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# Amy

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PDF Portfolio

# Ouattara

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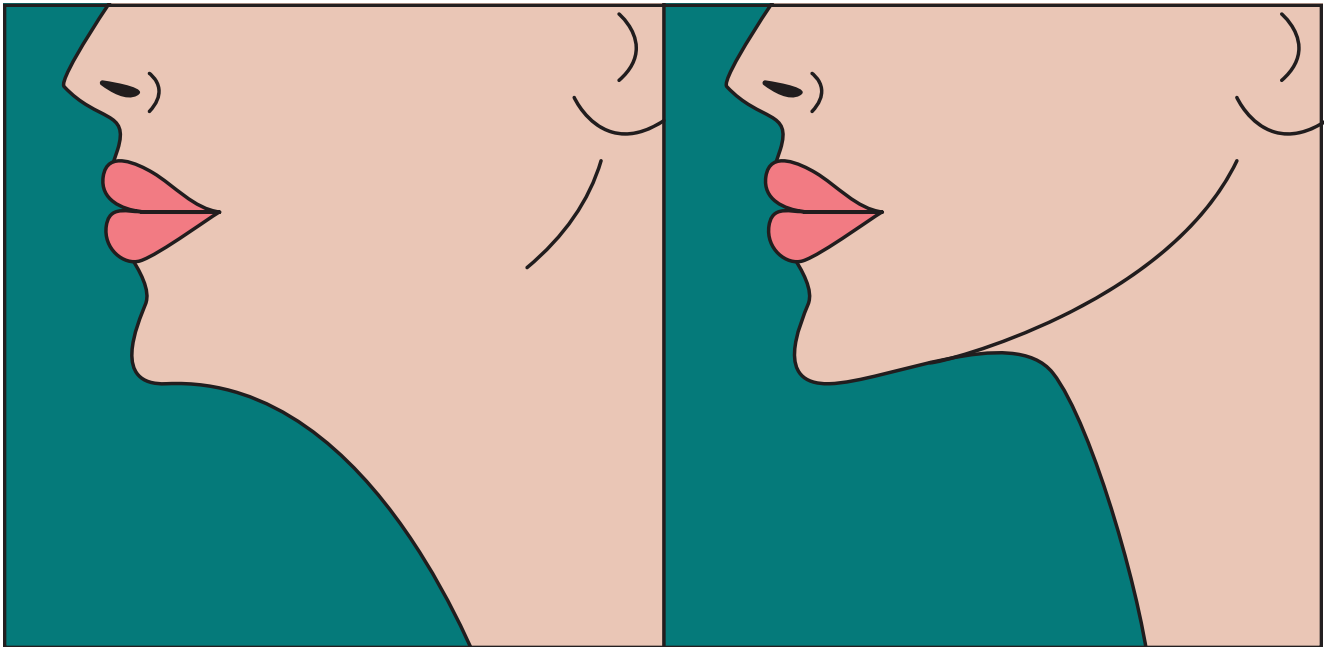
[LinkedIn.com/in/amy-ouattara/](https://www.linkedin.com/in/amy-ouattara/)

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# Sponsored Content

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The four writing samples displayed in this section are sponsored content copy written for the Creative Services department of MetroCorp Inc., the publisher of Philadelphia Magazine and Boston Magazine. The following samples were published in print issues of Boston Magazine throughout 2019.



# Scheduled for Cosmetic Surgery? Here's How to Get Yourself Ready

*With cosmetic surgery, it's easy to get swept up in nerves and excitement over getting the look you want. But you'll need to put in a little work beforehand, too. Preparing your body and life prior to heading into the operating room will help ensure a comfortable and speedy recovery.*

## STOP DRINKING AND SMOKING

These two habits are not only known to increase the risk of complications in surgery, but they can also slow down the recovery process and result in a higher chance of scarring. Even just taking a break from drinking and smoking for one to two days before surgery reduces those risks greatly.

## FOCUS ON YOUR DIET

Before going under the knife, make sure your body is at its healthiest and has the nutrients it needs to heal. A diet high in fruit, vegetables, and protein—and low in processed foods and sugar—can keep your body nourished before, during, and after surgery. Avoid eating too much sodium, which can lead to high blood pressure and other complications.

## ASK YOUR DOCTOR ABOUT VITAMINS AND SUPPLEMENTS

While vitamins are good for you in most cases, they're not always best for your pre-surgery diet. Supplements in tandem with most cosmetic surgeries can have adverse effects. Anti-inflammatories supplements, such as turmeric and fish oil, could slow the healing of incisions, and vitamin C could delay the closing of blood vessels. Before surgery, talk to your doctor about any herbal and dietary supplements you're taking; you may need to pause your vitamin intake until after you're fully healed.

## SET UP YOUR RECOVERY AREA

Once the surgery is over, recovery is the name of the game. During the recovery period

you may not have full range of motion, so preparing your house for this will be vital to a successful recovery. Put food, water, and any medications you'll need at waist level, and rely on chairs that you can easily sit in and exit comfortably. If you have a more invasive surgery, make sure you have a place to sleep that does not require the use of stairs, and someone to stay with you to assist as needed.

## SET UP ALTERNATE CARE FOR YOUR KIDS AND PETS

Depending on the surgery, you may be down for the count for a few days, and not able to function the same while you recover. Making arrangements for responsibilities you have will give you peace of mind so you can relax fully during your recovery.

## MOST POPULAR SURGICAL TREATMENTS IN 2017

- Breast augmentation:** 290,000
- Liposuction:** 235,000
- Nose reshaping:** 223,000
- Tummy tuck:** 128,000
- Buttock augmentation:** 19,000



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## Blooms for Bees

*These bee-friendly flowers will make your summer garden flourish.*

Bees can be a garden's greatest asset, but with nature's built-in pollinators dying at an unprecedented rate nationwide, bees are beginning to be a hard commodity to come by. Here are a few vibrant flowers that you can add to your garden this summer that will not only add a pop of color, but will entice the bees as well.

### ZINNIAS

This summer flower comes in a variety of colors vibrant enough to draw any pollinator into your garden. Zinnias not only attracts bees, but also is the favorite flower of the Monarch butterfly. It also boasts being one of the easiest outdoor garden flowers to care for during the summer months, thriving on direct sunlight and summer heat.

### SCARLET BEE BALM

Named after its top feeder and red color, Scarlet Bee Balm is a multi-purpose plant. It attracts pollinators and adds color to any garden, while also having various medicinal purposes. The plant can be used to treat skin irritations, soothe digestive problems, and tame PMS.

### SUNFLOWERS

These tall flowers not only share a color palette with bees, but are also full of both sugary nectar and protein-rich pollen. As the name suggests, make sure they get plenty of sun.



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## Natural Pest Control for the Home Gardener

*Two easy solutions for keeping unwanted critters at bay—without harming you or your garden.*

Pests in your garden and home can be just that... a pest! But before you pick up a bottle of insect spray that is filled with harsh chemicals that can be bad not only for the critters, but for you and the environment, consider trying a natural, eco-friendly option. You may find it just as effective.

**SOAP AND WATER:** This mixture isn't just good for keeping your body squeaky clean; it's also a natural, low-cost insecticide. All that is needed is water and any pure soap, such as castile. Combine the mixture in a spray bottle with the ratio of 1 tablespoon of soap to 1 quart of water, and spray on house plants and around your garden to keep the critters away.

**NEEM OIL:** Neem oil is not only nontoxic and ecofriendly to birds, bees, and other outdoor creatures, but naturally repels common garden insects and can help ward off ants and roaches in the home. If ingested, it kills bugs and even has a hormonal effect on insects, making it difficult for them to grow and lay eggs. Begin applying neem oil to your garden beds at the first sign of adult insects and continue to reapply every seven to 10 days for the entire growing season. Combine 1 teaspoon of pure neem oil with 4 cups of water. Add  $\frac{1}{4}$  teaspoon of an emulsifier, such as soap or glycerin, and spray as needed.



## Putting Those Leftover Pumpkin Innards to Good Use

*One man's trash is another man's body scrub.*

Pumpkins are a hallmark of the fall season, and nothing can put the whole family in the autumn spirit quite like carving jack-o'-lanterns. However, the activity doesn't just produce festive décor for your front porch; it also produces a lot of pumpkin innards. But before you toss that stringy, orange goop in the trash (or, hopefully, the compost), here are three simple uses for it.

