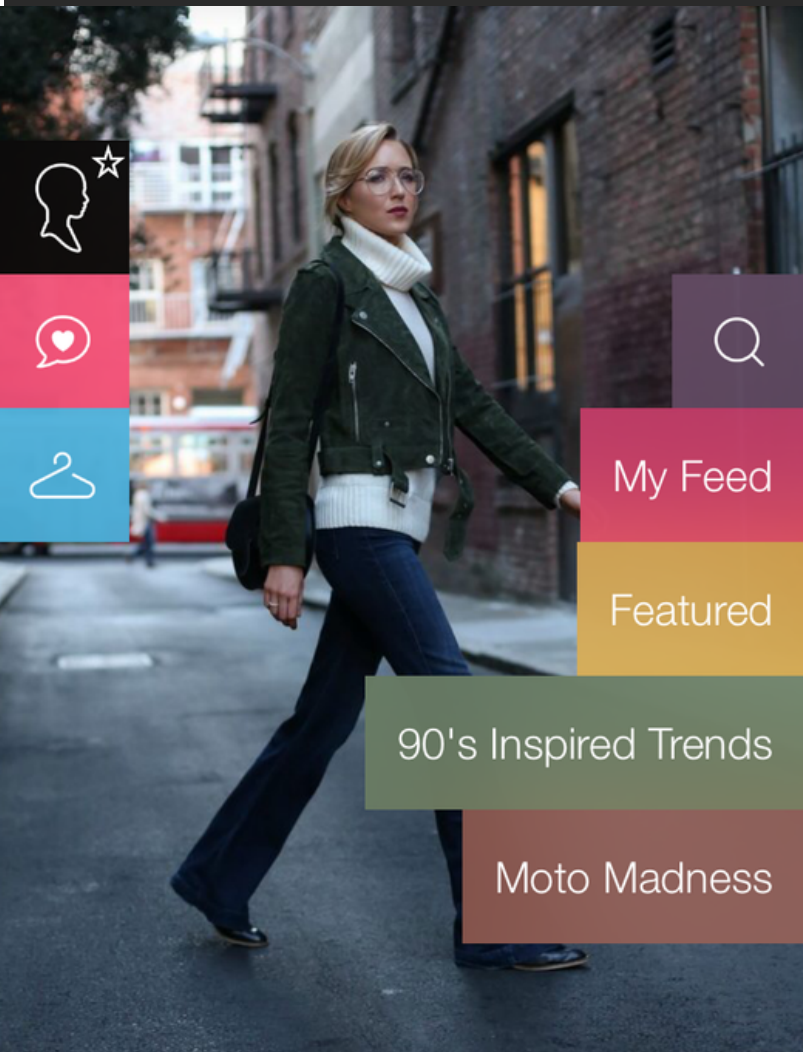




TROVE

ANNIE MIR PORTFOLIO
MARKETING INTERN



MY ROLE

Trove is an app that efficiently leads users from the world's top fashion blogger's style content to purchase on mobile. I was brought on two weeks after Trove's public launch as their first employee. My role as a marketing intern was to develop marketing and branding techniques to drive user acquisition and increase followership. Of course along the way I have taken on many roles and responsibilities. This portfolio includes 5 projects and tasks that I have completed during my time as an employee at Trove.

WEBSITE

TROVE

[Blogger Sign Up](#)

[Press](#)

[Careers](#)

[Contact Us](#)

[Login To MyTrove](#)

[Create a Wix site!](#)

TROVE

THE ULTIMATE STYLE EXPERIENCE

Available on the
App Store

[LEARN MORE](#)

Inspiration From Top Fashion Bloggers

Browse ready-to-shop outfits from the world's top fashion bloggers with styles to match every taste.



[Schedule](#)

Discover New Trends & Products

TASK

I built out an entire new website for Trove using a website builder called Wix. The new site includes a revamped home page with a description of what the app can offer for users, a second page of how the app can benefit bloggers, a blogger sign up page, a Press page, a contact page, and a careers page. View site here: <http://richscudellari.wixsite.com/trove-annie>.

