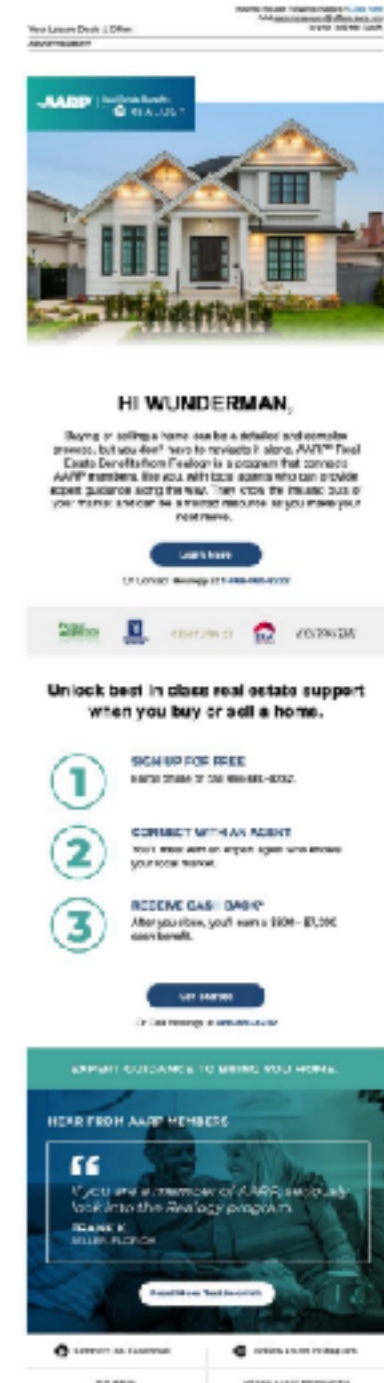


MARISSA BIALECKI

PROFESSIONAL PORTFOLIO

REAL ESTATE BENEFITS FOR AARP MEMBERS

- **OBJECTIVE:** Help AARP members save money with a cash back bonus for buying or selling a home with a participating real estate agent
- **IDEA:** Send monthly, targeted email campaigns to generate leads as part of a multi-channel strategy
- **THE OPPORTUNITY:** Leverage first party customer data and audience modeling capabilities to reach members actively looking to buy or sell a home within 6 months
- **RESULTS:**
 - Generated **over 30,000 leads** for corporate partner, Anywhere
 - **More than tripled revenue** in the second year of the partnership to generate a total of **more than \$1.6 million in revenue** in the first two years of the partnership
 - Saved AARP members an **average of \$1,785** per home sale or purchase
 - Achieved an **average email open rate of 35.04%**



USER TESTING & WEBSITE OPTIMIZATION

AARP PARTNERSHIP WITH MARCUS BY GOLDMAN SACHS

- **OBJECTIVE:** Improve 50% abandonment rate on AARP landing page on Marcus.com
- **IDEA:** Conduct consumer research in order to identify customer pain points and actionable site improvements
- **THE OPPORTUNITY:** Leveraged survey results from user testing to quickly and cost effectively identify actionable site changes in the online savings account creation process
- **RESULTS:**
 - **Reduced abandonment rate by 12%** within 3 months of implementing recommendations
 - Continued to decrease the abandonment rate and **maintained a threshold below 30%**
 - Overall, the program helped **more than 15,300 AARP members grow more than \$1.1 billion in personal savings**

The screenshot displays the AARP Marcus website landing page. At the top, the AARP and Marcus logos are visible, along with a 'Log In' button and a menu icon. The main heading reads 'Welcome AARP member!' followed by the tagline 'Digital banking designed to help you achieve financial well-being.' Below this, a paragraph states: 'With over 150 years of financial expertise, Goldman Sachs designed Marcus with high-yield accounts to help you make the most of your money, unlike typical banks with savings accounts that pay next to nothing. AARP members can receive special offers on our Online Savings Account and No-Penalty CD. See below for details.' A small AARP logo with the text 'Member benefits' and 'Join AARP' is also present. The background features a woman with curly hair wearing sunglasses and riding a bicycle. Below the main content, there is a section titled 'Let's get started' with the subtext 'Already a customer? Please log in. We'll pre-fill your info to save time.' This section includes a box for 'What you're opening' with details for an 'Online Savings Account (3.00% APY)' and a note about a special APY offer for AARP members. Below this is a 'Personal Information' section with a note: 'This should be your legal full name as it appears on your government ID.' It contains three input fields for 'First name', 'MI', and 'Last name'.