### **PUMPKIN BODY SCRUB**

Put those natural enzymes the pumpkin pulp has to good use by mixing the raw pumpkin with coarse salt or sugar, honey, and olive oil. This creates an all-natural body scrub to exfoliate your skin and leave you silky smooth.

### **ROASTED PUMPKIN SEEDS**

Pick out the white seeds for a tasty snack filled with healthy fats, zinc, and magnesium. Wash and dry the seeds before lightly coating them in olive oil and salt (try adding paprika for a spicy kick) and spreading them out on a baking sheet. Cook at 300 degrees F until golden brown (about 40 minutes). Toss them on your salads or just eat them by the handful—we won't judge!

### **PUMPKIN PUREE**


Once you've removed the seeds from the pumpkin, blend the remaining pulp in a food processor until smooth. Use it in place of canned pumpkin in all of your favorite fall baking recipes. Pumpkin pie, anyone?

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# Blog Posts

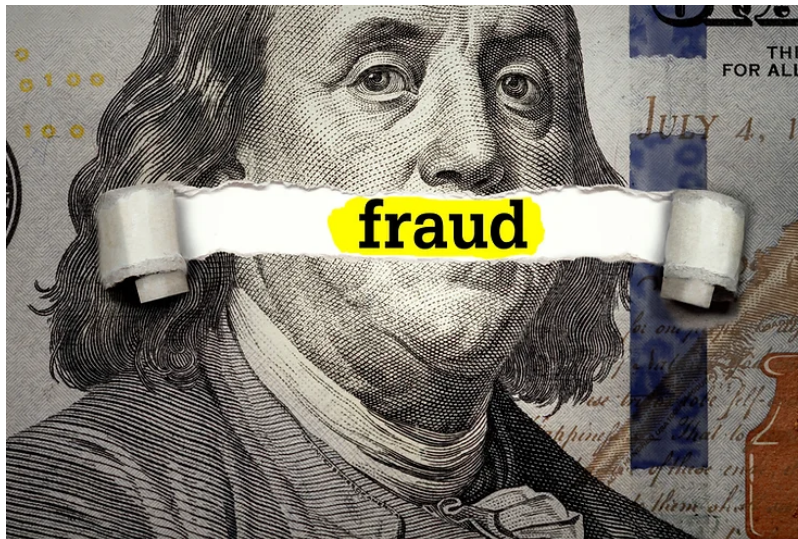
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The three blog posts showcased in this section come from my blog [A-okblog.com](http://A-okblog.com). The blog's mission is to connect current popular culture trends and topics to everyday life.

 A.O. · Feb 23, 2022 · 2 min read



## Season of Scammers



*Torn bills revealing Fraud words-- Created by Cinemato*

Right now, television seems to be obsessed with scammers. There's something nefariously fascinating about someone who can swindle thousands and even more fascinating when it's a true story. Here are four real-life fraudsters who have shows or films about their exploits.

### 1. Elizabeth Holmes

In 2003, Holmes, a 19-year-old Stanford University dropout, created Theranos, a company aimed at revolutionizing blood testing. In 2014 at age 30, [Holmes achieved multi-billionaire status after Theranos raised over \\$400 million in funding](#), valuing the company at \$9 billion. The company claimed to have revolutionary technology that with just a few drops of blood could detect conditions such as cancer and diabetes. By 2015, her company was exposed as a fraud. In 2022, Holmes was found guilty on four counts of fraud.

**Where to watch:** “The Dropout” on Hulu

## 2. Shimon Hayut

Shimon took the name, Simon Leviev, claiming to be the son of Israeli billionaire and “King of Diamonds” Lev Leviev. Posing as the wealthy heir, Hayut was able to lure victims to him through Tinder. Creating [a web of elaborate lies](#) he was able to run a Ponzi scheme stealing from women to fund his lavish lifestyle.

**Where to watch:** “The Tinder Swindler” on Netflix

## 3. Anna Sorokin

Going by the name Anna Delvey, Sorokin managed to scam her way through New York high society, posing as a German heiress waiting on her trust fund. In reality, she was a Russian- born woman who had no such money. What Sorokin’s “marks” found remarkable was how easy she was able to navigate high society and swindle thousands from New York elites. She was arrested in 2017.

**Where to watch:** “Inventing Anna” on Netflix

## 4. Billy McFarland

McFarland created the infamous [Fyre Festival](#). He defrauded investors out of \$27.4 million by marketing and selling tickets to the festival and other events. Some tickets were sold for as high as \$100,000 and promised customers luxury accommodations and experiences. When people arrived in the Bahamas to attend the festival, they were met with terrible conditions and were forced to sleep in tents.

**Where to watch:** “Fyre” on Netflix & “Fyre Fraud” on Hulu


Can you think of any other shows centering scammers out now?

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[f](#) [🐦](#) [in](#) [🔗](#)

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 A.O. · Feb 4, 2022 · 2 min read



## Hey, Guys... Whats going on in South Korea??

Updated: Feb 23, 2022



*Left: Remote pointing toward TV displaying Squid Game -- Photo by Rokas  
Right : Illustration of South Korean ag-- Illustrated by Stockdevil*

I'm no genius, but I do have a Ph.D. in reading between the lines. And when two pieces of media coming from the same country both grappling with the same issues skyrocket into the American mainstream, I know that it's time for me to put on my reading glasses and take a closer look.

"Parasite"(2019) and "Squid Game" (2021) are South Korean film dramas that shine a spotlight on wealth inequality and crippling debt. The 2019 film "Parasite," directed and cocreated by Boon Joon-ho follows the Kim family, a poor family that lives in a sub-basement, as they use their wits to falsify credentials to work for the rich Park family. The movie shows the stark difference between the South Korean classes.

"Squid Game" is a 2021 television show created by Hwang Dong-hyuk chronicling a contest where 456 players, all who all have steep financial debt, compete in deadly children's games for the chance to win a large sum of money.

While people doing crazy stuff for money is nothing new to the television landscape, what struck me about both of these South Korean creations is the sheer desperation that the characters have. The lengths they go in both "Parasite" and "Squid Game" just to change their financial situations is enough to raise a few eyebrows.

The art is holding a mirror to the eerie reality that is wealth inequality in South Korea. It was reported by the OECD (Organization for Economic Cooperation and Development) in 2019 that South Korea had the second-highest income gap. They have posted a poverty rate of 17.4%, coming only second to the United States with a 17.8 % poverty rate, which is probably why these pieces of art are striking such a chord with American audiences.

The New York Times has also talked about the expedient housing prices in the urban areas of South Korea. Young working citizens are crying out that it's almost impossible to live comfortably with a regular employee's salary "in a city with runaway housing prices."

This stark reality has manifested in more than just television for Korea.

Policy makers are even warning citizens to prepare for an “age quake” in 2030-40, as there will be a large demographic shift from the fall in population and aging sector.

So, it's pretty fair to say that maybe these South Korean creators are simply capturing the zeitgeist of South Korea because as much as we like to believe life replicates art, it's quite often the other way around.

Have you seen Squid Games or Parasite?

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[f](#) [t](#) [in](#) [e](#)

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A.O. · Feb 23, 2022 · 4 min read



### TikTok & The Music Industry



TikTok logo on the display iPhone with Earpods headphones closeup-- Photo by prima91

Last week as I got into my Uber to go to work, I realized I had forgotten my headphones. The dreaded mistake meant that for the duration of the ride, unless I wanted to be a less than 5-star passenger who blasts music and videos from their phone, I had to hunker down and force myself to listen to whatever music my Uber driver decided to play. This particular driver happened to be playing a radio station that proudly proclaimed to feature “All the Pop Hits!” As I listened, I realized that I was familiar with most of the songs that played... well... sort of. As I listened on, I realized that I had a snippet of each of the songs played from TikTok. TikTok has changed the way we are exposed to music.



I sat down with Hannah Sturges, an A&R Assistant at Atlantic Records to discuss to what extent TikTok is changing and affecting the music industry.

***What's your background in music and what do you do?***

At the moment, I am at Atlantic Records as an A&R Assistant to Senior Vice President and Vice President of Black Music. In the past, I've worked with other music publishers. I have my degree in Entertainment and Arts Management from Drexel University.

***Do you use TikTok?***

Yes! All the time! Its super easy to scroll on that app for hours.

***How have you noticed TikTok has influenced the industry?***

Oh my God, it has totally taken over! I think a lot of people are realizing that social media is a great for promotion and is gaining a lot of attention. People also see it as a genuine reaction to people engaging with the music. TikTok spreads music across multiple platforms faster than ever before. With this massive social media network, anything can become a trend and blow up instantly. It's basically a marketing money pot.

