

# PORTFOLIO

*creative*

@CEODETTE



NYC MICRO-INFLUENCER



# *Hello, I'm* ODETTE PERALTA ↘

## ABOUT ME ▶▶

Hi, I'm Odette! A Molloy University grad with a degree in New Media (social media marketing) and 8 years of experience turning ideas into scroll-stopping content. In 2020, I launched The Social Savvy, my own agency dedicated to helping brands shine online. Now, I'm also sharing my world as a micro-influencer, giving you a peek into life as an entrepreneur and woman business owner, with a mix of fashion, makeup, and everyday moments in between.







Commercial Video



Product Branding



Fashion Photography

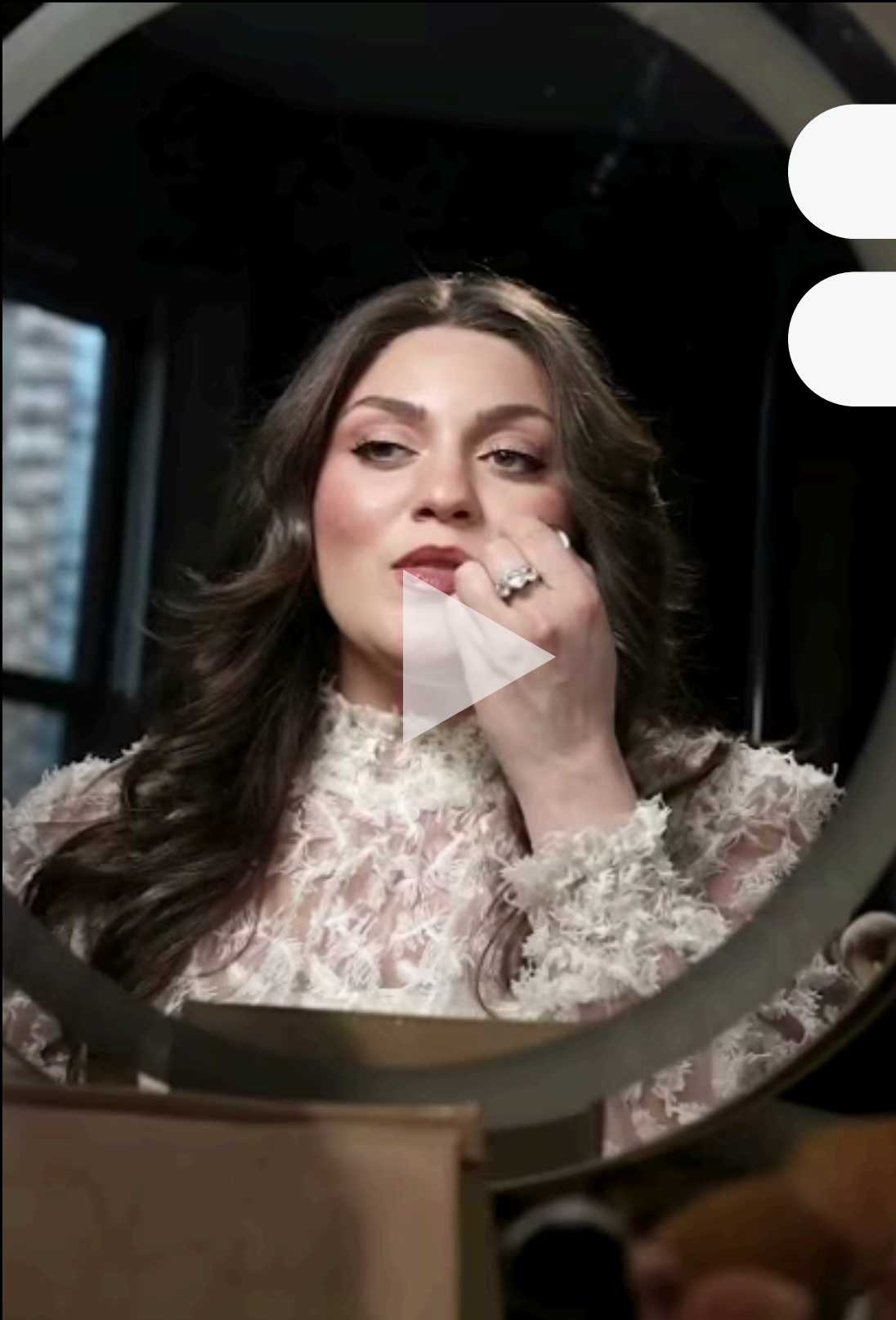
# EXPERIENCE/AWARDS





# PORTFOLIO

Tap on each video to play



- Unboxing
- Try on/Haul

- This isn't just a lip product—it's a whole ...  
11K views
- Testing YSL Candy Glaze Lipstick: Is It ...  
6.7K views

