

Social Media Portfolio

Presented by Sammi Pun

www.linkedin.com/in/sammipun



Social Media Manager
B2B SaaS

Hi, I'm Sammi!

I am a **social media and content** strategist with over 6 years of experience in the B2B SaaS space.

I'm passionate about building **cohesive brand stories for tech companies** that truly engage with their audience.

Skills

- Copywriting
- Graphic design
- Photography
- Videography and script writing
- Creative concepting and briefing

Tools

- **Design:** Canva, Adobe CS, Figma
- **Video:** Wistia, CapCut, Kamua, Munch
- **PR:** MuckRack
- **Planning:** HootSuite, HubSpot, Sprout



My stats as a social media manager

Grew organic LinkedIn following by

+57%

+13,101 followers

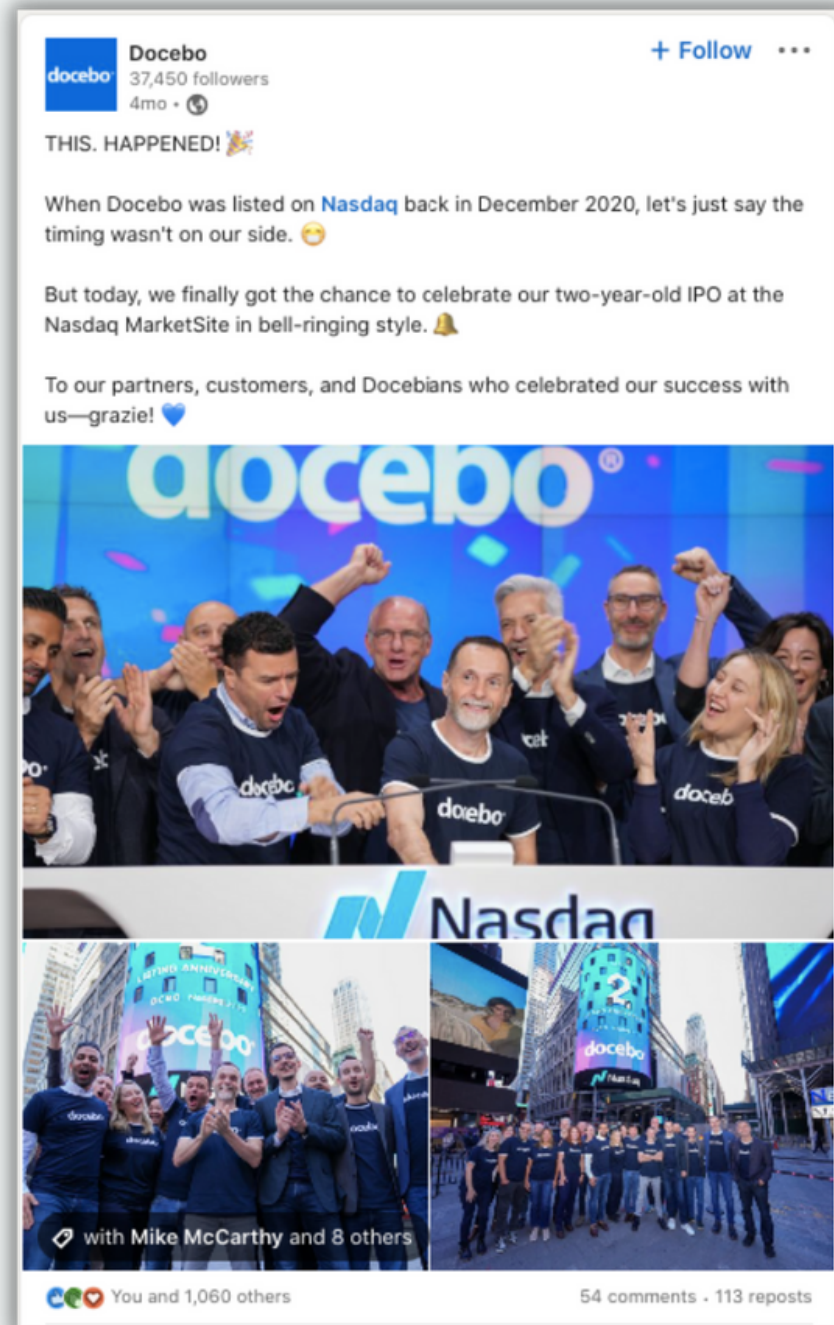
Boosted monthly engagement rates

+88%

Lifted monthly unique impressions

+59%

Campaign: Docebo's NASDAQ IPO | **Goal:** Generate buzz around important moments



Thank you Marketing Team, beautifully done and the feedback I got from Nasdaq this morning was this was the biggest engagement they had on social media. Well done and many thanks!