AARP SOCIAL SECURITY VIDEO SERIES

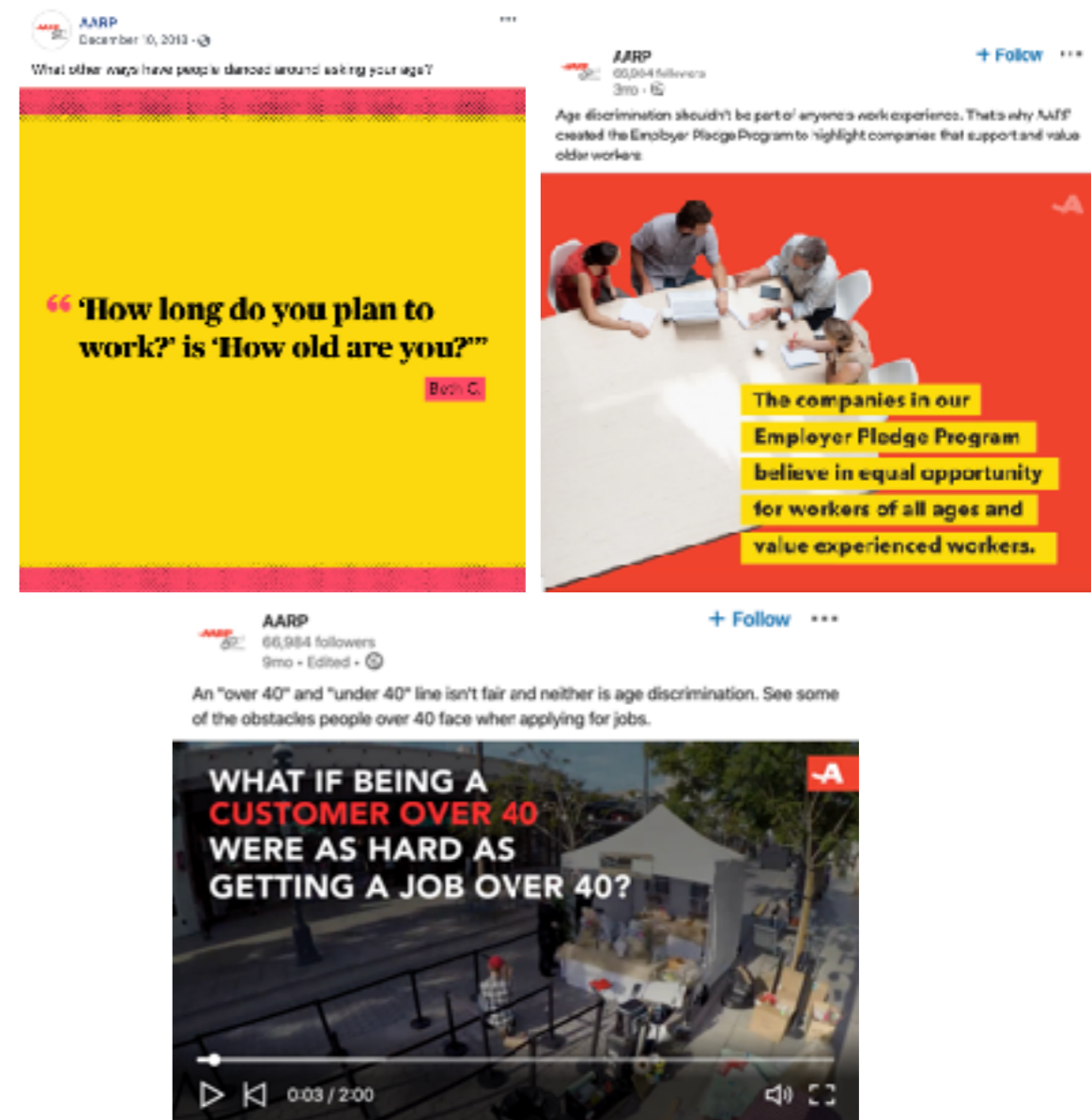
- **OBJECTIVE:** Help Americans determine the best age to claim Social Security
- **IDEA:** Interview real Americans from diverse backgrounds who claimed early, at full retirement benefits age, and late
- **THE OPPORTUNITY:** Position the brand as a knowledgeable, approachable authority on the topic; build on existing trust stemming from decades of advocacy work protecting Social Security
- **RESULTS:**
 - Reached **more than 2.3 million Facebook users** 62+
 - Using a Facebook brand lift study, users who engaged with and recalled watching the videos reported an **8.6 point lift in favorability for AARP**. According to Facebook, this brand lift campaign performed **4x better than other brands in North America**
 - Despite having no direct membership ask in the campaign, users reported a **4.3 point increase in intent to join AARP**
 - On YouTube, users **watched an average of 73%** of each video —surpassing AARP's internal benchmarks
 - Named a **2018 finalist for PR News' Social Media Awards: Facebook Use of Video and YouTube Best Marketing/PR Campaign**