***What artist(s) to you has notably gotten famous off TikTok?***

Olivia Rodrigo is honestly one of the biggest ones. But usually, people get really big for just one song. TikTok is really good at capturing the small moments. But there are tons of artist making their names off a TikTok following.

***Is it more often that the artist gets big or just their one song?***

I think it's half and half, but if you're doing really, really well, it's both. Ideally, as an artist you want your entire catalog to be recognized, but I think because there's just so much saturation in the industry right now, a lot of times, it's just the song that gets big.

***I feel like every time I turn on the radio, I just hear songs that have had small snippets blow up TikTok, but the song as a whole is not that great. Have you noticed this, too, or have any comment on that?***

Yeah, I think it's funny. People are pushing too much for a moment. A moment with the song, and they try to basically create songs that just have catchy hooks. That's really true with all pop music, but because there's this extra level to it and there are videos surrounding it, people are always trying to make the moment happen. I think they're too focused on that.

***How has TikTok changed the way you and Atlantic do A&R?***

I want to clarify that these are my opinions and do not represent those of Atlantic Records. Unfortunately, Atlantic and most other labels are data driven. It's not the only thing that drives someone's interest, but because there's this extra level with social media, it gives concrete evidence that the artist has a market. You can have an artist who is great, but nobody knows it, and then, labels don't know how to sell them.

***Pivoting from talking about artists being discovered, how is TikTok used as a promotional tool for those who already have an established name?***

They use it to create trends. Most of the time, they want to work with influencers and other creators who are making the TikTok content. Often, that's part of the promotion. You pay an influencer to promote this song by creating a dance to it; it gives the song some kind of tangible trend to associate the song with.

***Where do you see like the music industry going if it continues to heavily listen to TikTok data?***

I think there will be a lot of single or short-form deals because these trends are moving so quickly.

***What are single deals?***

It's when they rerelease the song through the record label, and you get money from that.

***But they don't get signed as an artist?***

Yeah, they are not signed as an artist. Another big question we have to ask is are they really an artist or just like an internet person, which is a huge deal in A&R--you have to understand the trajectory of an artist. Right now might be too early, but give them more time, and they might be more understanding of their own art.

What have you noticed about TikTok and music?



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24 views 0 comments

4

Recent Posts

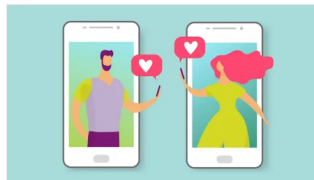
[See All](#)



Female Rap: What Does it Mean to You?

34 0

6



Studying Up on Modern Dating

17 0

3



Saying Goodbye to The Wendy Williams Show

10 0

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# Press

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# Releases

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These Press Releases were written for the Wardrobe  
Clinic LLC



**Wardrobe Clinic**

**EMBARGOED: September 24, 2022**

Contact: Public Relations Coordinator

Office: [REDACTED]

Email: [REDACTED]

## **Boys to Bosses Hosts Hotel W Fashion Night Out**

**PHILADELPHIA (September 24, 2022)**- Boys to Bosses and Wardrobe Clinic on Walnut are hosting “Hotel W Fashion Night Out: A Toast to Philly Style with Ron Wilch,” a complimentary networking event taking place Saturday, September 24, 2022, from 7 pm to 11 pm at The W Hotel.

The event celebrates the close of Philadelphia Fashion Week. The fashion week began Tuesday, September 20, 2022, and ends on September 24, 2022. The night out includes toasts to the many friends of Ron Wilch and Wardrobe Clinic including Tiffany & Co. Jewelry, Suit Supply, Rag and Bone, Dolce Restaurant, and Avenue of the Arts.

Boys to Bosses, the event’s sponsor, aims to teach and train underprivileged Philadelphia youth in the art of tailoring and designing. In 2023 Boys to Bosses will begin implementing their program in surrounding Philadelphia area prisons. The program was founded in 2009 by Wardrobe Clinic, a Philadelphia institution led by Ron Wilch, who has 30+ years in the fashion industry.

Wardrobe Clinic, the cutting-edge tailor shop of today, takes customers by appointment only at the Philadelphia location, 1420 Walnut St, Philadelphia, Pennsylvania 19102. Visit [www.wardrobeclinic.com](http://www.wardrobeclinic.com) for more information on Boys to Bosses and the Wardrobe Clinic.

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**Wardrobe Clinic**

**FOR IMMEDIATE RELEASE**

**JULY 15, 2022**

Contact: Public Relations Coordinator

Office: [REDACTED]

Email: [REDACTED]

## **Wardrobe Doctor Saves the Weeknd's Concert**

**PHILADELPHIA (July 15, 2022)**- The Wardrobe Clinic, led by Head Designer Ron Wilch, completed 22 emergency alterations for the pop artist, The Weeknd. This was in preparation for The Weeknd's Philadelphia run of his "After Hour Til Dawn" Tour. The rush order from the pop artist's team was made July 1<sup>st</sup> 2022, and completed and delivered July 3<sup>rd</sup> 2022.

The Weeknd's team reached out to The Wardrobe Clinic after many of their costumes came ill-fitted due to discrepancies in European and American sizing and fitting. The Wardrobe Clinic was given 3 days to alter these garments. Typically, tailoring of this quality or level can have a turnaround of 1 to 2 weeks. The Wardrobe Clinic delivered all garments by the July 3<sup>rd</sup>, 2022, deadline given by the clients.

The Weeknd is a four-time Grammy Award-winning Pop and R&B artist. He is set to perform his "After Hours Til Dawn" Tour on July 14, 2022, at Lincoln Financial Field in Philadelphia, Pa. Lincoln Financial Field is a football stadium and home to the Philadelphia Eagles and has the capacity to sit over 60,000 people.

The Wardrobe Clinic, the cutting-edge tailor shop of today, is a Philadelphia institution led by Ron Wilch who has 30+ years in the fashion industry. His work creating custom designs for a host of Hollywood celebrities and government officials has him dawned the 'Fashion Czar of Philadelphia,' by former Mayor of Philadelphia, Ed Rendell.

"It's not surprising to me that Weeknd's team reached out," Wilch said, "Wardrobe Clinic is known in the entertainment industry for our quick turn arounds and superb work."

The Wardrobe Clinic has serviced other large names in the entertainment industry such as The Backstreet Boys and Katy Perry and received many accolades such as "Best of Philly" in 2017 by Philadelphia Magazine.

Wardrobe Clinic, the cutting-edge tailor shop of today, takes customers by appointment only at the Philadelphia location 1420 Walnut St, Philadelphia, Pennsylvania 19102. Visit [www.wardrobeclinic.com](http://www.wardrobeclinic.com) for more information.

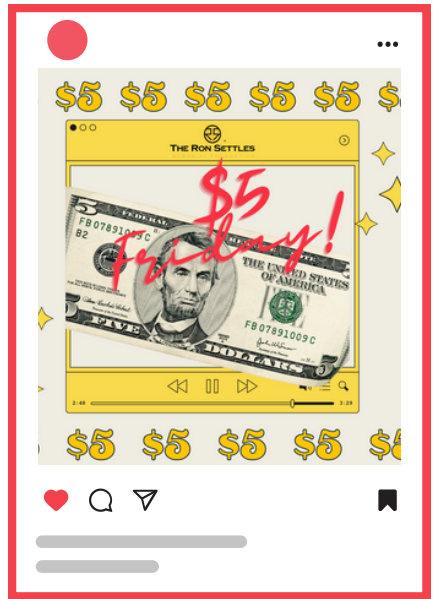
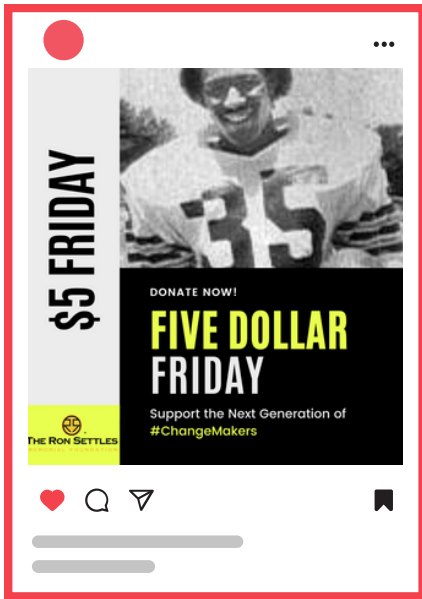
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# Social Media Posts

