



XO GIRL EXISTS TO SHAPE HOW VENUES ARE SEEN.  
BECAUSE HOW A VENUE IS SEEN DETERMINES WHETHER IT'S CHOSEN.  
THROUGH CONSISTENT, HIGH-END VISUAL PRODUCTION, THE GOAL IS TO  
BUILD A STRONG, RECOGNIZABLE PRESENCE THAT ATTRACTS THE RIGHT  
CLIENTELE AND SUPPORTS LONG-TERM ACTIVITY.



# UNDERSTANDING THE INDUSTRY

MY UNDERSTANDING OF THIS INDUSTRY COMES FROM OVER A DECADE OF EXPERIENCE, BOTH BEHIND THE CAMERA AND WITHIN THE HOSPITALITY WORLD ITSELF.

I STARTED AS A BUSGIRL AT 18 AND WORKED MY WAY THROUGH EVERY LEVEL, FROM SERVICE TO OPERATIONS TO OWNING A VENUE. I UNDERSTAND HOW THESE SPACES FUNCTION, WHAT THEY REQUIRE, AND WHAT MAKES THEM WORK.

THAT EXPERIENCE, COMBINED WITH MY BACKGROUND IN VISUAL PRODUCTION, DIRECTLY SHAPES THE WAY I APPROACH MY WORK TODAY.

## WHAT THIS CHANGES?

THE DIFFERENCE BETWEEN AVERAGE CONTENT AND STRONG CONTENT IS NOT JUST QUALITY.

IT'S UNDERSTANDING.

UNDERSTANDING WHAT NEEDS TO BE SHOWN. WHAT PEOPLE RESPOND TO. WHAT MAKES A VENUE STAND OUT, AND WHY. THE GOAL IS NOT TO CHASE VIRALITY. IT IS TO BUILD A CLEAR AND MEMORABLE VISION OF YOUR ESTABLISHMENT ONLINE, ONE THAT ATTRACTS THE RIGHT CLIENTELE AND KEEPS YOUR VENUE CONSISTENTLY FULL OVER TIME.



# BUSINESS IMPACT

CONSISTENT, HIGH-LEVEL CONTENT DIRECTLY INFLUENCES HOW A VENUE PERFORMS. IT SHAPES FIRST IMPRESSIONS. IT DEFINES HOW THE ENERGY OF A SPACE IS PERCEIVED. IT DETERMINES WHETHER PEOPLE CHOOSE YOUR VENUE OR MOVE ON. OVER TIME, THIS BUILDS RECOGNITION, TRUST, AND CONSISTENCY IN WHO WALKS THROUGH YOUR DOORS.

THIS TRANSLATES INTO:

- \* STRONGER VISIBILITY ACROSS PLATFORMS
- \* A MORE CONSISTENT FLOW OF CUSTOMERS
- \* A CLIENTELE THAT ALIGNS WITH THE EXPERIENCE YOU OFFER





# WORKING TOGETHER

WORKING TOGETHER IS SIMPLE.

YOU'LL FEEL TAKEN CARE OF, AND YOU'LL FEEL CONFIDENT IN WHAT IS BEING PRODUCED. EVERY COLLABORATION STARTS WITH UNDERSTANDING YOUR VISION, HOW YOUR VENUE OPERATES, AND WHAT MATTERS TO YOU.

A RESTAURANT OR A BAR IS NOT JUST A SPACE. IT'S SOMETHING YOU'VE BUILT, SHAPED, AND INVESTED IN. THAT LEVEL OF OWNERSHIP AND PERSONAL INVESTMENT IS UNDERSTOOD AND RESPECTED THROUGHOUT THE PROCESS.

MY ROLE IS TO REPRESENT THAT ACCURATELY AND CAPTURE IT IN A WAY THAT REFLECTS THE IDENTITY OF THE VENUE.



# APPROACH

EACH COLLABORATION IS BUILT AROUND ONGOING PRODUCTION, NOT ONE-OFF SHOTS.

THE GOAL IS TO MAINTAIN CONSISTENCY, ADAPT TO THE RHYTHM OF THE VENUE, AND EVOLVE OVER TIME. CONTENT IS PRODUCED WITH ATTENTION TO DETAIL, AWARENESS OF CURRENT TRENDS, A CLEAR UNDERSTANDING OF HOW IT WILL BE USED, AND THE ABILITY TO ADAPT TO EACH VENUE'S SPECIFIC NEEDS. THIS ALLOWS THE WORK TO REMAIN RELEVANT, EFFECTIVE, AND ALIGNED WITH THE IDENTITY OF YOUR ESTABLISHMENT.

## CLOSING

XO GIRL WORKS WITH VENUES THAT UNDERSTAND THE VALUE OF HOW THEY ARE SEEN, AND THE IMPACT CONSISTENCY, AS WELL AS HIGH-END CONTENT PRODUCTION, HAS ON THEIR LONG-TERM SUCCESS.