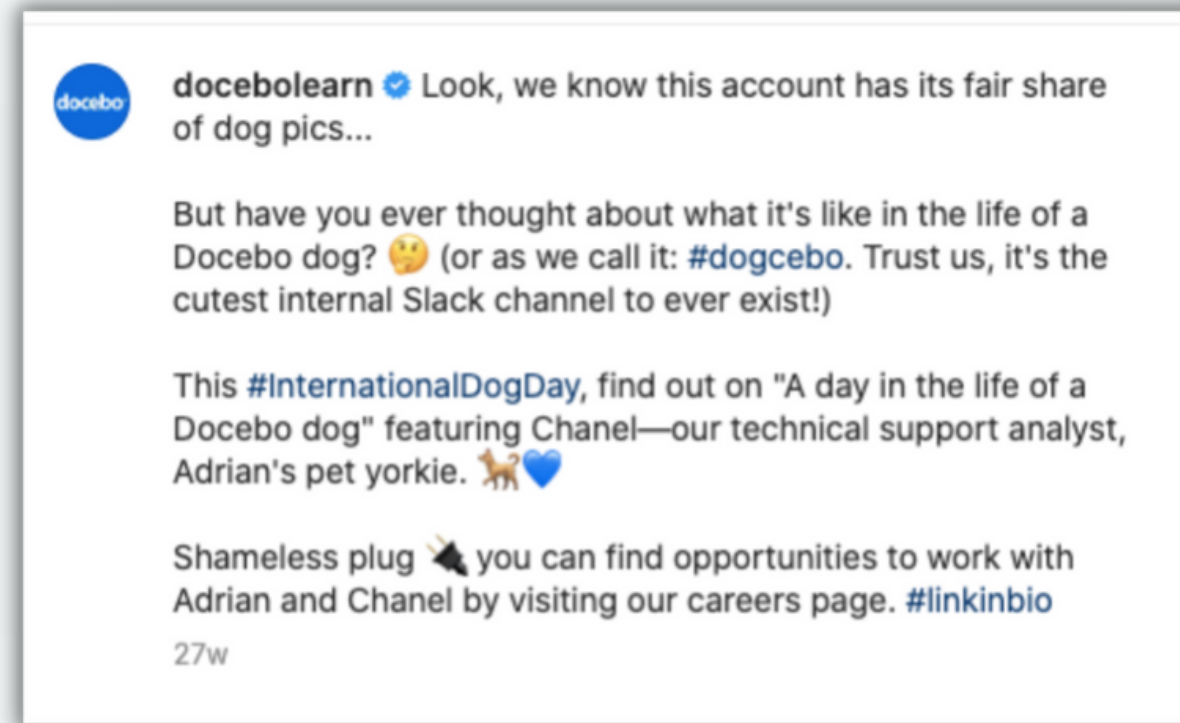
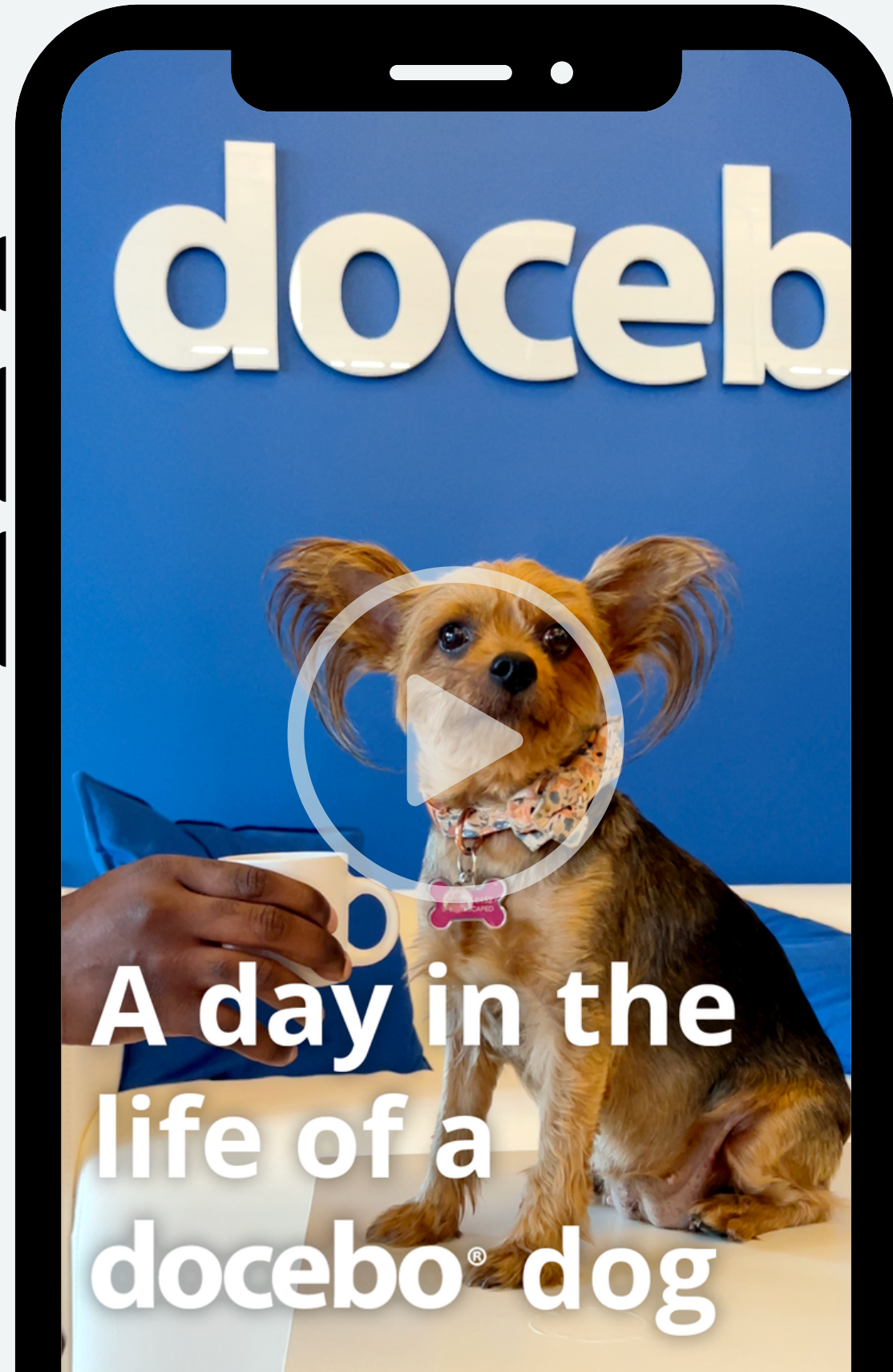