- **WATCH:**
 - <https://www.facebook.com/watch/?v=301704953890535>
 - <https://www.facebook.com/watch/?v=209894103116204>
 - <https://www.facebook.com/watch/?v=438673566660697>
 - https://www.youtube.com/watch?v=JboMEdT_iOo
 - <https://www.youtube.com/watch?v=oztxrYCHQyo>

AARP AGE DISCRIMINATION AWARENESS CAMPAIGN

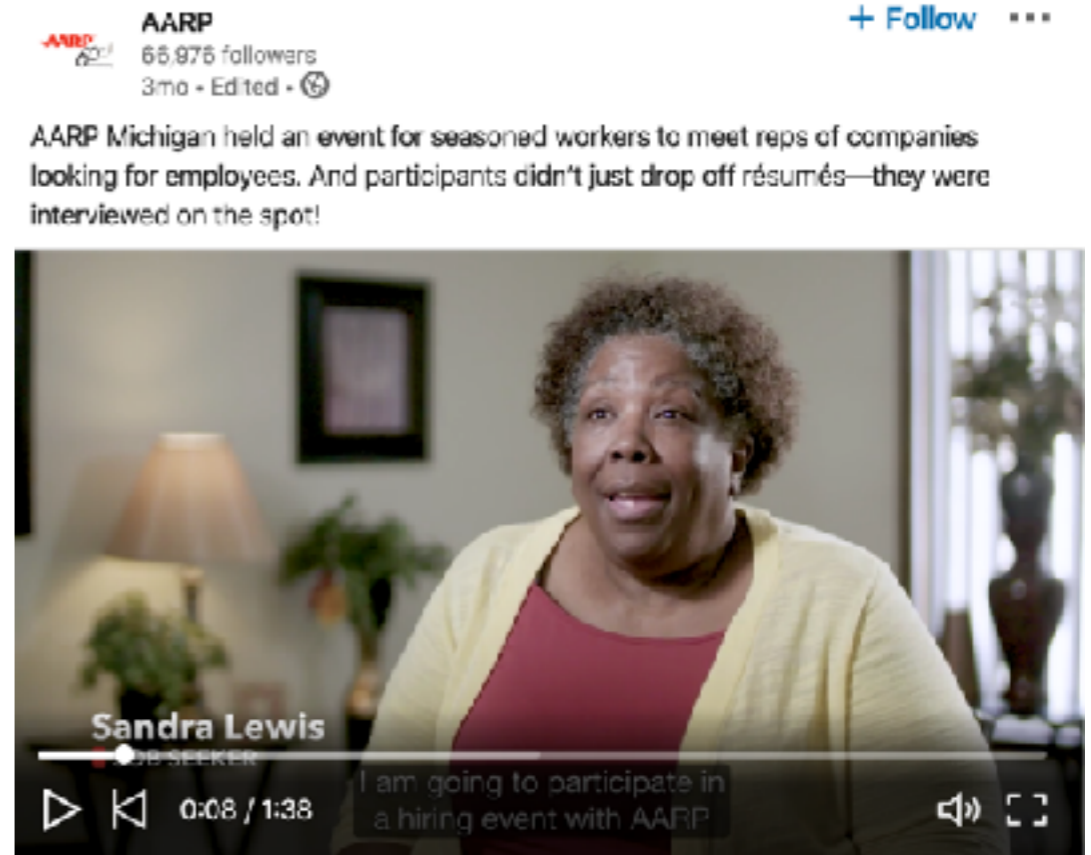
- **OBJECTIVE:** Increase awareness around the prevalence of ageism and spark behavior change to eradicate this type of discrimination
- **IDEA:** Use an array of video content, motion graphics, quote graphics and AARP research to bring attention to an often overlooked issue
- **THE OPPORTUNITY:** Position the brand as a fierce defender of older workers and ally to HR professionals and hiring managers
- **RESULTS:**
 - Drove **more than 700,000 engagements** across platforms
 - Drove **more than 1.8 million video views** across platforms
 - Established AARP as one of the key thought leaders on the issue of age discrimination on LinkedIn based on share of voice analysis



