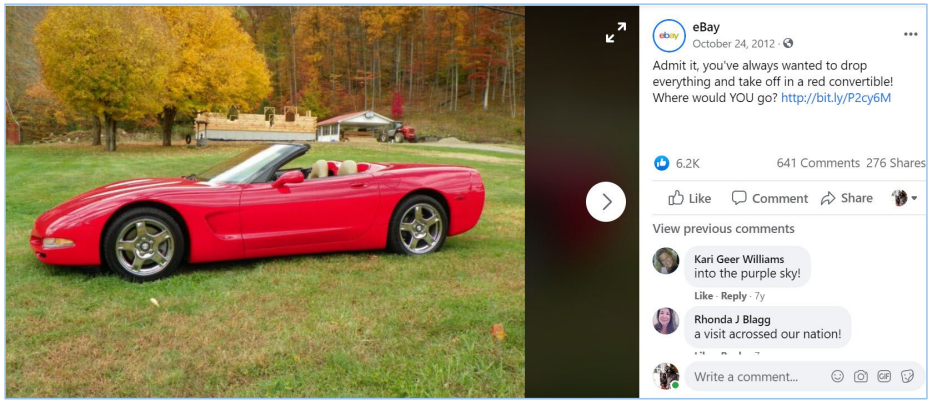


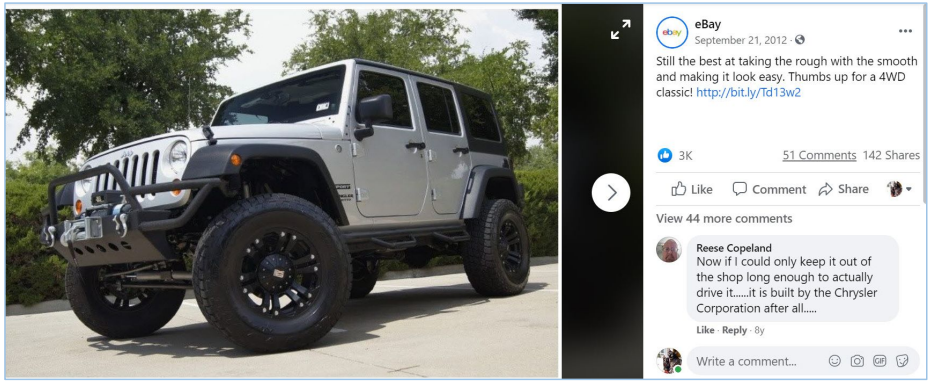
Best performing Facebook post on my watch:

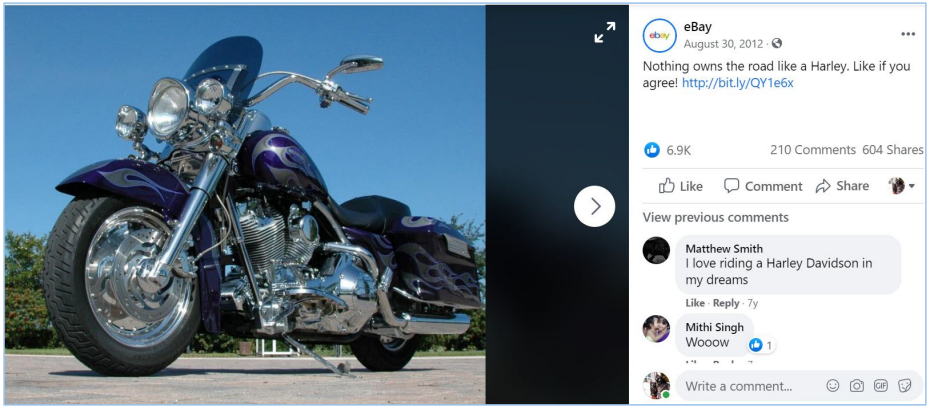
- **14 million impressions** (including 1 million organic impressions)
- **65,000 Likes**
- **5100 comments**
- **7500 shares**
- **569,000 YouTube video views**

eBay – Facebook posts… 2 (Automobiles)