OUTCOME

After feedback and a few changes the site will now be live very soon. The new site better educates users, bloggers, and potential investors.

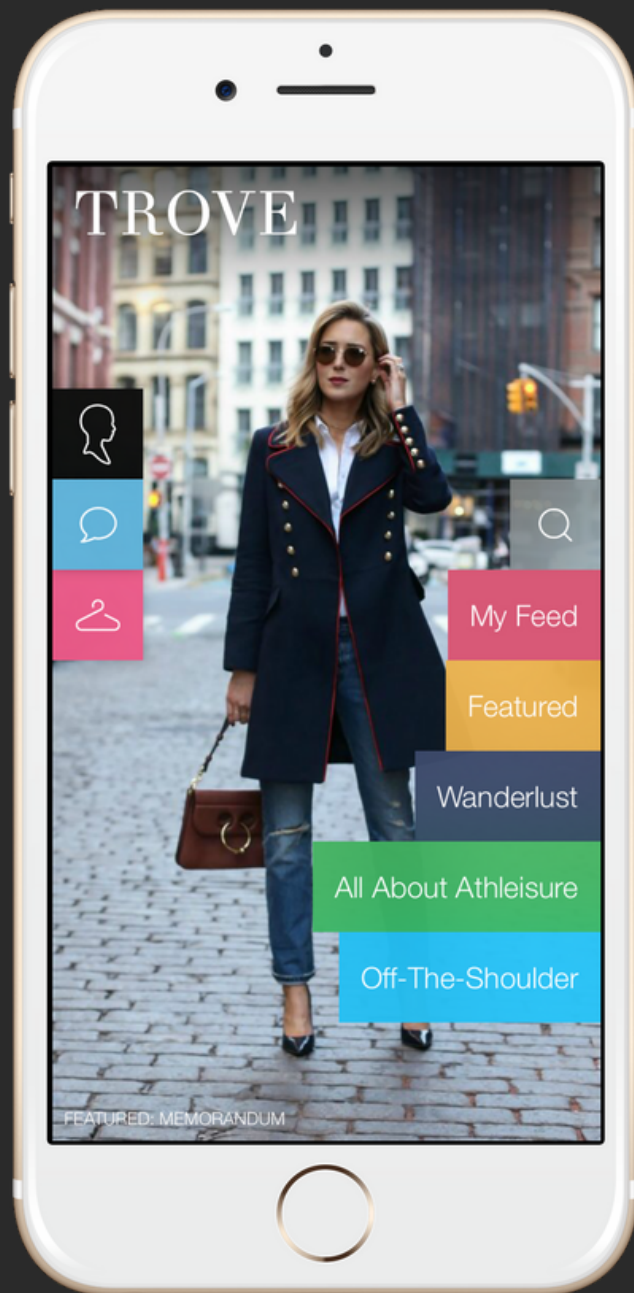
SKILLS ACQUIRED

This helped me understand how to better communicate a brand to consumers in a visual and contextual way.

CHALLENGES OVERCOME

When I was creating descriptions of the app it was challenging concisely putting into words everything this app can provide for customers. I also wanted to make this website look as aesthetically pleasing as possible and create an accurate representation of their brand which required a lot of iteration.

DAILY TRENDS & COVER PHOTO ON APP



TASK

Within the app there are daily fashion trend tabs featuring 60+ outfits from bloggers wearing that trend of the day. Throughout my internship, I was responsible for deciding what the daily trend would be, and searching through our database of content to find 60+ outfits that feature that trend. I was also responsible for deciding on, and updating the cover photo featured when a user first opens the app. This required searching through the database of content in the system and finding a cover worthy photo that usually correlated with the daily trend tab.

OUTCOME

Users on the app are provided with fresh content daily and gain knowledge of the hottest trends fashion bloggers are wearing. Trove is seen as a platform featuring up-to-date fashion trends, and fresh content within the fashion and retail world.

