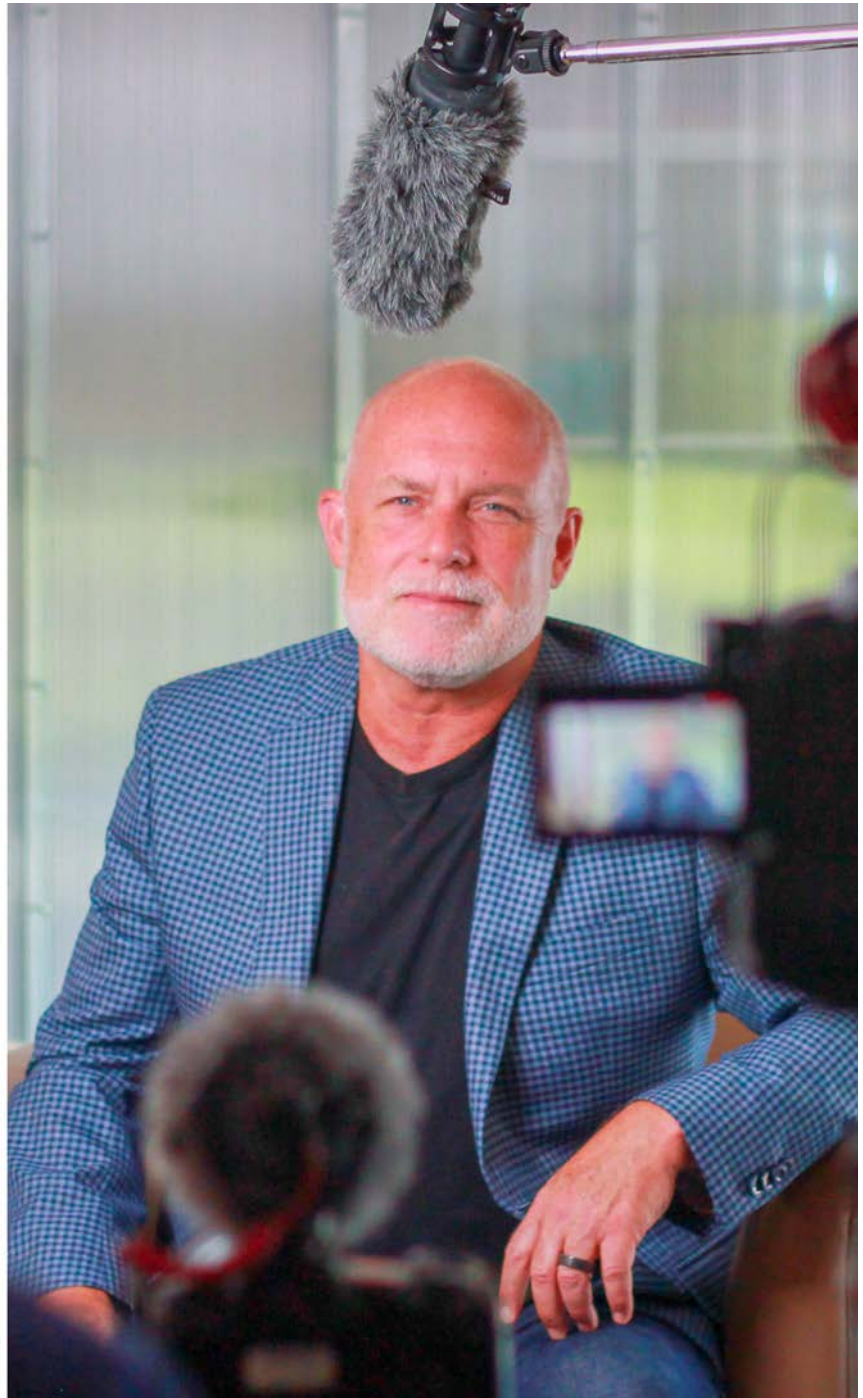


**MYSTERY MEDIA**

**2026**

# PORTFOLIO



**TRANSFORMING IDEAS  
INTO POWERFUL CONTENT**

760.994.2804  
info@mysterymedia.co



**CAN YOU  
SEE ME**

**FOR THE BEST VIEWING EXPERIENCE, THIS PORTFOLIO IS DESIGNED TO BE READ IN TWO-PAGE SPREAD VIEW.**

**ON WINDOWS (ADOBE ACROBAT):**

View → Page Display → Two Page View

# YOU

# ME?



## **ON MAC (PREVIEW):**

View → Two Pages

Please adjust your display if necessary. Once enabled, the pages will appear side-by-side for proper layout and flow.