Project 01 YSL CANDY GLAZE

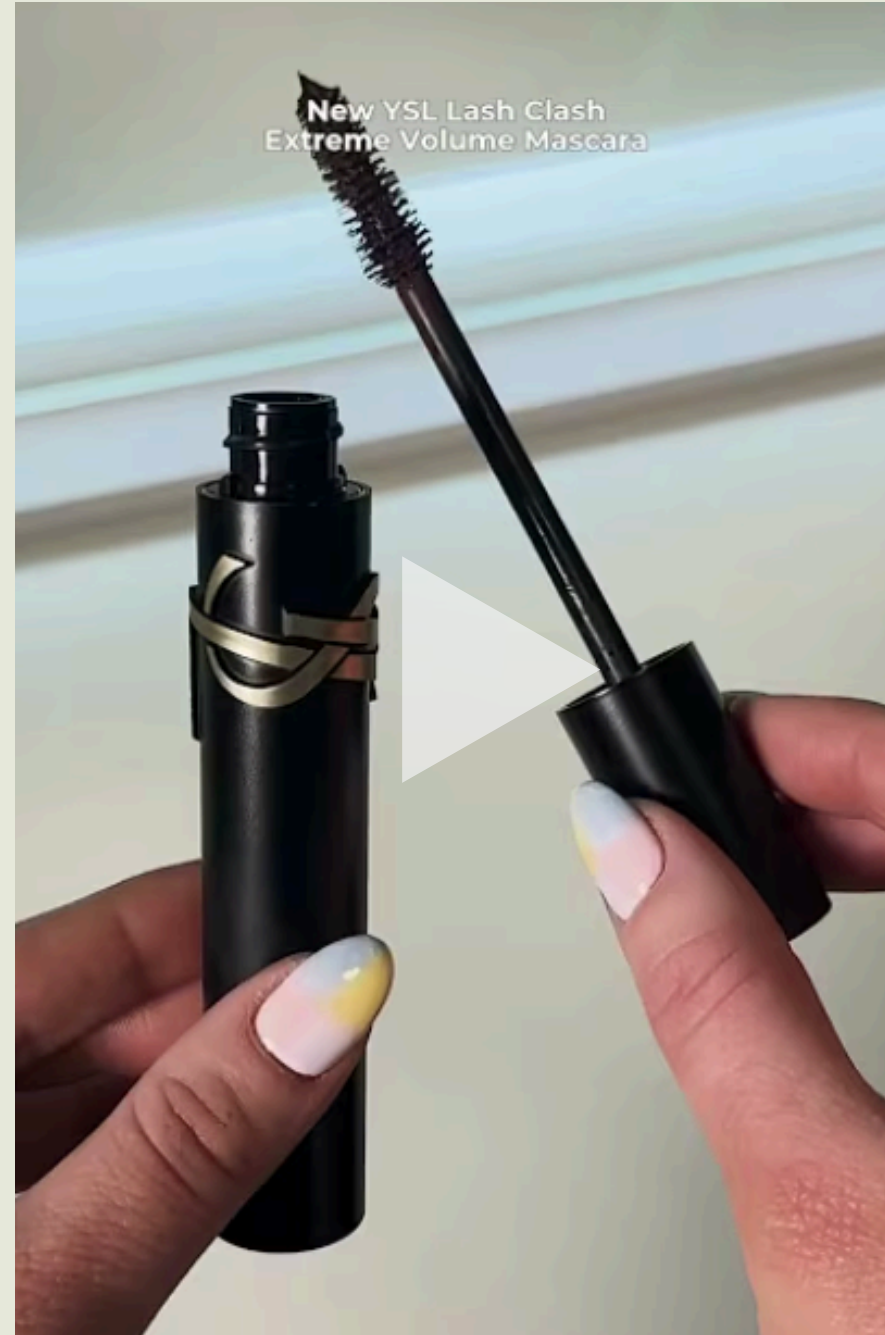


# Project 02 JAVY PROTEIN COFFEE



The Perfect Blend of Energy and Protein  
4.3K views

Unboxing



Unboxing

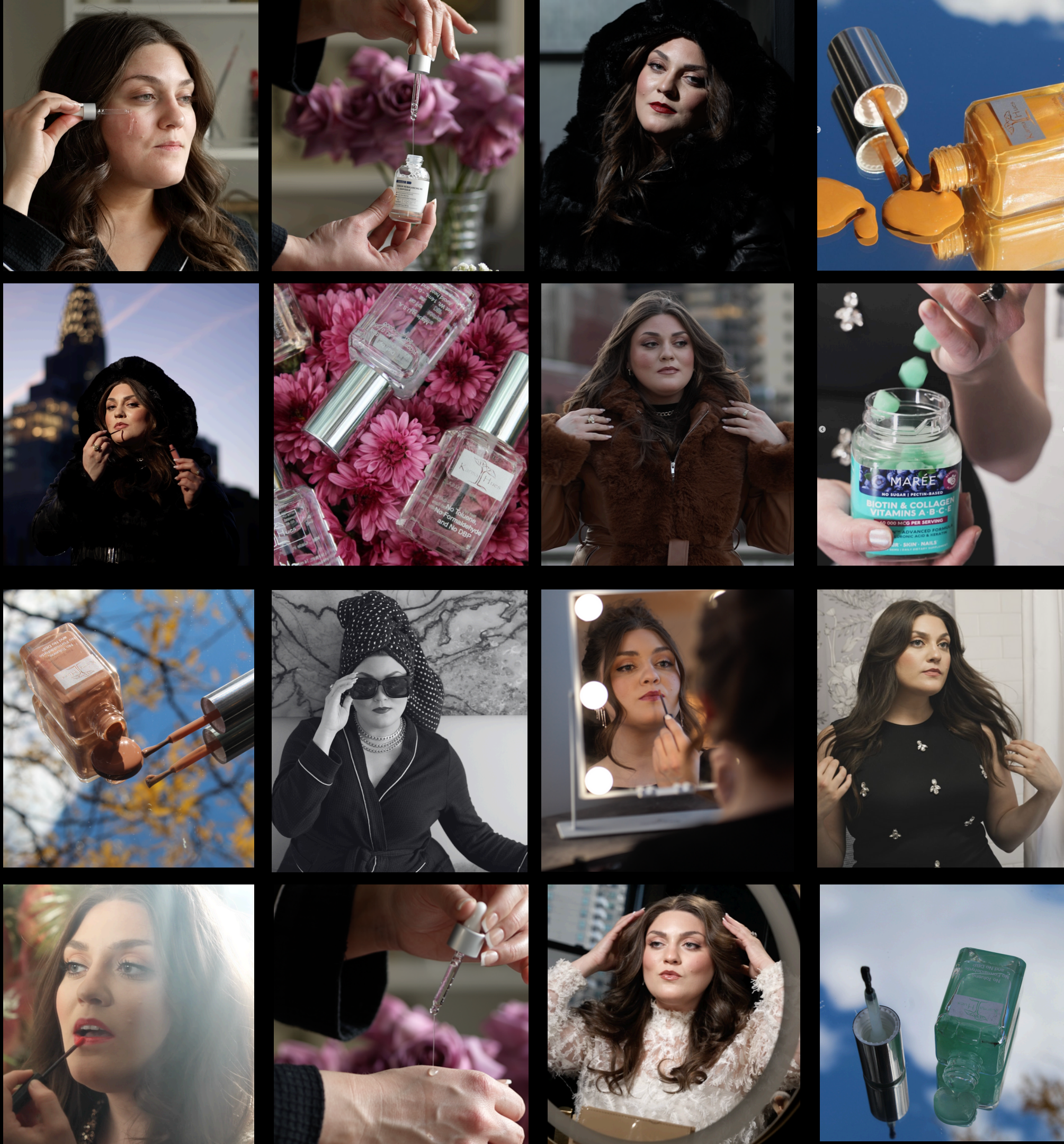
Try on/Haul

YSL gave us options... and I'm here to compa...  
5.7K views

Is brown mascara really the new black? Only o...  
2.2K views

# Project 03 YSL LASH CLASH MASCARA





# *content* PHOTO

## ►► POLISHED & PROFESSIONAL

High-quality product and lifestyle photography tailored to your brand's aesthetic.

## ►► LIFESTYLE-DRIVEN

Authentic, scroll-stopping imagery that blends your product naturally into real-life moments.

## ►► PRODUCT FOCUS

Crisp, detailed shots that highlight your product's features and make it impossible to scroll past.