SKILLS ACQUIRED

Talking through my decisions and opinions with my bosses, Rich and Mary, and receiving approval daily allowed me to understand how they make decisions concerning the image of their app. It taught me how to be a better decision maker.

CHALLENGES OVERCOME

It was challenging coming up with a new fashion trend daily for four months. If I was lacking inspiration simply from looking through bloggers content in our system I would look elsewhere such as retailer's websites and look books, runway inspiration, and online fashion magazines.

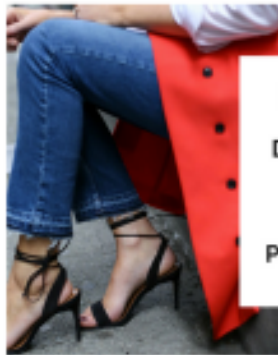
EMAIL

TROVE



YOU NOW HAVE ACCESS TO A STYLE HUB OF READY-TO-SHOP OUTFITS FROM THE WORLD'S TOP FASHION INFLUENCERS

HOW IT WORKS



- EXPLORE** style content from the world's top fashion bloggers
- DISCOVER** new trends daily
- SAVE** your favorite looks and products to your Trove Closet
- PURCHASE** your favorite products with a seamless shopping experience

FEATURED

click to shop



@Blankitinerary



@LivvyLand



@Lowe_Ola

WIN



WIN ME!

GAIN 2 MORE ENTRIES!

As a new member of The Trove App you have been entered into a drawing to win a Longchamp Tote! Increase your chances and gain two more entries by inviting others to join below!

Invite Friends

TROVE

WEEKLY TREND RECAP

THE BEST FROM THIS WEEK'S FEATURED TREND TABS

THINK PINK

Shop Look >



@LivvyLand

FALL ESSENTIALS

Shop Look >



@Blankitinerary

70's INSPIRED

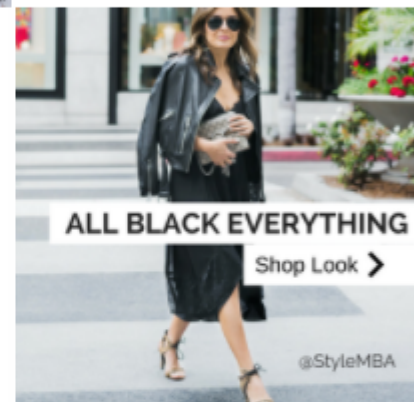
Shop Look >



@ThriftyandThreads

ALL BLACK EVERYTHING

Shop Look >



@StyleMBA

STATEMENT SLEEVES

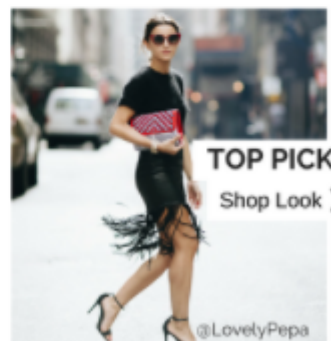
Shop Look >



@MaryOrton

TOP PICK

Shop Look >



@LovelyPepa



TASK

I was tasked with creating a "welcome" email for when a new user downloads the Trove app, as well as creating a weekly email recapping all of the trends that were featured on the trend tabs in the app that week. I used MailChimp to complete this. Initially I created the emails using MailChimp's templates and fonts. However, I was not pleased with the way this looked and decided to create emails using images only. I created the images and inserted them into MailChimp.

OUTCOME

The emails look professional, and align well with the brand image. The weekly trend recap email will draw users back into the app, as they are able to click on a link featured in the email, which will take them into the app.

SKILLS ACQUIRED

I now have a better understanding of MailChimp and how to produce emails using strictly images. I acquired an understanding of deep links as well.

CHALLENGES OVERCOME

I had never created an email through MailChimp so I had to teach myself how MailChimp works. When the design and template wasn't up to my standard I had to research different options. Once I decided to create an email using strictly images I had a bit of a creative block I had to overcome and looked to different retailers emails for inspiration. This task also required a lot of iteration.