# Contents

## 06



### ABOUT US

Our resume and brief profile of Mystery Media, showcasing our capabilities in content creation, design, web, and digital marketing.

## 08



### CONTENT & COMMUNICATION

Featuring writing, visuals, and content built to connect businesses with their targets and develop lasting success.

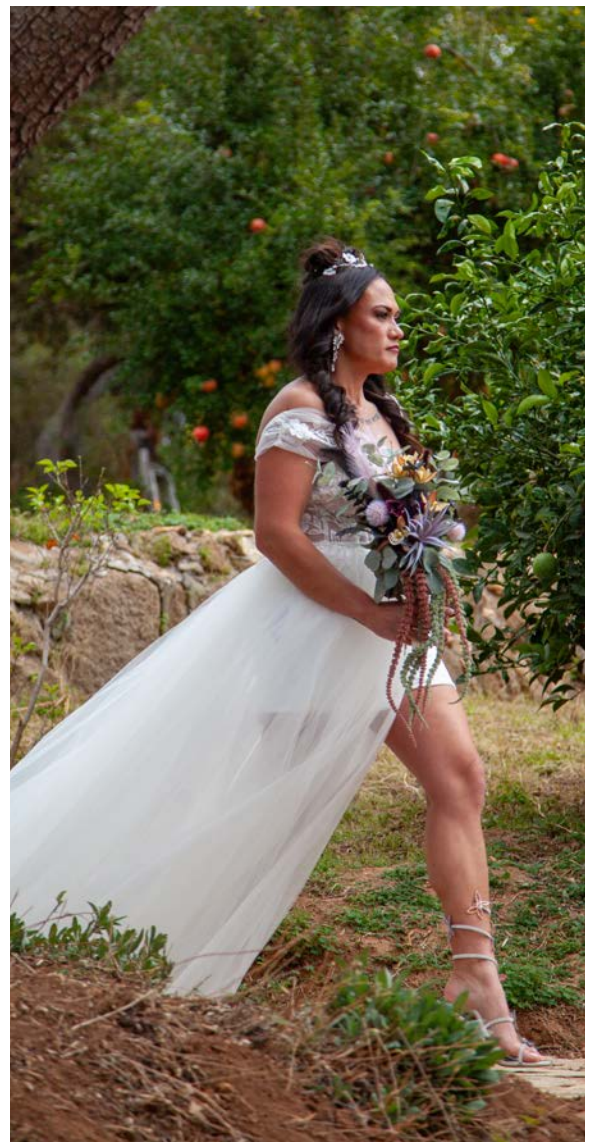
# 12



## BRAND & PERFORMANCE

Campaigns, branding, and advertising that create connections, build trust, and deliver results.

# 17



## CONTACT

Let's connect. Whether you're building something new or growing what already works, we'd love to be part of it.





# ERICK ROCHE


## MARKETING SPECIALIST

A diversely skilled Marketing Specialist with proven experience. Known for a result-driven approach, creative problem-solving, and high performance in fast-paced environments.

### Contact

 760.994.2804

 erick@mysterymedia.co

 Oceanside, CA 92058

### Education

*B.A. Professional Writing & Rhetoric.*  
San Francisco State University.

*A.A. Social & Behavioral Sciences.*  
MiraCosta College.

### Skills

Marketing Strategy



Content Creation



Project Management



### Languages

English

Native

Spanish

Native

### Experience

#### MYSTERY MEDIA

- **Marketing Specialist / Owner**

Developed and managed creative branding, content, and digital strategies that amplify client visibility and engagement through tailored campaigns, innovative designs, and audience-focused solutions.

#### CALIFORNIA CENTER FOR THE ARTS

- **Marketing Coordinator**

Designed and executed engaging multimedia content to promote programs and events across multiple channels. Led grassroots and paid campaigns, driving sales and visibility. Collaborated with cross-functional teams to align marketing efforts with organizational goals.

#### SILLMAN ARCHITECTURE

- **Marketing Assistant**

Enhanced the firm's visibility through targeted social media strategies and improved marketing workflows. Translated technical documentation into persuasive proposals, securing new business opportunities.