Cross platform impressions
57,346

1,051
Interactions (LinkedIn)

I shot content on-site, wrote emotive copy to build an engaging story, and supported social media in real-time to capitalize on engagement during the event's most viral moments.

Campaign: International Dog Day | **Goal:** Drive traffic to careers page



38.6%
Engagement Rate (LinkedIn)

4,862
Views (Instagram)

I newsjacked the topic of **#InternationalDogDay** to boost traffic to our careers page and position the company as a personable brand for talent.

The campaign was frequently referenced by candidates and new hires as a driver for applying.

Campaign: Ada's 'AI Agent' Product Launch | Goal: Get our audience more familiar with Ada's AI Agent

Ada 32,458 followers
4mo · 🌐

Mic-drop. Ada's Chief Product Officer, [Mike Gozzo](#), just busted some major [#CX](#) myths at [#AdaInteract2023](#) 🌟

Today, on stage at Interact, Ada is breaking the script for chatbots — and introducing Ada's AI Agent, a new paradigm for customer support.

Stay tuned as we unveil more about our innovative approach to customer service automation and how we're re-writing it for a more connected, efficient, and human-centric customer experience. 🚀

3 common myths about customer service automation

And how we're breaking the script on these myths with Ada's AI Agent

- Customers don't like chatbots**
- Generative AI is a black box**
- Containment rate measures success**

57 5 reposts

Welcome to Ada's AI Agent: The future of ...

13,019 views · 4 months ago

Welcome to Ada's AI Agent.

Ada's AI Agent isn't a "chatbot", it understands, reasons, and solves — just like a human. Ready for complex queries, anytime, in any language.

Dive into the details of our AI Agent's unique skills and ...
READ MORE

← This video gathered 124 reactions, 27 reposts, and 12 comments on [LinkedIn!](#)

Ada @ada_cx · Dec 1, 2023

Stop repeating yourself on the phone ✖

Ada's AI Agent gets you, the first time.

Powered by [#generativeAI](#) and advanced speech transcription technology, Ada accurately captures customers' details.

Visit [ada.cx/platform](#)

ada 00:07

Eva E

Thanks. To confirm is your name spelled E as in Eddy, V as in Vivian, A as in Apple?

0:11 / 0:25

1 95

Ada needed its audience to know it wasn't just "a chatbot", it was an AI Agent — and this technology was different than what everyone already thought they knew about AI-first CX solutions.

To get this message out, I worked with our product and design team to craft multiple content pieces to introduce our audience to the AI Agent.

Using multimedia formats, such as sizzle reels, "how it works" videos and platform-native infographics, we created engaging content that made this technical product digestible to our social media audience.