CATEGORIZING BLOGGERS

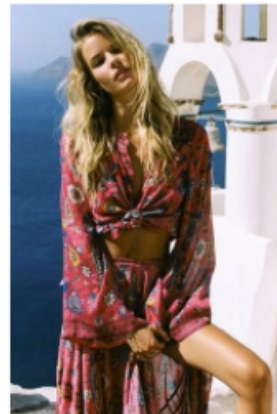
Minimalist

Sleek, simple, toned-down palette, no frills



Bohemian

Earthy, ethnic inspired looks, many travel oriented bloggers



TASK

I was given the task of categorizing all 300 fashion bloggers featured on Trove into categories based on their style and aesthetic. This required devising categories and then researching all 300 fashion bloggers and placing them into a category. In my presentation to Mary and Rich I provided screenshots of each blogger's instagram to make the review process easier.

OUTCOME

With the bloggers categorized, Trove is able to give users a more seamless and enjoyable experience in-app. Users will soon have the ability to search and find fashion bloggers based on style.

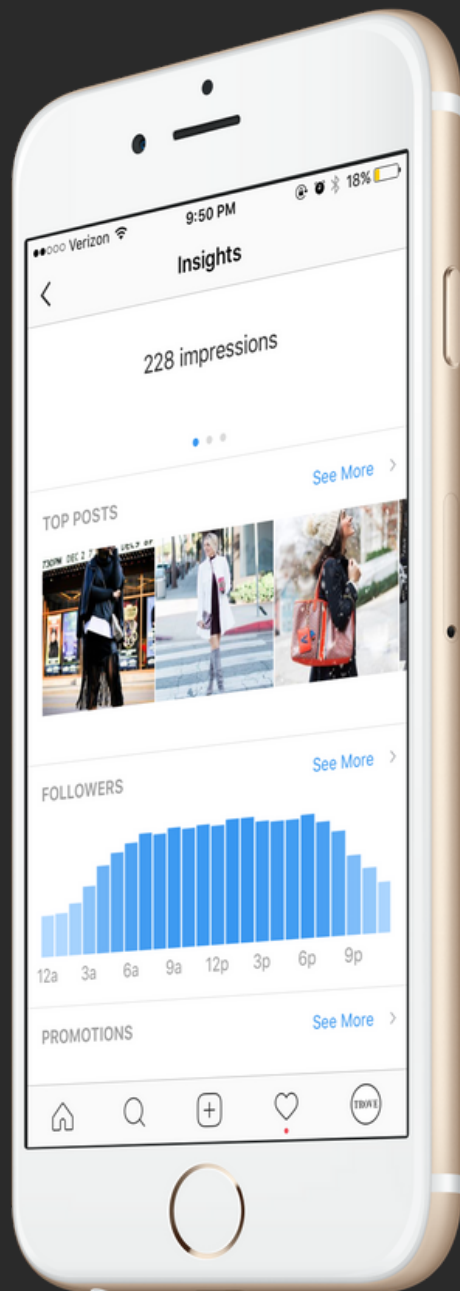
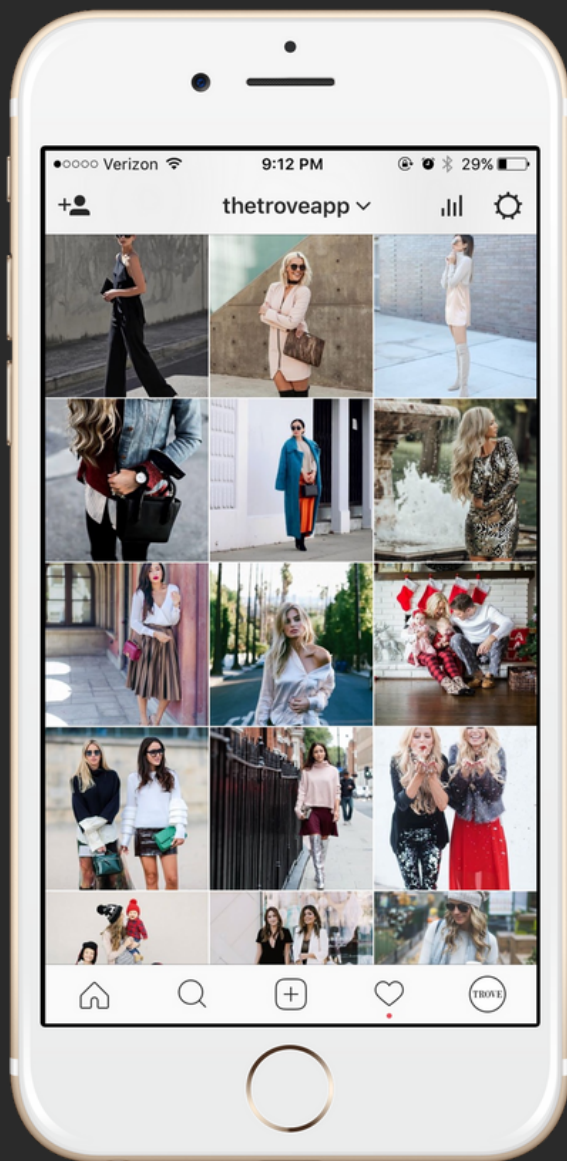
SKILLS ACQUIRED