**MARKETING YOUR BUSINESS  
DOESN'T HAVE TO BE A MYSTERY.**

**MYSTERY  
MEDIA**

"MARKETING: SOLVED."



**AT MYSTERY MEDIA,  
WE TAKE THE GUESSWORK  
OUT OF GROWING YOUR  
SMALL BUSINESS.**

- WEBSITES
- PHOTO/VIDEO
- SOCIAL MEDIA
- GRAPHIC DESIGN

[WWW.MYSTERYMEDIA.CO](http://WWW.MYSTERYMEDIA.CO)

CALL US OR VISIT OUR  
WEBSITE FOR A FREE QUOTE!

# Strategic Storytelling.

At the heart of every effective campaign is a story—one that resonates, connects, and moves people to act.

My foundation in professional writing and rhetoric has shaped the way I approach marketing: with clarity, strategy, and purpose. Whether scripting the next scroll-stopping video, writing copy that feels human, or shaping the voice of a brand through direct audience engagement, I use storytelling as a tool to translate ideas into impact.

Good writing isn't just about words. It's about knowing what needs to be said, how it needs to sound, and why it matters to your audience.

**MYSTERY MEDIA** | ABOUT US

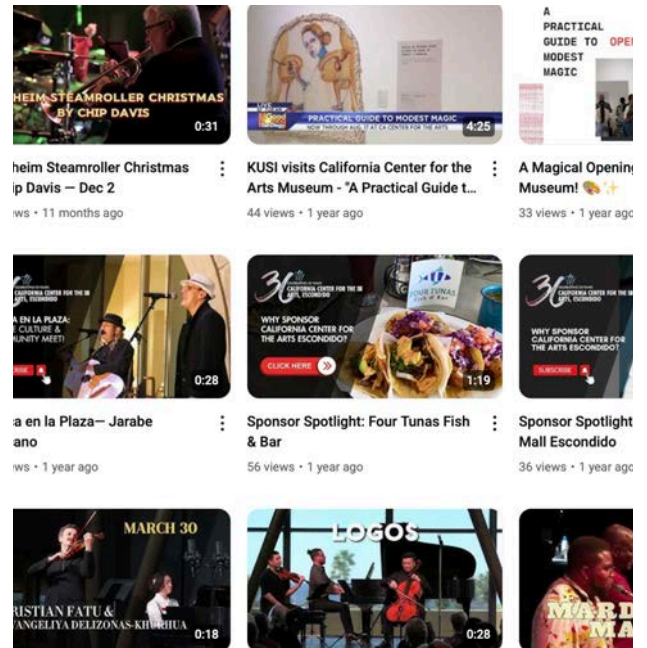




## STORIES THAT CONNECT

Content that Converts

I led marketing for *Música en la Plaza*, a free concert series with paid VIP seating. Through messaging in English and Spanish across social, email, listings, and flyers, I blended culture, excitement, and community to drive consistent VIP sellouts.



## EVERY WORD ON BRAND

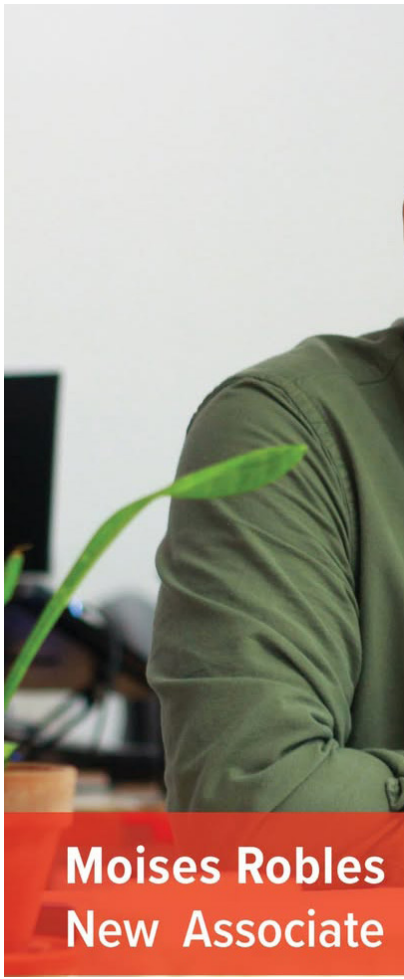
Consistency and Connection

Voice builds connection and consistency builds trust. I craft messaging that reflects a brand's identity and purpose, shaping language that feels familiar, intentional, and aligned with audiences. From paid advertising to social captions, I help brands show up with clarity and strength across every channel.