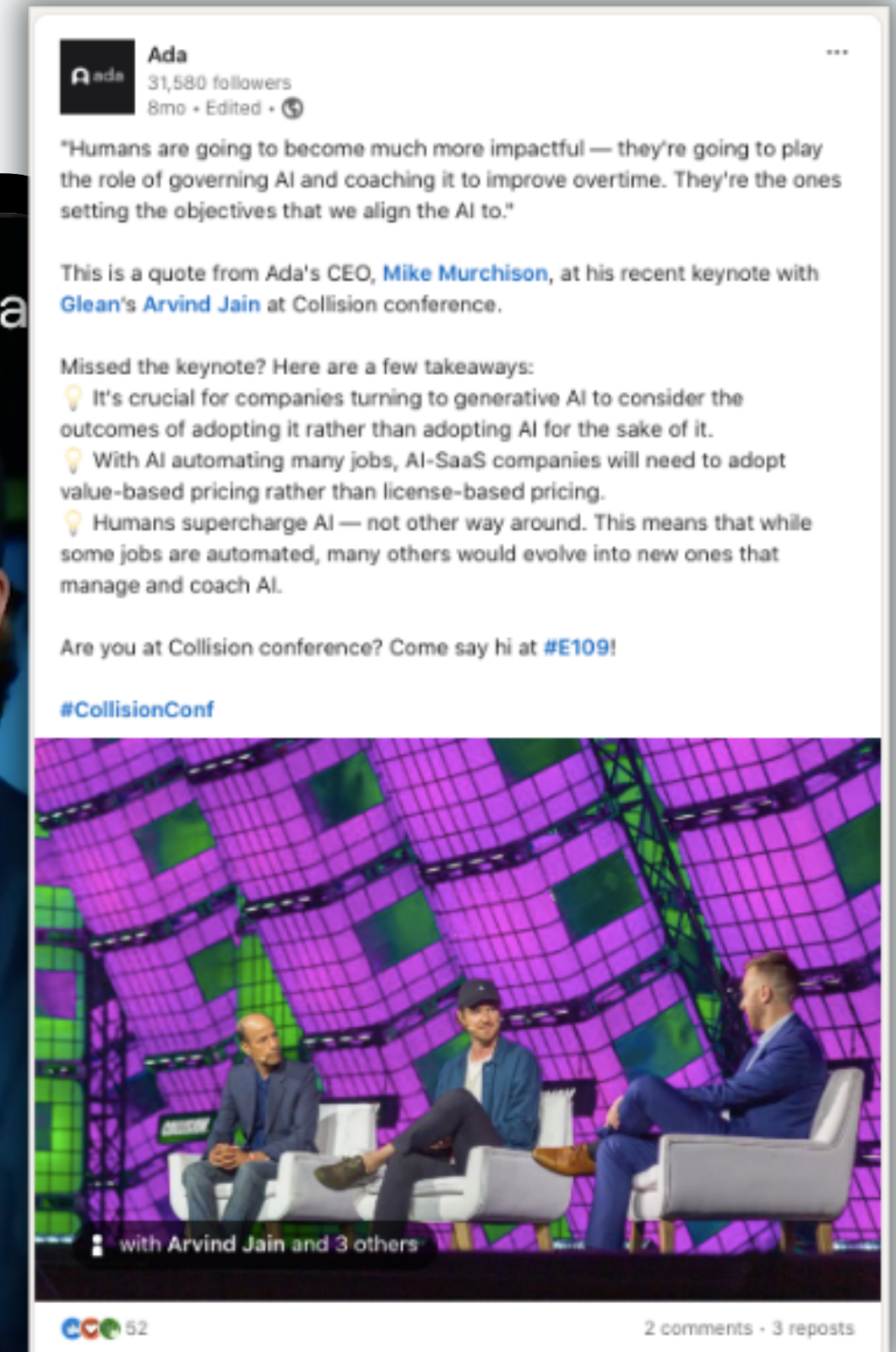
Campaign: Collision Conference | Goal: Position Ada as a thought leader in AI



As an AI company with many fierce competitors, Ada needed to differentiate itself as a leader in AI.