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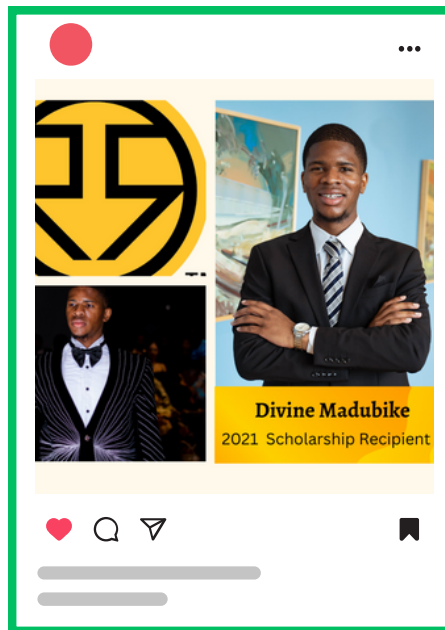
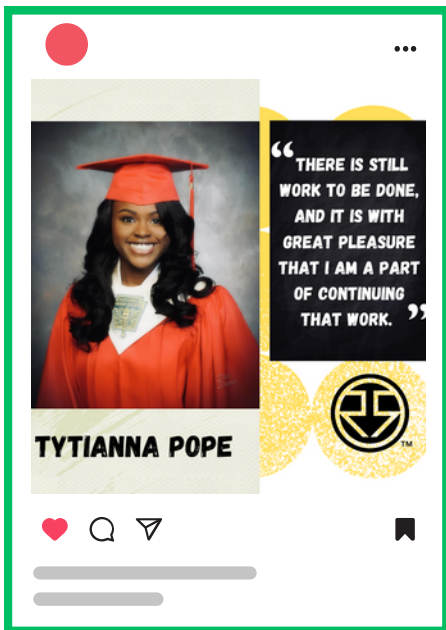
The six social media posts displayed were made for  
The Ron Settles Memorial Foundation's social media



Red= \$5 Friday Instagram Fundraising Campaign

Blue= Black History LinkedIn & Facebook Post

Green= Instagram Scholarship Recipient posts



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# Social Media Plan

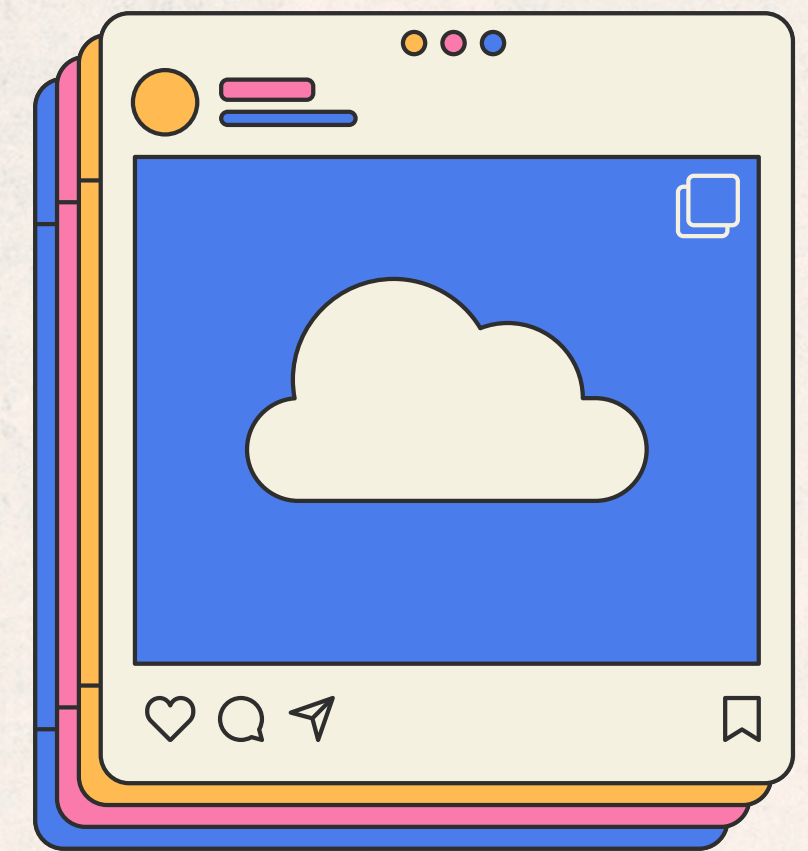
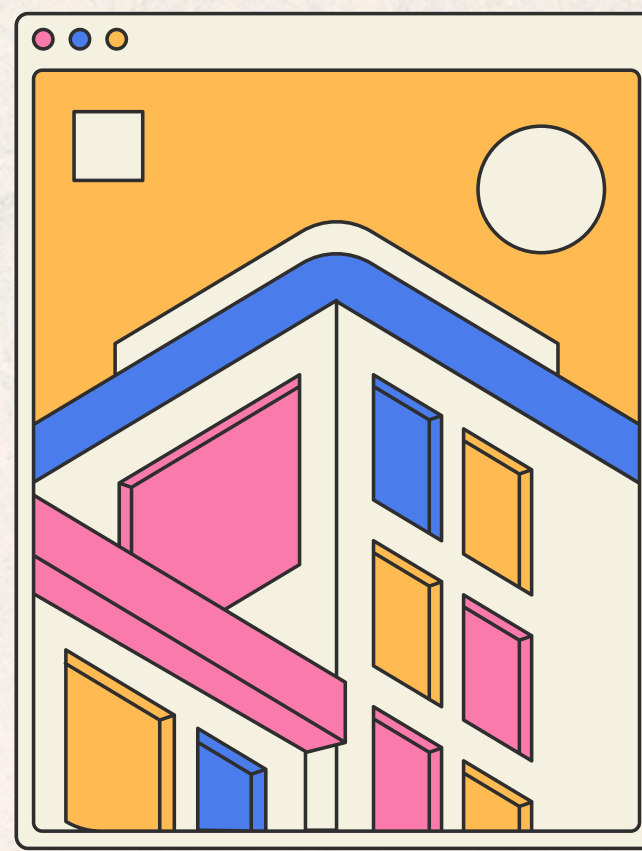
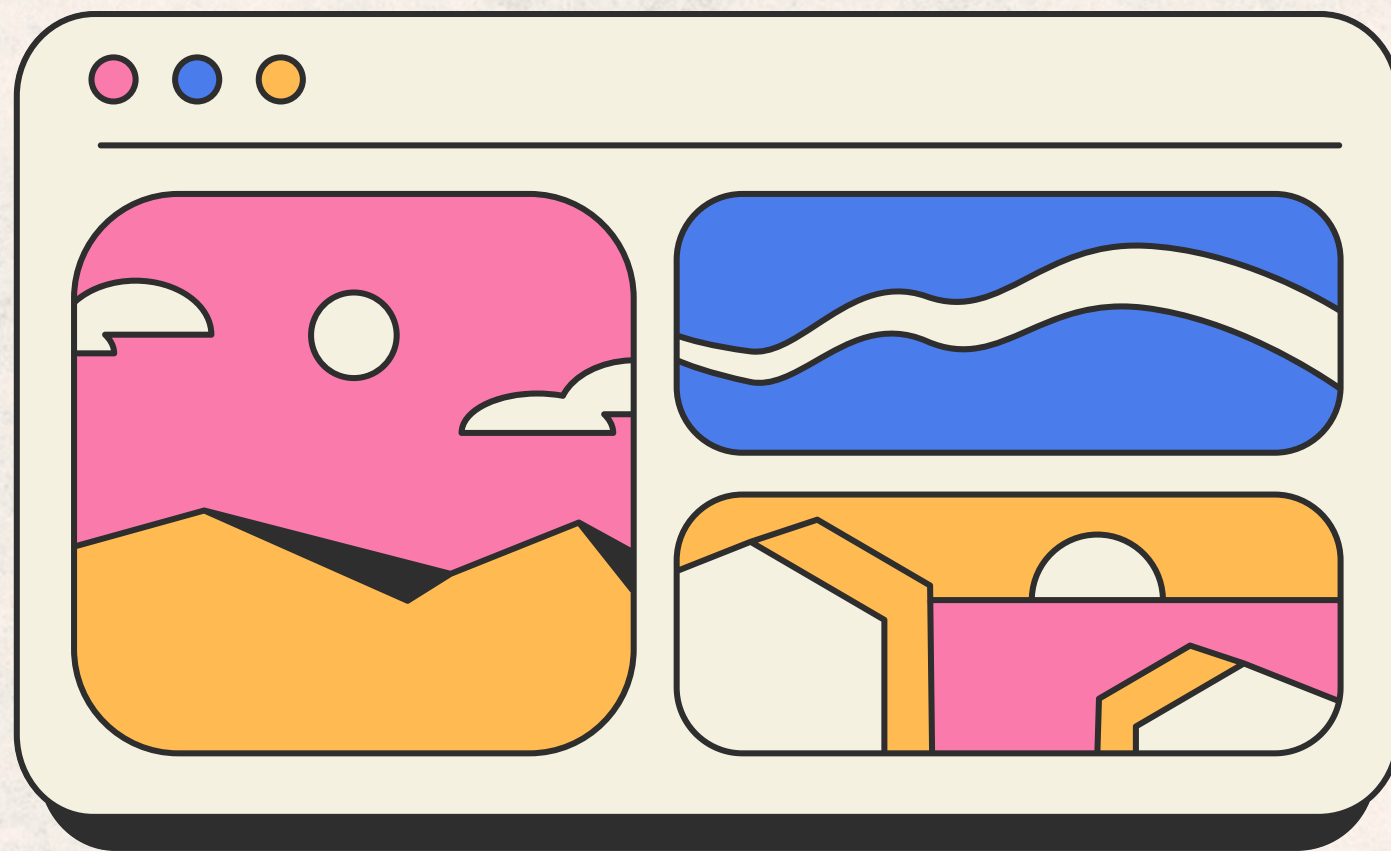
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The next 11 slides are a mock highlevel social media plan was made to increase awareness and applications for Comcast NBCUniversal LIFT Labs' AI Accelerator program.