## MULTI-PLATFORM

Wherever the Audience is

Strong ideas deserve smart delivery. I adapt stories across social, email, websites, and print, preserving voice while reshaping content to suit each platform's strengths. From campaign launches to unforgettable visuals, I help brands show up with purpose wherever their audience is.



**Moises Robles**  
New Associate



Click me!  
→





# Production with Purpose

Strong visuals do more than look good. They draw people in, spark interest, and drive action. My experience spans a wide range of settings and styles, from weddings and concerts to corporate launches and community events. Whether I'm filming a live performance, producing a social media reel, or capturing brand photography, I approach every project with creative and strategic intent.

Each piece of content is created with marketing in mind. It's not just about how it looks, but what it helps achieve.



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## High-Performing Content

Every visual is built to inform, inspire, and support measurable engagement.

## End-to-End Production

Managing the full process—from capturing raw footage to final edits—with clarity, consistency, and campaign relevance.

## Channel-Specific Delivery

Delivering optimized formats for Reels, carousels, stories, and more.

## Made to Engage

Creating content designed to resonate with real people, not just fill space.

---

Blending **strategy**, **creativity**, and **data** to elevate every connection.



**HONEYOLOGY**  
SWEET SUPPORT FOR STICKY SITUATIONS

# Integrated Branding & Campaigns

Effective marketing requires more than good ideas. It takes consistency, adaptability, and the ability to execute across platforms. I bring a cross-functional skill set that combines copywriting, design, and content strategy to build campaigns that get noticed and deliver results.

From national campaigns to local initiatives, I have created paid ads,

digital graphics, email marketing, print collateral, and branded signage. Each piece is tailored to audience needs and campaign goals.

Highlights include projects like *Música en la Plaza*, *Art for All*, and *TEDxEscondido*, where I supported multi-channel campaigns from concept through rollout.



## FULL SCOPE STRATEGY

From Idea to Execution

From concept to execution, our campaigns are built for results. I bring together cross-team collaboration, cohesive strategy, and platform-aware content to deliver clear, compelling messaging that moves your audience to take action.

Consistency, Everywhere.

- ✓ Emotional Support
- ✓ Wellness Support
- ✓ Concierge Support
- ✓ Lifestyle Assistance

**HONEYOLOGY**  
SWEET SUPPORT FOR STICKY SITUATIONS

Call Us 760-505-7353 For More Information [www.honeyology.org](http://www.honeyology.org)

# Targeted Advertising

A good ad starts with the right message. Whether the goal is to increase event attendance, grow brand visibility, or drive targeted traffic, I manage Meta and Google campaigns with a clear focus on results.

I handle the full process, from strategy and targeting to copywriting, creative direction, and performance review. Every element is built for clarity, impact, and measurable performance. Each campaign is designed to reflect the brand's voice while delivering results that support broader marketing goals.

Your Facebook views  
**3,432%** in the

## Views



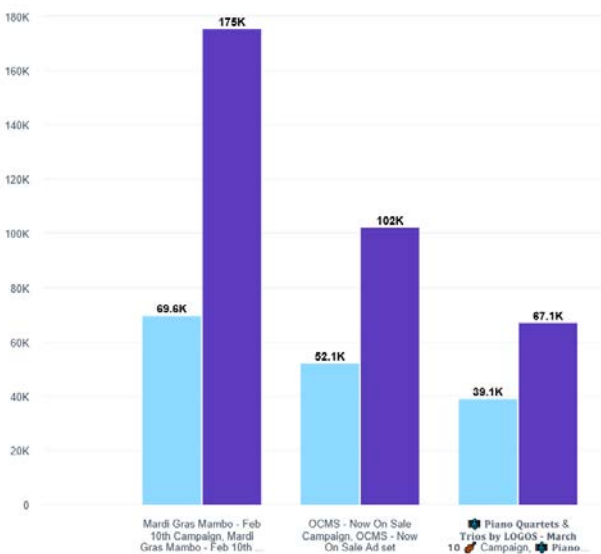
**12.7K** ↑ 3.4K%

## Messaging contacts



Nov 1, 2023 - May 31, 2024

Reach Impressions



## PRECISION REACH

### Turning Insights in Impact

By combining platform tools with real audience data, I use insights to refine delivery, reduce ad waste, and focus on reaching the people most likely to engage. Every campaign is built to connect with the right audience and support meaningful results.