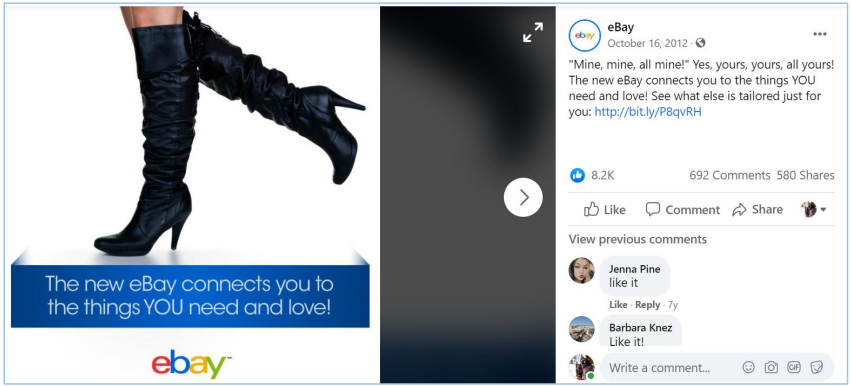


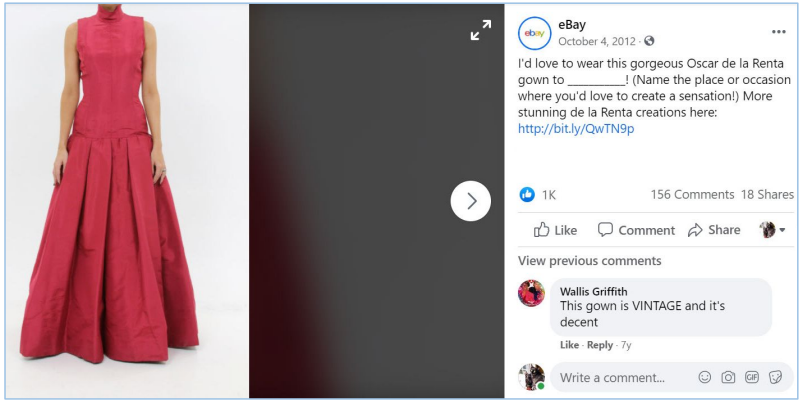


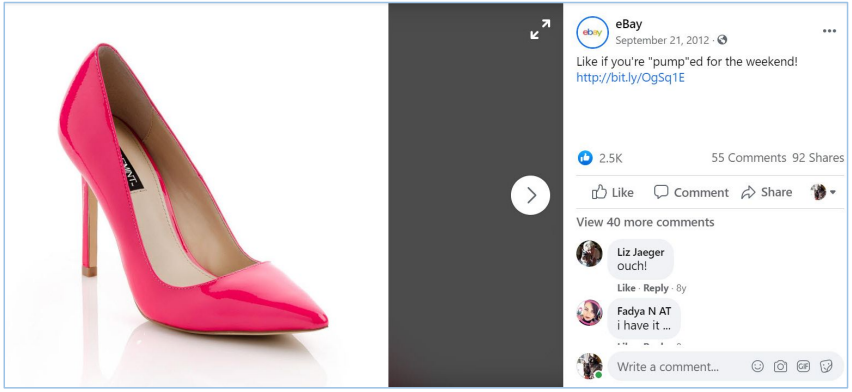


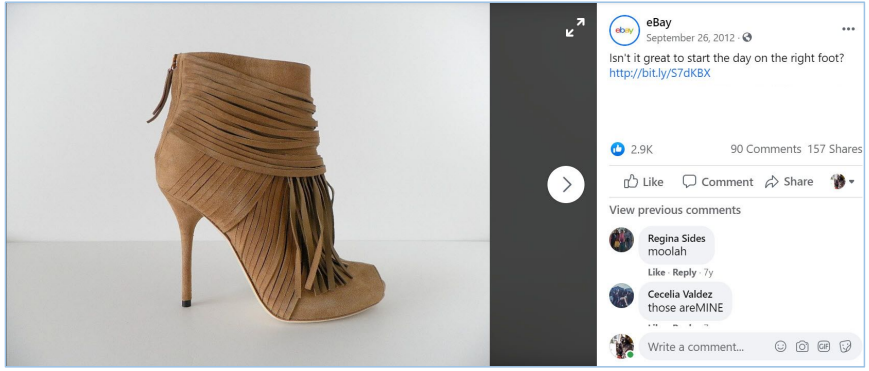


eBay – Facebook posts… 3 (Fashion)









eBay – Facebook posts… 4 (Electronics)



eBay
August 31, 2012 ·

It's so easy to make a guy happy. Just give him an Xbox Live Gold 12-month subscription: unlimited multi-player gaming, thousands of HD movies. Of course, he might never leave his man cave. Only $34.95 with free shipping! http://bit.ly/SZayNN