# LIFT Labs

## Social Media Plan

By: Amy Ouattara





## Objective:

Increase awareness and applications for LIFT  
Labs' AI Accelerator program



## Audience:

AI startup founders from across the globe

# AI Startup Founders

**Busy**

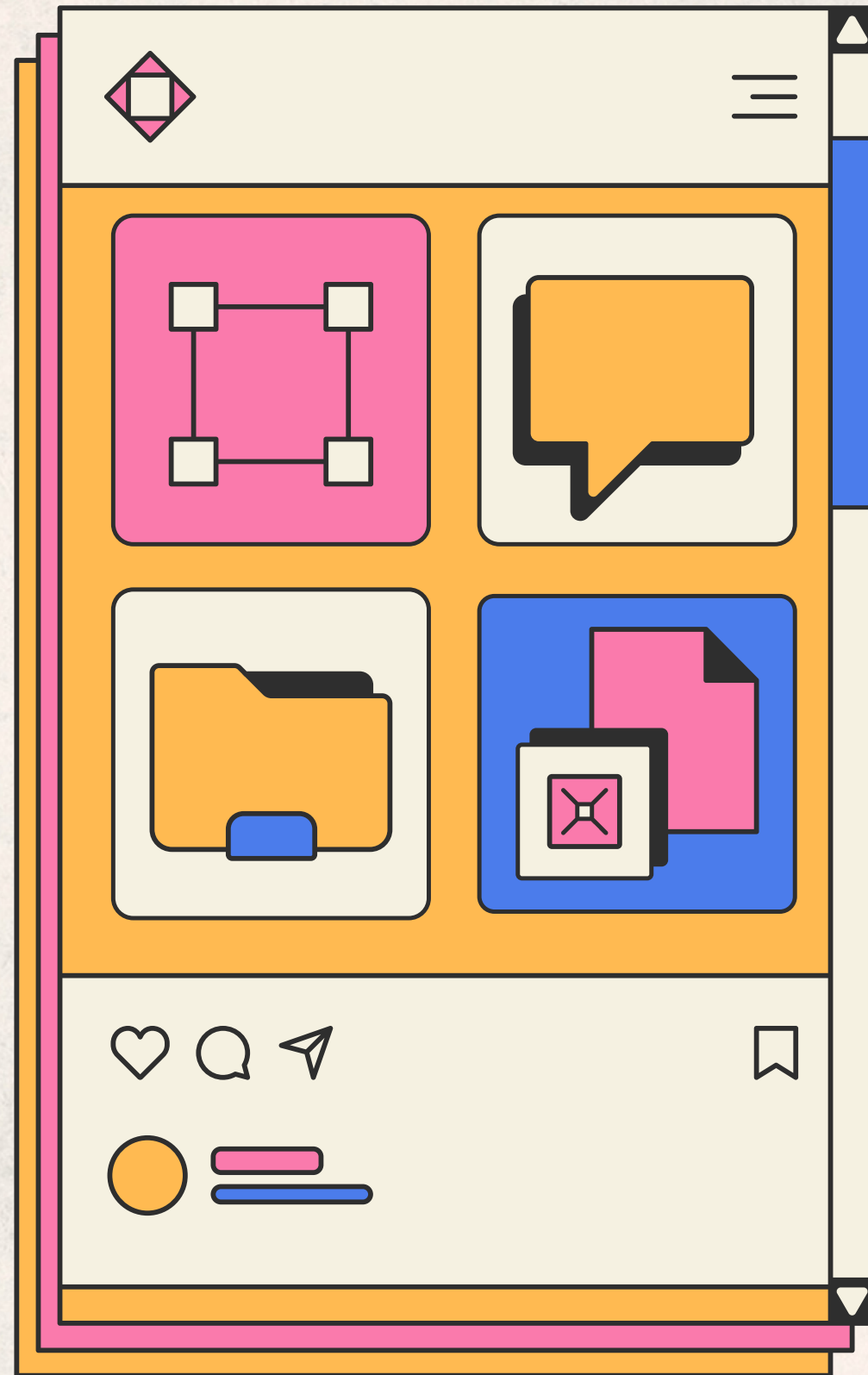
- 6 week program/  
Accelerated
- 5-6 hr weekly time  
commitment

**Precious**

- Equity - free

**Eager**

- Exciting descriptions  
(cutting edge, next level)
- Explicit call to action
- Possible end results (pilot  
ready)



# Platforms

- LinkedIn
- Instagram
- Facebook
- X (Formerly Twitter)
- Reddit

# LinkedIn

## Why:

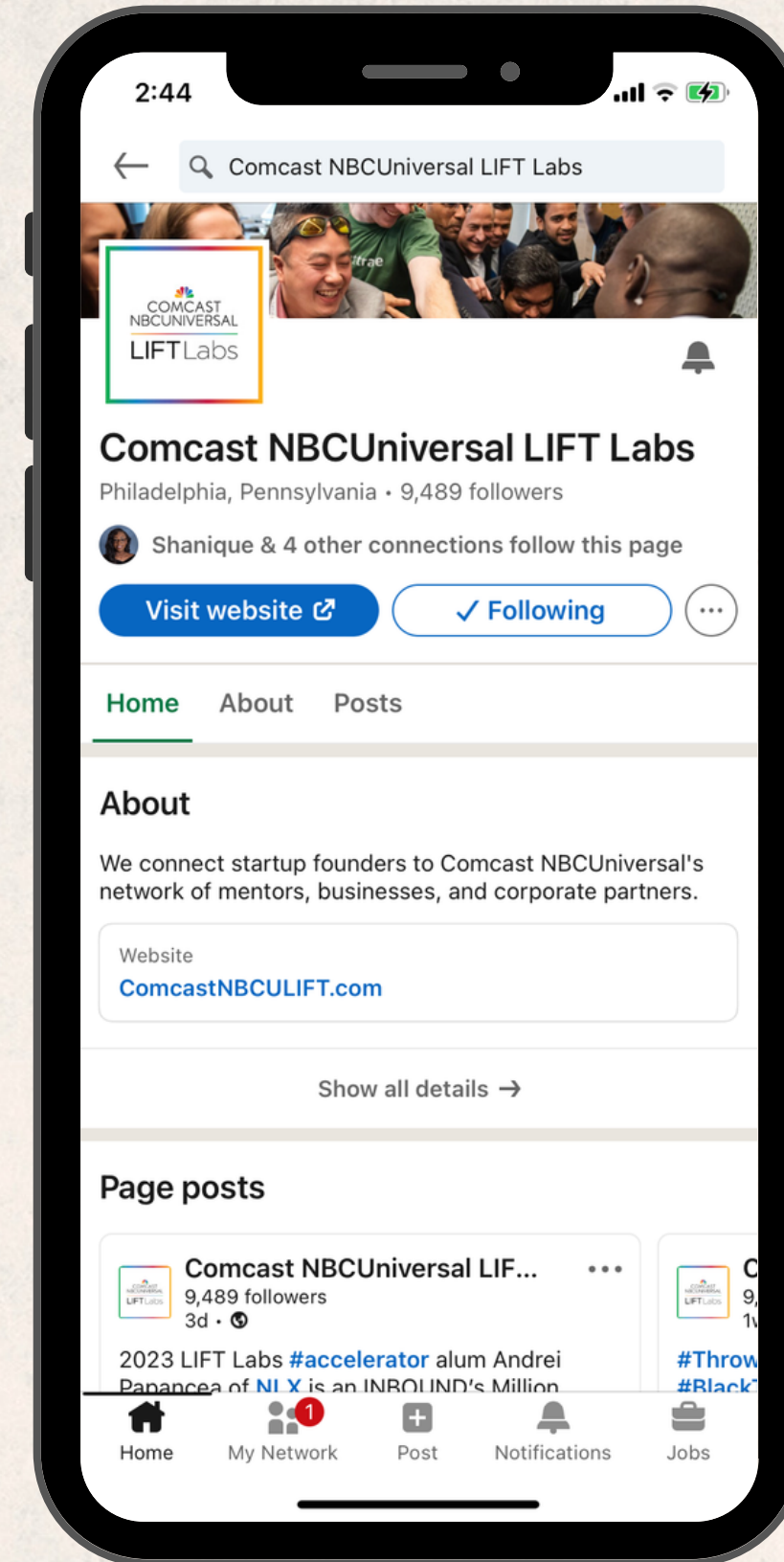
- LinkedIn's professional user base targets startup founders and entrepreneurs.
- Precise audience targeting ensures relevance and engagement.
- Networking opportunities and thought leadership content enhance program visibility and credibility.