Views increased by  
the last 28 days

## Content interactions



593 ↑ 6.5K%

## Follows



Aldo Trujillo & Luis Coronel  
Campaign  
Off • Traffic

1,039  
Link clicks

\$0.13  
Cost per Link  
Click

\$137.54  
Spent



Samara Joy reUp  
Campaign  
Off • Traffic

620  
Link clicks

\$0.34  
Cost per Link  
Click

\$209.97  
Spent



SD TJ Jazz ESP Campaign  
Off • Traffic

1,465  
Link clicks

\$0.12  
Cost per Link  
Click

\$173.38  
Spent

## COST-EFFECTIVE STRATEGY

Smart Spending, Lasting Value

Advertising budgets are structured to deliver results without overspending. Through smart planning and performance analysis, campaigns remain efficient, scalable, and aligned with marketing objectives.

Click me!

**TAIMANE**  
AUG. 8 WITH JIMMY & ENRIQUE  
CALIFORNIA CENTER FOR THE ARTS,  
ARTCENTER.ORG  
Experience Taimane LIV...  
w/ special guest Jimmy and Enri...  
[LEARN MORE](#)

Built to Convert

## Maximizing ROI

Day	Campaign name	Ad Set Name	Reach ↓	Impressions
2024-03-07	Old Crow PreSale Campaign	Old Crow PreSale Ad set	37,736	41,365
2024-01-19	Event: The Cab Calloway O...	Event: The Cab Calloway ...	27,068	30,556
2024-01-05	OCMS - Now On Sale Cam...	OCMS - Now On Sale Ad ...	12,081	13,223
2024-01-28	Mardi Gras Mambo - Feb ...	Mardi Gras Mambo - Feb ...	10,561	12,658
2024-02-06	Mardi Gras Mambo - Feb ...	Mardi Gras Mambo - Feb ...	10,147	11,283
2024-02-03	Mardi Gras Mambo - Feb ...	Mardi Gras Mambo - Feb ...	9,982	10,832
2024-02-05	Mardi Gras Mambo - Feb ...	Mardi Gras Mambo - Feb ...	9,972	10,977
2024-05-04	OCMS - Now On Sale Cam...	OCMS - Now On Sale Ad ...	9,923	11,244

Views ⓘ



Content interactions ⓘ

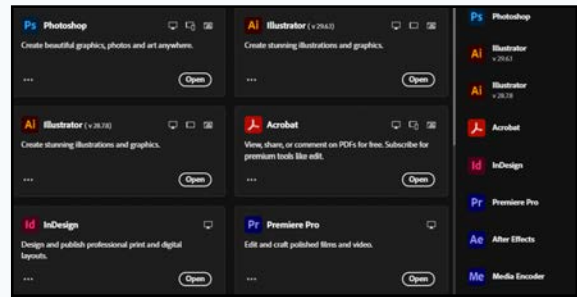


3-second views ⓘ



Scroll-Stopping Results

# Summary of Services



- Full-cycle Campaigns
- Photo/Video Production
- Digital and Print Design
- Google & Meta Ads
- Adobe Creative Suite
- Canva Studio
- Email Marketing
- Websites

- Event Coverage
- Social Media
- Community Outreach
- Bi-lingual Messaging
- Audience Segmentation
- Performance Analysis
- Brand Asset Creation
- Editorial & Blog Writing

\* All work featured in this portfolio was created by Erick Roche. This includes all writing, photography, video, design, and strategy referenced or displayed, whether produced independently or as part of a collaborative project.

# Let's Connect!

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## Vision

Marketing should be honest, intentional, and driven by results. We create work that speaks clearly and helps your business make a lasting impact in the communities you serve.

## Mission

To support businesses with marketing that is people-first, growth-oriented, and designed to drive long-term success.

### Contact Information

Erick Roché  
Oceanside, CA 92058  
760.994.2804 / [info@mysterymedia.co](mailto:info@mysterymedia.co)



More Info