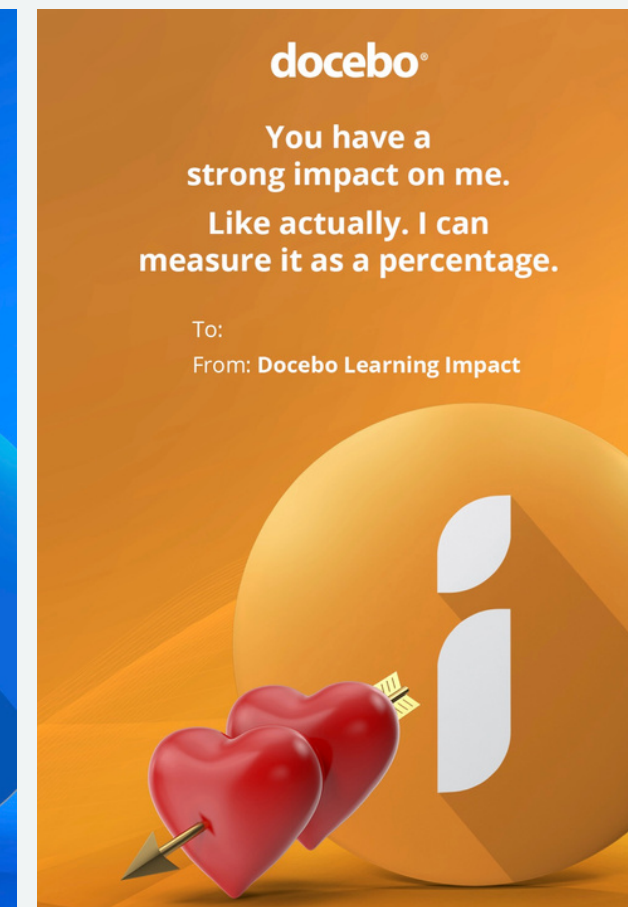
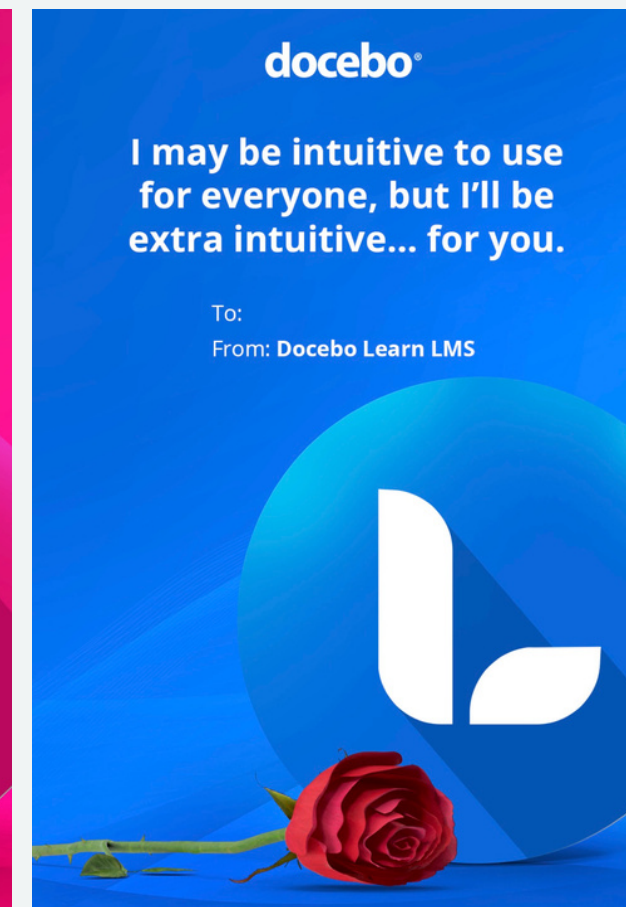
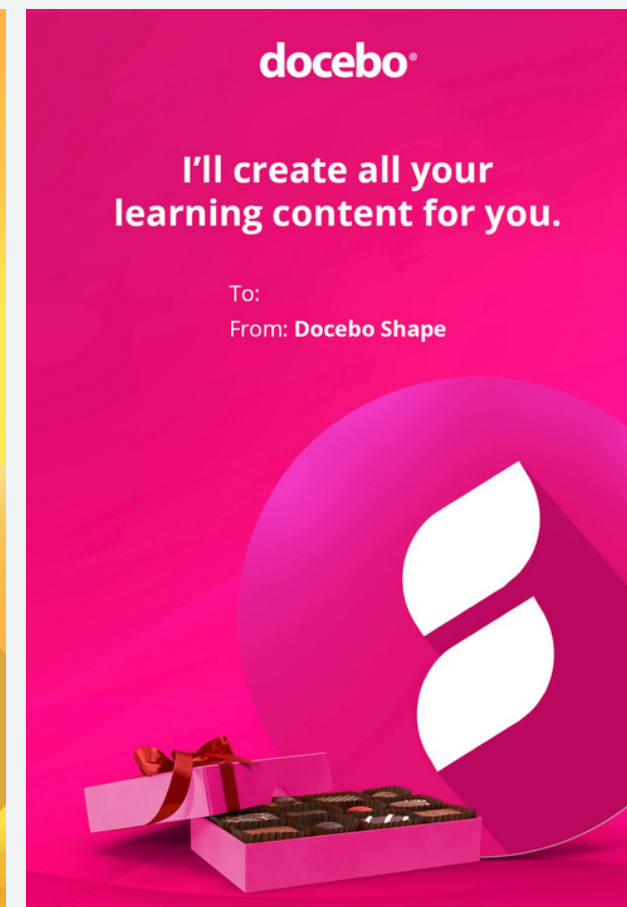
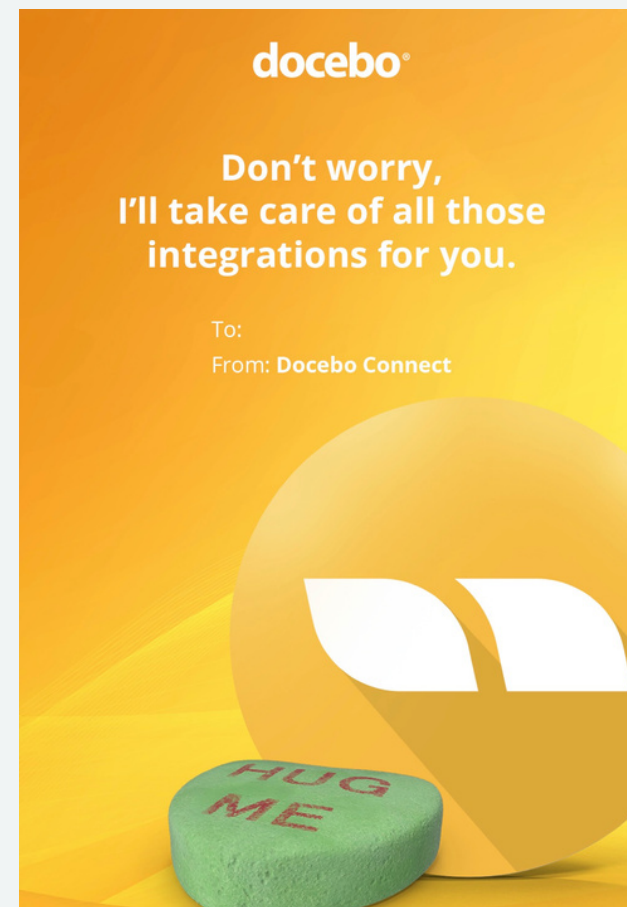
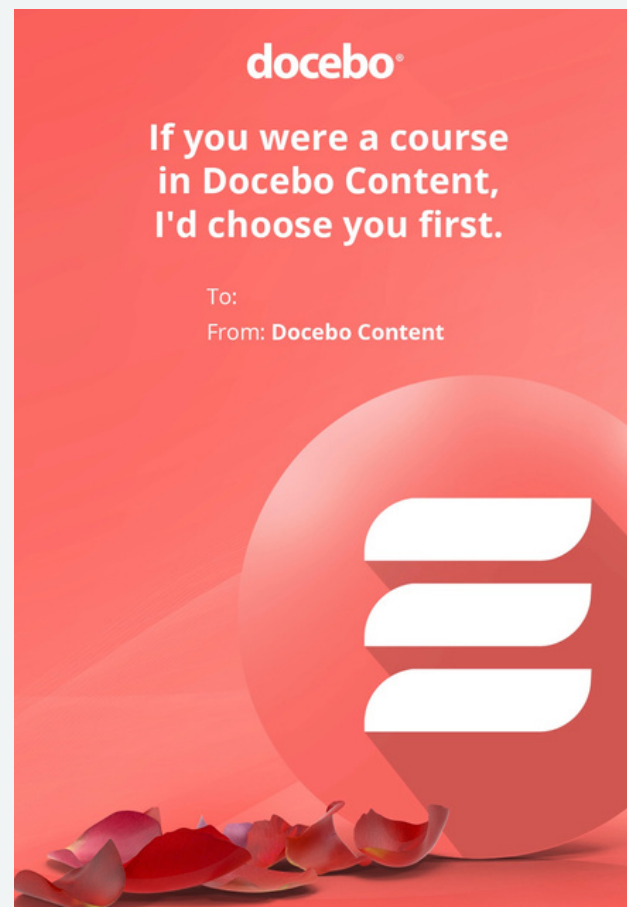
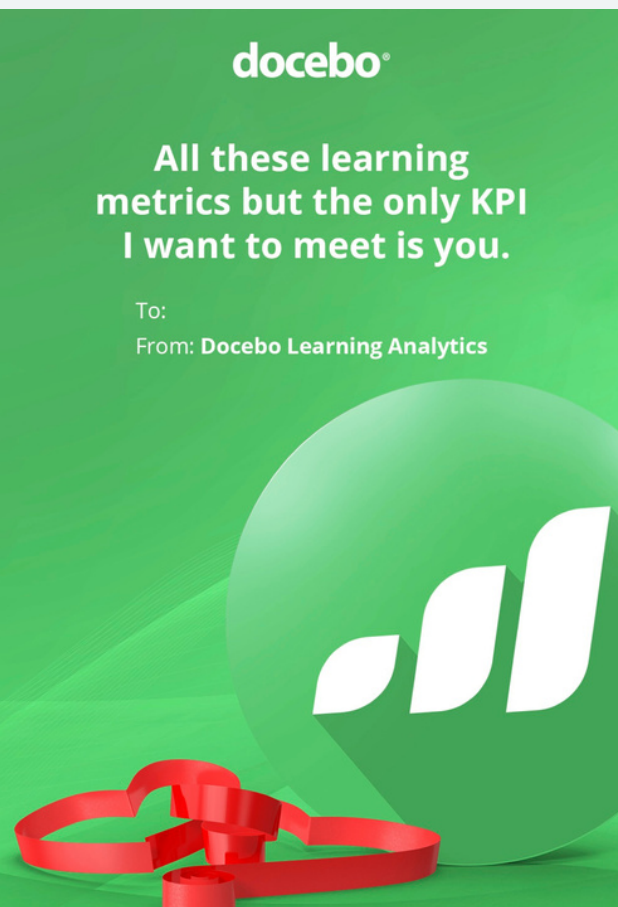
So when invited to speak at Collision, a major tech conference in Toronto, I capitalized on this opportunity to create a variety of content from the event to propel our point of view.