## Asset:

Professional graphic highlighting program details

## Caption:

Calling all AI visionaries! Our AI #Accelerator is here to take your startup to new heights. Join us for six weeks of unparalleled mentorship, funding opportunities, and cutting-edge AI resources. And did we mention it's equity free! Learn more [link]. #AIStartups #EnterpriseAI #AcceleratorProgram #Startups #Innovation #LIFTLabs



# Instagram

## Why:

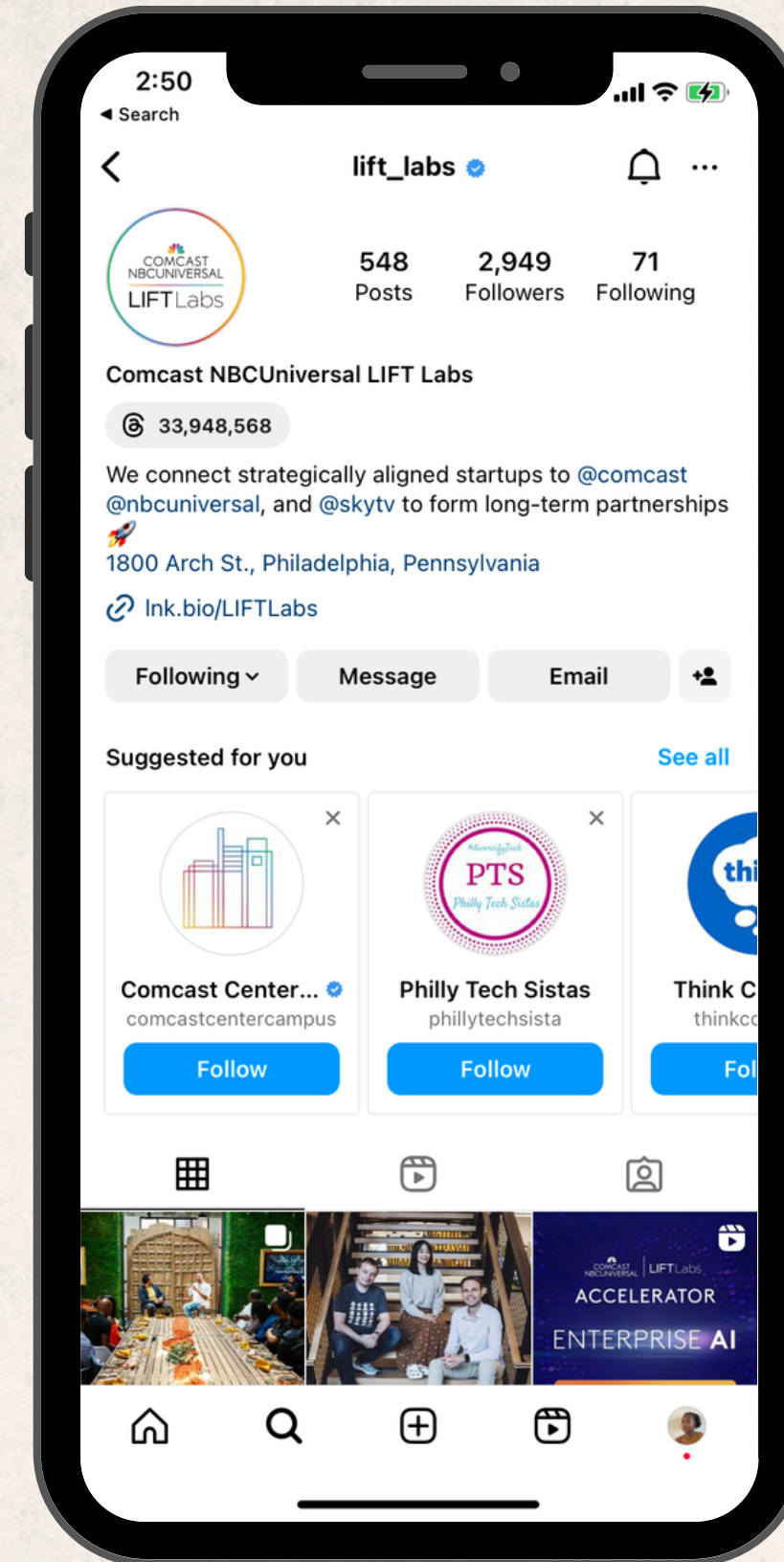
- Instagram's visual focus allows for creative storytelling (posts, stories, reels) and showcasing program highlights.
- It appeals to a younger, tech-savvy audience, making it ideal for connecting with future AI entrepreneurs.
- The platform's engagement features and hashtag usage can boost discoverability and audience interaction.

## Asset:

(Sponsored story post) An eye-catching image of a diverse group of entrepreneurs collaborating.

## Caption

"Calling all global AI innovators! LIFT Labs' 6-week equity free AI #Accelerator is your ticket to success. Ready to transform your AI startup journey? Apply now! Click the link! #AIEntrepreneurs #EnterpriseAI #AccelerateYourStartup #LIFTLabs"