1.2K 76 Comments 128 Shares



eBay
October 26, 2012 ·

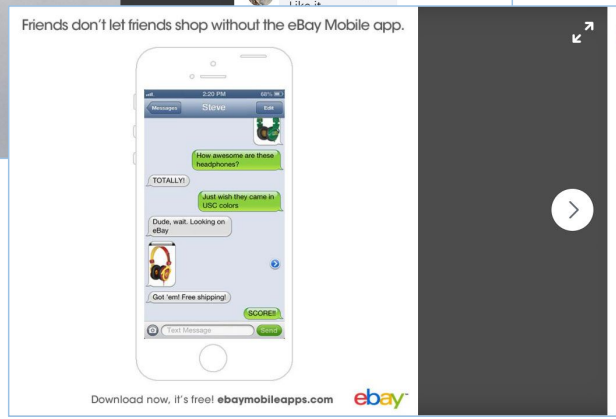
Got sweetness? http://bit.ly/Y31RCm

25K 896 Comments 1.6K Share

Like Comment Share

View previous comments

Helen Hebert Myers



eBay
November 20, 2012 ·

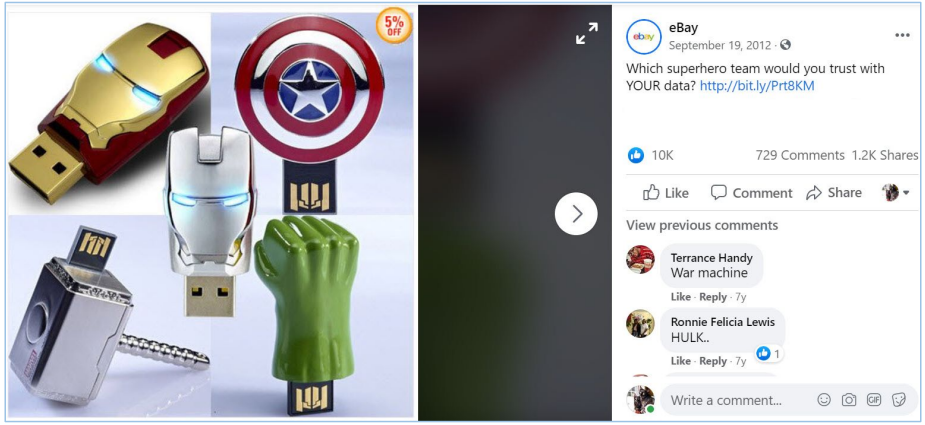
Helping a buddy with shopping advice is part of the bro code. Like if you agree! Get the free app and tell your buds: http://bit.ly/TK7rt8!

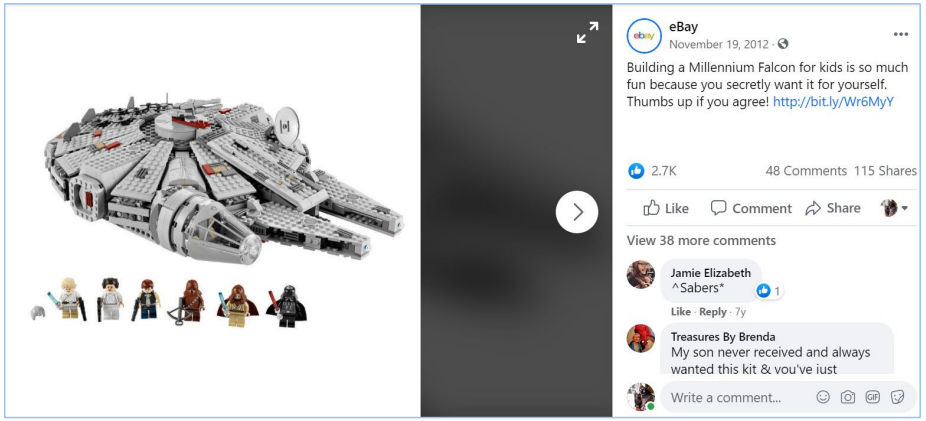
1.3K 55 Comments 33 Shares

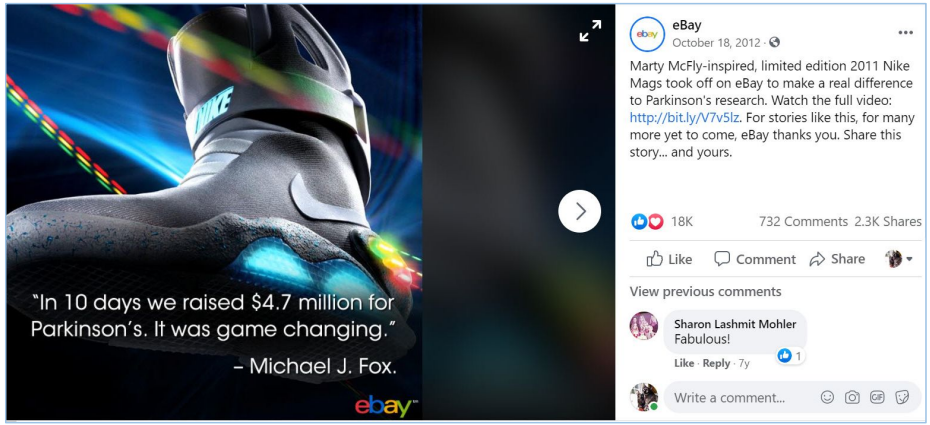
Like Comment Share

View 34 more comments

eBay – Facebook posts… 5 (Pop Culture)







eBay – Facebook posts… 6 (Halloween)