From capturing photography to creating video snippets of our CEO's session, **I turned one single event into multiple posts and 3 short-forms videos that gathered over 32,000 impressions.**



Campaign: Valentine's Day | **Goal:** Boost product awareness

On Valentine's Day, I leveraged the holiday to re-imagine the products in the product suite as Valentine's Day cards. The humorous nature of the post encouraged our audience to re-share and comment — reaching an **engagement rate of 27.8%** on LinkedIn.



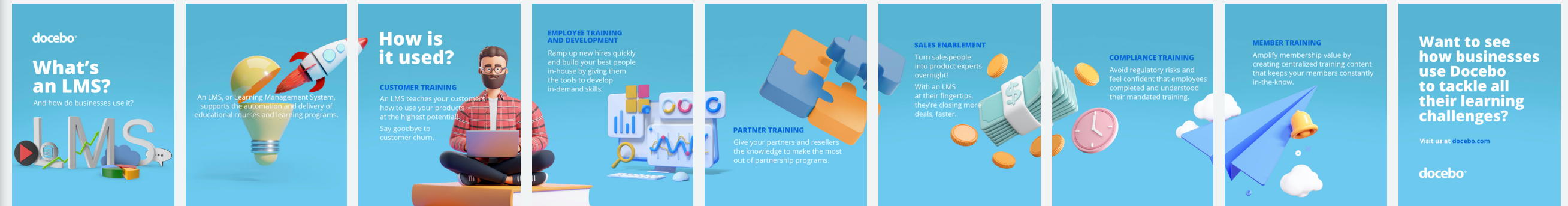
You know, for a platform that gets told all the time that we're "so good-looking"—we don't have a date this year for Valentine's Day. 🥰🌹

Maybe these will do the trick? 💙

Anyone free tonight to take a learning suite out for some dinner?