# Facebook

## Why:

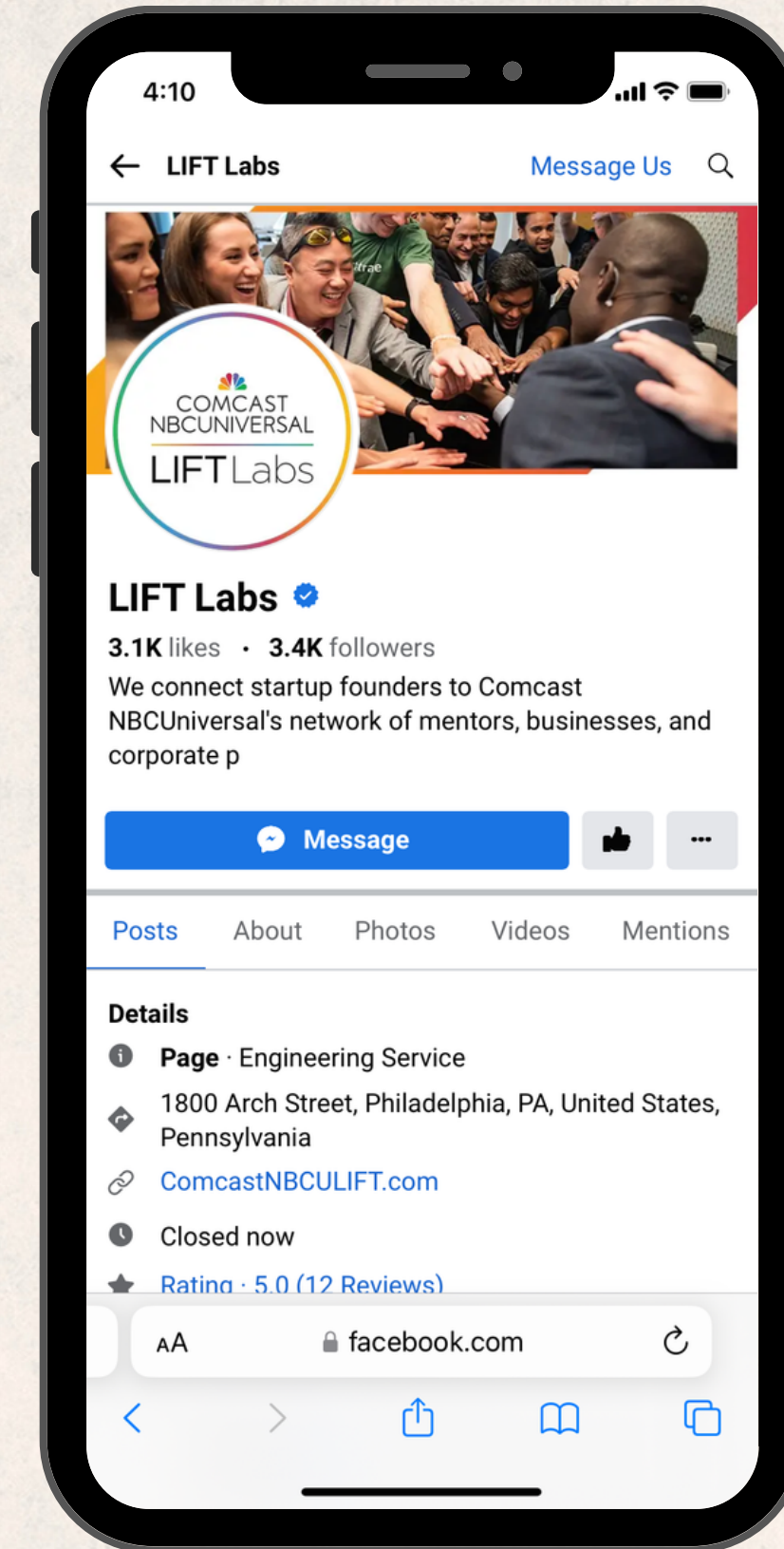
- **Massive User Base:** Facebook's extensive reach connects us with a diverse audience, including startup founders and tech enthusiasts.
- **Shareable Content:** The platform's sharing features facilitate content virality, increasing program visibility.
- **Targeted Advertising:** Precise ad targeting ensures the program reaches the most relevant individuals, boosting its impact.

## Asset

A 15-30 second testimonial style video of a past LIFT Labs participant highlighting the benefits and growth of their business due to the program

## Caption

"🌐 Exciting news for startup founders worldwide! LIFT Labs AI Accelerator is now accepting applications. Whether you're disrupting healthcare, finance, or any sector with AI, we've got you covered. Apply today and turn your AI dream into reality. #AIStartups #GlobalInnovation #LIFTLabs"



# X (Formerly Twitter)

## Why:

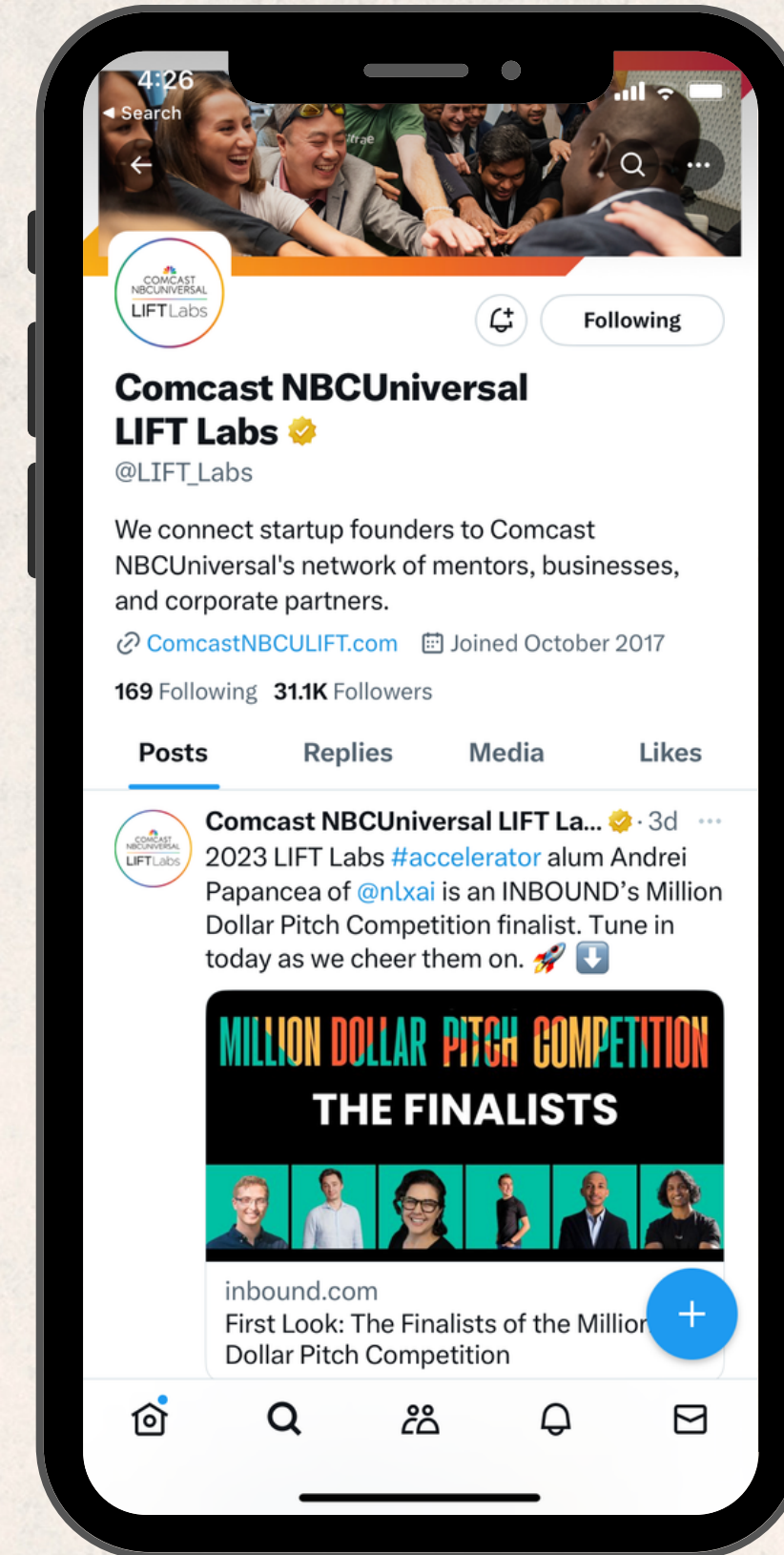
- Real-Time Engagement: Twitter's real-time nature allows for instant updates, engagement, and interaction with the AI community.
- Hashtag Conversations: Effective use of hashtags boosts program visibility and connects with those discussing AI and startups.
- Direct Communication: The platform enables direct, public, and private communication, facilitating meaningful connections with potential applicants and partners.