- **EXAMPLES:**
 - https://www.linkedin.com/posts/aarp_age-discrimination-shouldnt-be-part-of-anyones-activity-6582262285442646016-60Pc
 - <https://www.facebook.com/AARP/photos/a.87332378959/10156985258558960/?type=3>
 - https://www.linkedin.com/posts/aarp_an-over-40-and-under-40-line-isnt-fair-activity-6521381316041285632-RN5G

AARP MICHIGAN EXPERIENCE FOR HIRE VIDEO

- **OBJECTIVE:** Highlight the value of older workers and AARP's commitment to supporting them
- **IDEA:** Follow one participant's journey through the AARP Michigan Experience for Hire event
- **THE OPPORTUNITY:** Show how AARP works in local communities across the country to connect experienced workers with job opportunities
- **RESULTS:**
 - Drove **more than 425,000 video views** and 13,000 engagements on Facebook
 - Surpassed average view duration benchmarks for the AARP Facebook page
 - Reached more than **235,000 people** on LinkedIn

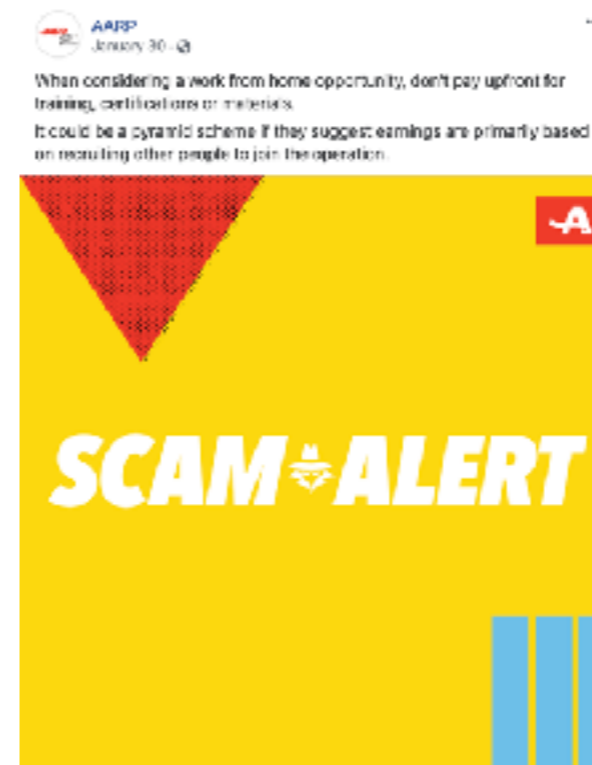


AARP Connects Experienced Workers With Opportunities at Michigan Job F...

- **EXAMPLES:**
 - <https://www.facebook.com/AARP/videos/815046305557091/>
 - https://www.linkedin.com/posts/aarp_aarp-michigan-held-an-event-for-seasoned-activity-6572840295166279680-ukWb

AARP SCAM ALERTS SERIES

- **OBJECTIVE:** Educate and empower users 50+ to protect themselves and loved ones from common scams
- **IDEA:** Pair simple, eye-catching graphics with straight-forward, actionable tips or warning signs of a scam
- **THE OPPORTUNITY:** Position the brand as a wise friend that is approachable, helpful and never fear-mongering
- **RESULTS:**
 - Drove **more than 565,000 engagements** for the series
 - Drove **more than 285,000 shares** for the series
 - Consistently outperformed other content series on the AARP Facebook page



- **EXAMPLES:**
 - <https://www.facebook.com/AARP/photos/a.87332378959/10157323884858960/?type=3>
 - <https://www.facebook.com/AARP/photos/a.87332378959/10157107410583960/?type=3>

DC'S LARGEST BEER FESTIVAL: SNALLYGASTER

- **OBJECTIVE:** Drive awareness and grow ticket sales for the DC area's largest beer festival, Snallygaster
- **IDEA:** Use targeted email campaigns to inform prospective attendees about ticket pre-sales, beer list releases, musical headliners, day-of logistics and more
- **THE OPPORTUNITY:** Generate revenue and build brand loyalty for Snallygaster by leveraging Neighborhood Restaurant Group's established beer concept brands and the company's beer director's personal brand
- **RESULTS:**
 - Increased ticket pre-sales by an annual average of **more than 1,500 attendees**
 - Drove **more than \$250,000 in gross revenue** in ticket pre-sales over the course of 3 months



- **EXAMPLES:**
 - <https://us2.campaign-archive.com/?u=d879a39f766b935628a8d1295&id=cd9d93b7b9&e=e432ddb5e2>
 - <https://us2.campaign-archive.com/?u=d879a39f766b935628a8d1295&id=e9ab1b5317&e=e432ddb5e2>