Campaign: What is an LMS? | **Goal:** Drive top-of-funnel traffic to our most popular blog post

↪ *Designed with continuous flow to encourage scrolling!*



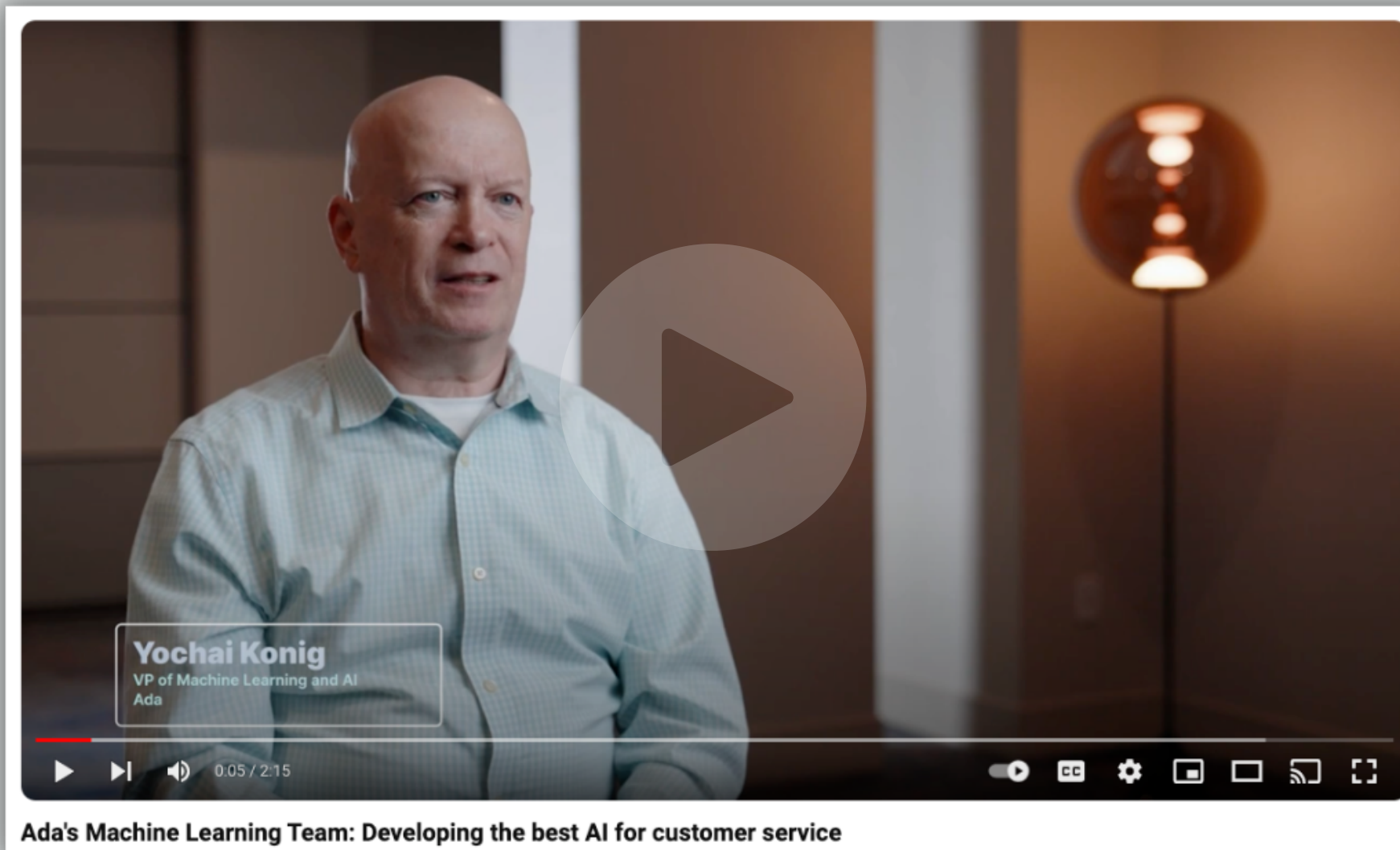
Drawing from SEO data and consumer insights that most of our customers used our platform for more than one purpose, I worked with our designer to re-purpose one of our best-performing blog posts into a social media piece to drive top-of-funnel awareness of what an LMS is, and all the diverse ways it could be used to drive business outcomes.

Due to the topic's relevancy, this content piece was re-shared over 30 times by prominent influencers in the learning space.

This positions the brand as a leader in learning and the product as a versatile resource for all businesses with a need for learning solutions.

Campaign: Machine Learning at Ada

Goal: Boost awareness of Ada's AI excellence



After learning from the product team that Ada's key differentiator from its competitors is its renowned team of machine learning scientists, I conceived the idea of creating a video piece to showcase this.

From scripting the video, coordinating a filming schedule with our scientists and freelancers, directing the video on-site, and crafting the creative brief for our editor, this content piece supports Ada's video strategy while humanizing the technology behind the brand.

Campaign: Kiehl's x Docebo | **Goal:** Showcase how a prominent customer uses the platform

docebo *Kiehl's*
How Kiehl's modernized their education with Docebo
 Customer stories →

docebo Customer *Kiehl's*
 Since 1851, Kiehl's has specialized in highly personalized skincare, amassing a global network of over 4,500 Skin Pros.

docebo Challenge *Kiehl's*
 Kiehl's Skin Pros are renowned for their in-depth knowledge of formulas, ingredients, skin physiology, and sustainability.
 As Kiehl's expanded globally, they needed to amplify and modernize over 170 years of education—in a single global platform.