This highly enhanced my analytical, organizational skills and presentation skills.

CHALLENGES OVERCOME

This was one of my most challenging tasks. No blogger is the same and each blogger has their own unique style. One blogger's "feminine" style may be completely different from another bloggers "feminine" style. I also did not want to run the risk of placing a blogger in a category they do not think they belong. Following the completion of this task, I recommended we allow bloggers to choose which category they belong to when they sign up to be on the app.

SOCIAL MEDIA



TASK

As a marketing intern at Trove I am responsible for managing all social media channels. When I initially arrived as an intern at Trove there was little to no content being posted on their social media accounts. I benchmarked eleven competitors and aspirational brands documenting number of followers, number of posts in the last 30 days, average posts per day, and what is being posted on each company's instagram, Twitter, Facebook, and Pinterest accounts. This allowed me to devise a social media marketing plan based on what was working and what was not for our competitors and aspirational brands.

OUTCOME

Trove's following on instagram alone has grown by 1,000 followers since the beginning of my internship, and marketing tactics are in place to continue to grow their following.

SKILLS ACQUIRED

My analytical skills broadened as I analyzed social media and engagement to make better marketing decisions. My creative skills increased as I had to create content and captions for at least four posts daily. I learned more about Facebook Ad's and boosts by researching the tactic once I decided it may be necessary to help promote our brand.

CHALLENGES OVERCOME

This was challenging building a marketing plan by myself with little content to analyze from the beginning. Every tactic implemented was taking a risk and trial and error.

ACCOMPLISHMENT STORY

When I first came to Trove their website consisted of one landing page that Mary told me she “threw together” the night before their public launch. It included 5 buttons: download the app, login, blogger sign up, careers, and contact us. There was no actual information anywhere on the site that described what the app is or how it is beneficial to users and bloggers. Trove aims to be a high quality content app. In my mind, the site did not communicate the brand image well at all. Rich asked me if I could draft what information would be presented on the site to inform bloggers and users about the app, and propose how it should be placed on the site. I have built my own personal website and I have a good eye for design so I told him I could just go ahead and build another website draft for them and if they liked the way it looked we could make it live. I built out an entire new website using a website builder called wix. My creative inspiration was drawn from other retail website, app website, the design of the app itself, etc. The new site includes a revamped home page with a description of what the app can offer for users, a second page of how the app can benefit bloggers, a blogger sign up page, a Press page, a contact page, and a careers page. Mary and Rich loved the site. After feedback and a few changes the site will now be live very soon. They now have a new site that better educates users, bloggers, and potential investors.