## Asset:

short teaser video, that ends with a black screen that shows a countdown number

## Caption:

"🚀 Ready to supercharge your AI startup? Only [X] days left before applications close for LIFT Labs 6-week AI Accelerator ! Don't miss out on this game-changing opportunity. Apply today: [link] #LIFTLabs #AllInnovation #StartupAccelerator "



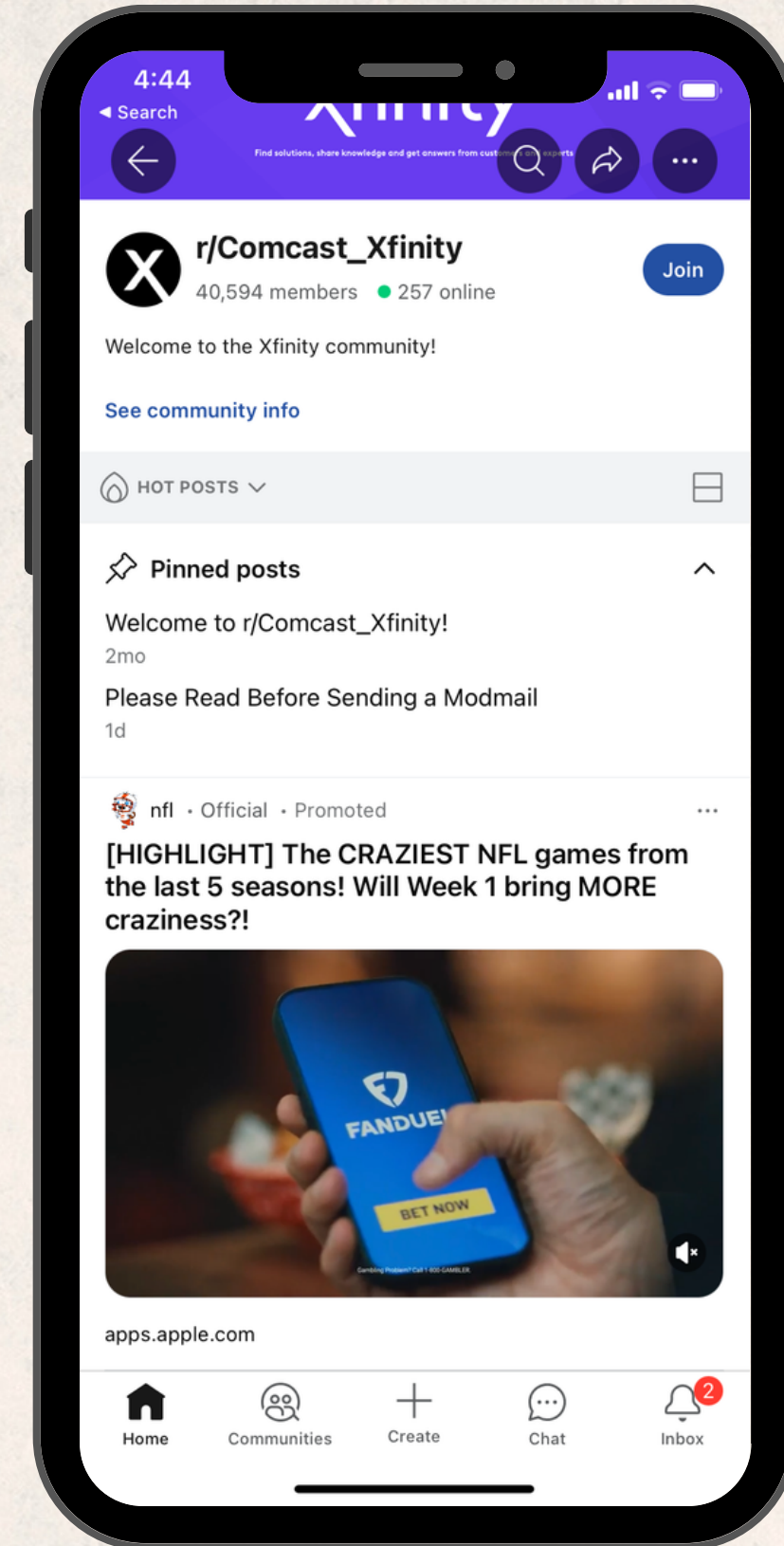
# Reddit

## Why:

- Targeted Communities: Reddit's specialized subreddits allows reach to a highly relevant audience in AI, startups, and entrepreneurship.
- Engagement and Transparency: Reddit fosters engagement and values authenticity, enabling honest discussions and trust-building for the program.
- Diverse Audience: With a diverse user base, Reddit connects with a global audience of startup founders and AI enthusiasts, enhancing program exposure.

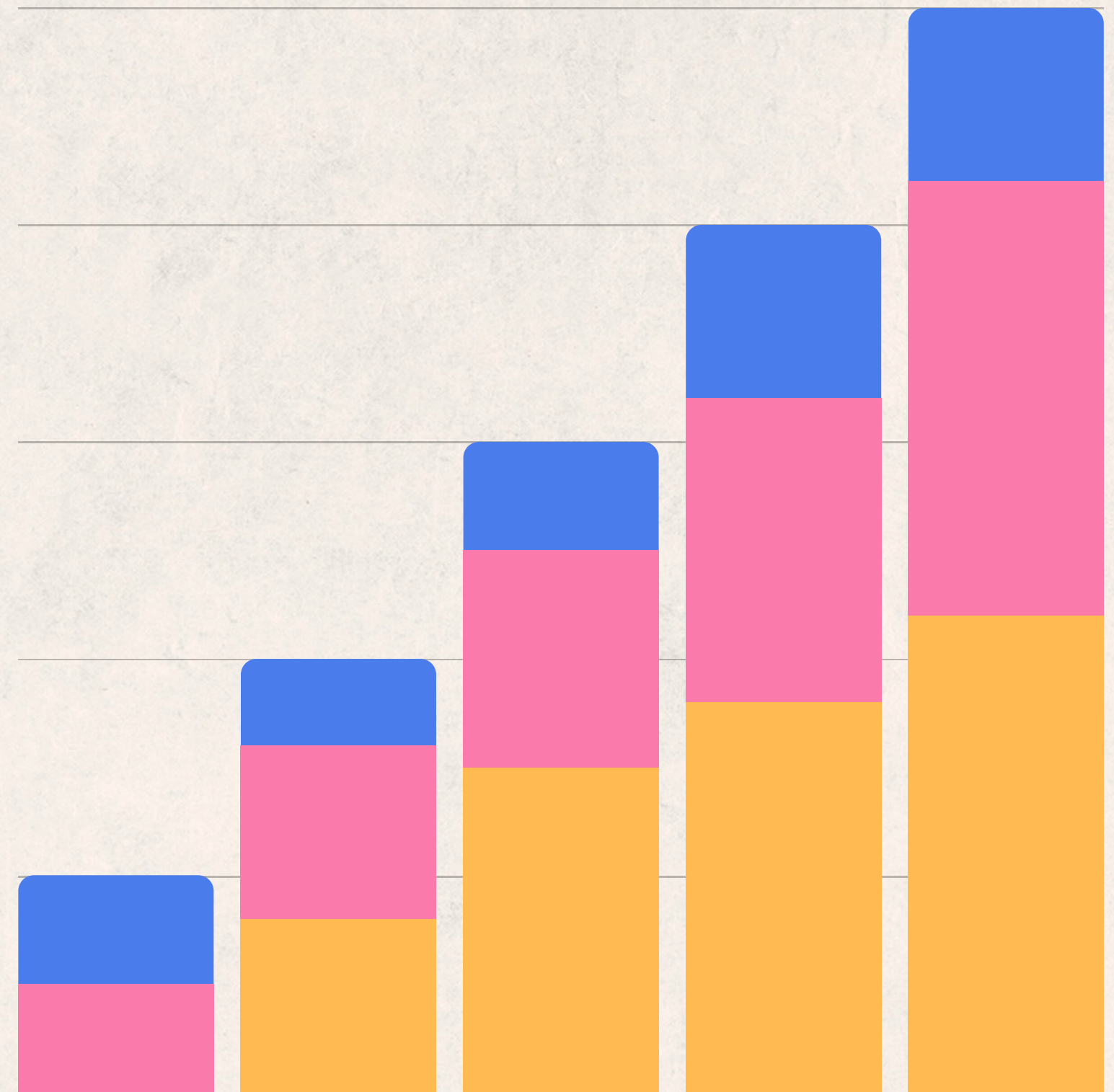
## Concept

- Traditional promotional posts in subreddits such as r/startups, r/Entrepreneur, r/artificial, and r/MachineLearning.
- Host an Ask me Anything (AMA) session with one of the past Accelerator participants



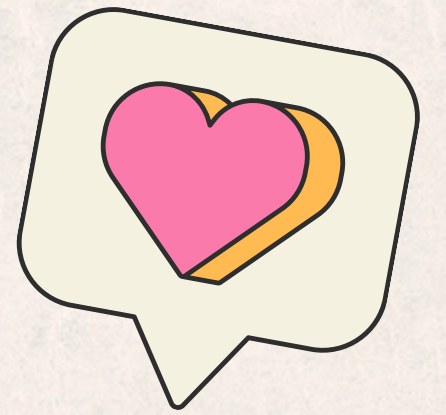
# Metrics

- Use analytics tools on each platform (as well as Sprinklr & Hootsuite) to track engagement, clicks, and conversion rates.
- Monitor comments and messages for inquiries and respond promptly.
- Adjust the content strategy based on the platform-specific performance.





# Thank you!



I look forward to working  
together in the future