docebo Solution *Kiehl's*
 With Docebo, they built a global e-learning platform with trail blazing features:
 ✓ 300+ interactive courses
 ✓ Tailored, on-brand design
 ✓ Gamification with achievements, badges, and rewards
 ✓ Social features like mentorship and "Ask an expert"

docebo Results *Kiehl's*
 Along with glowing user reviews and a more efficient, globally-scaled education experience, they saw:
100% users completed onboarding & virtual sustainability training
45+ new countries onboarded
300+ courses developed in 11 languages

docebo
 "I can be creative and share anything... I am so thankful to be part of the Kiehl's Community!"
 JEM
 Kiehl's Skin Pro
Kiehl's
 SINCE 1851
 Mia Kernaghan
 Global Digital Education Specialist
Kiehl's
 SINCE 1851

Skincare and learning? Now, that's a science! 🧪

Check out our latest customer success story with the fine apothecary skincare expert, **Kiehl's Since 1851!** 🧪

Here's how they modernized and amplified 170 years of their skin-loving training for their growing global network of world-renowned Skin Pros.

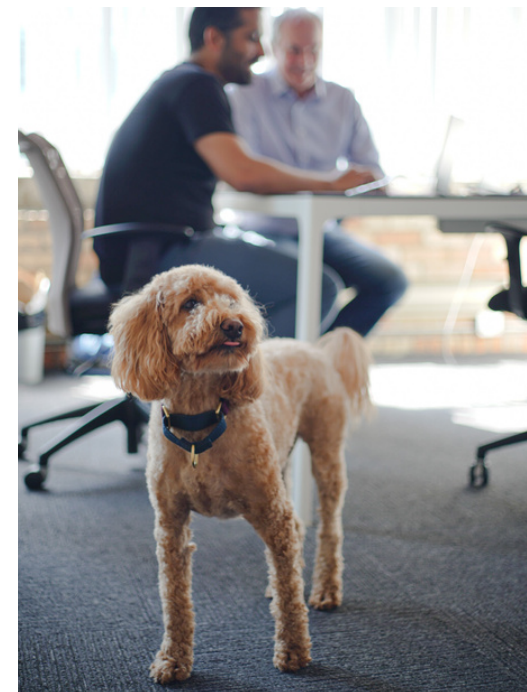
Read the full story here:
<https://lnkd.in/gu67PGuP>

Quote from Mia Kernaghan, Global Digital Education Specialist at Kiehl's.

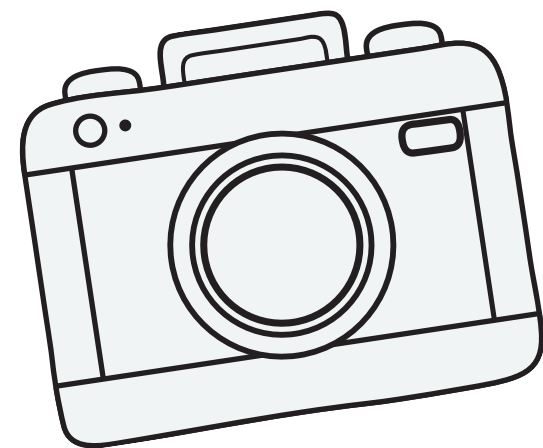
Sales reps at Docebo relied on social media to draw demand.

To support them (while also showcasing a prominent client), I worked with our designers to create an attractive graphic carousel and video quote that they can easily share with prospects to drive interest.

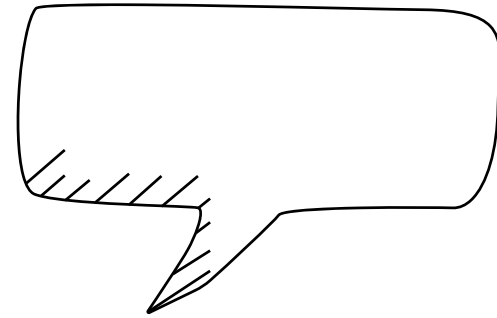
Sammi Pun | Social Media Portfolio





Photography Catalogue





Real Audience Comments



 **Diana Barboza (She/Her) • 2nd** 1mo ...
Expanding Amazon's Cloud and Media footprint within priority VC f...
Espresso has less caffeine than a regular cup of coffee. My life is a lie.
Btw whoever is running this account is adorable. Hello!

Like ·  3 | Reply · 1 Reply

 **Dr. T. Tesfamichael • 3rd+** 1d ...
Solving Workforce Education Puzzles
Good God, y'all have the best marketing. Keep shining, Docebo!

Like ·  2 | Reply · 1 Reply



I had the pleasure of working with Sammi for about a year and a half, and I was consistently impressed by her skills.

Sammi is an exceptional social media strategist and always relies on data to see what's trending and how we can insert our company voice to those trending topics to stand-out against our competitors. She understands how to create and execute effective campaigns and the importance of aligning across teams (PR, Internal Comms, Sales, Product, Employer Brand, etc). She has a deep understanding of different social media platforms and their audiences, and she can develop creative strategies that resonate with those audiences. She is also highly skilled in analyzing social media metrics to measure the success of campaigns and make data-driven decisions.

Sammi is a pleasure to work with. She takes a truly collaborative approach to her work. Her positive attitude and passion for her work are contagious, and she would be an asset to any team.

Overall, I strongly recommend Sammi for any role related to social media strategy. She is an exceptional professional who would make a valuable addition to any organization.

Ronda Morra

Global Director of Public Relations & Communications, Docebo

Let's Work
Together