

MARKETING PORTFOLIO • 2026

HYDE STUDIO | ROPES & GRAY | STUDENT ASSOC. | RÉSUMÉ | CONTACT

Reyane Antoine

I manage social media for a boutique hot Pilates studio in Boston — **idea, shoot, edit, caption, post.**

CONTACT

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LINKEDIN

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EDUCATION

BS Marketing, Bentley University • 2026

BASED IN

Boston, Massachusetts



HYDE Studio

A new boutique hot Pilates studio in Boston. I manage both accounts end to end — coming up with the ideas, filming and shooting, editing, writing the captions, and posting.

Building a presence from close to zero

HYDE was still very new when I started, so there was no established voice to inherit. The work has been figuring out what the studio actually feels like to walk into — the classes, the instructors, the infrared heat — and turning that into content that a stranger scrolling past would stop for.

How the work gets planned

I go into the studio and sit down with the owner, and sometimes an instructor or two, to go through content ideas and decide what we're making and when it's going out. The owner and I keep a shared doc of video ideas, photos we want to take, and what needs to get done that month. It keeps us organized without locking everything down, so there's still room to shoot whatever is actually happening in the studio that day.

The hard part

Filming around a business that is still being built. Classes need to start on time and clients come first, so content gets made in the gaps. It has taught me to work fast, use what I have, and find the shot without getting in anyone's way.

Views are easy to like. The number I actually care about is how many people tap the link in the bio, because that is the step before a class gets booked.

ROLE

Marketing Intern — social media, end to end

PLATFORMS

Instagram, TikTok

I HANDLE

Concepting, filming, photography, editing, captions, scheduling, reporting

TOOLS

Canva, CapCut, Adobe Express, Meta Business Suite

PLANNING

Monthly walkthrough with the owner; shared content doc

Selected work

Every piece below was filmed or designed, edited, captioned and posted by me. Live links are attached to each image.



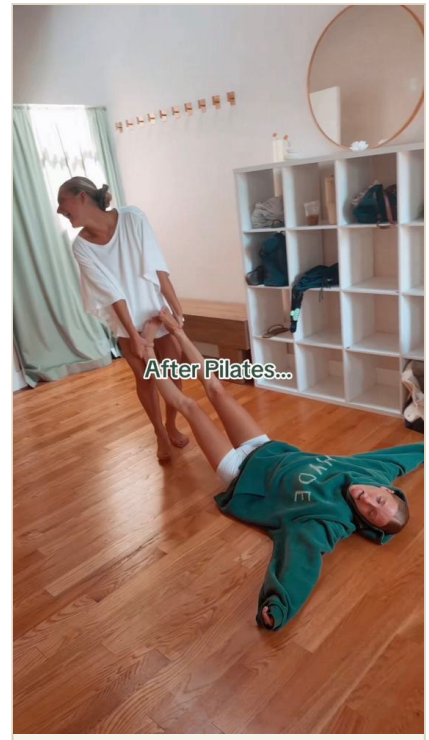
TIKTOK • PROMOTIONAL

Most-viewed post on the account.
Written, filmed and edited to make someone want to walk in the door.



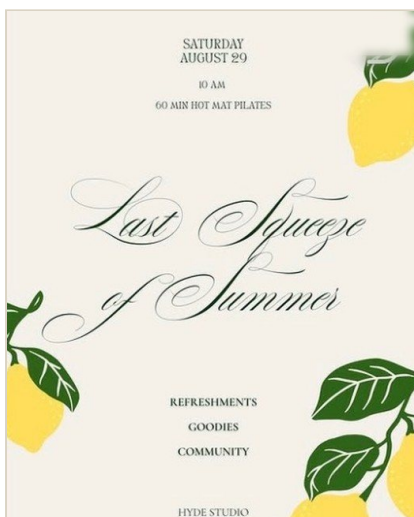
TIKTOK • BEFORE

Arriving. The set-up half of a two-part joke.



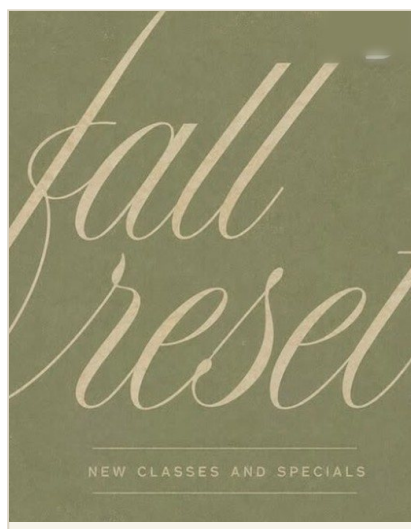
TIKTOK • AFTER

Leaving. The payoff only works as a pair, shot in one visit.



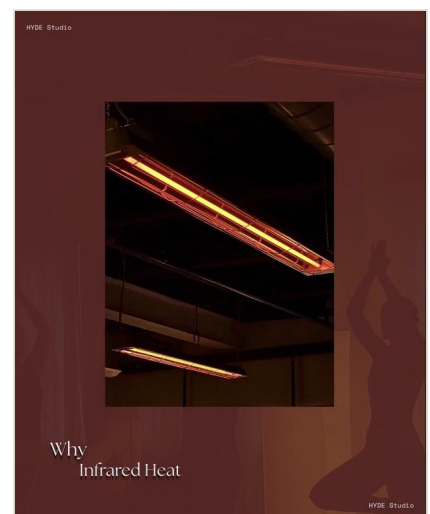
INSTAGRAM • EVENT

Top-performing post — 11K views. Last Squeeze of Summer, an end-of-season class and social.



INSTAGRAM • SEASONAL

Fall Reset — new classes and specials for the season change.



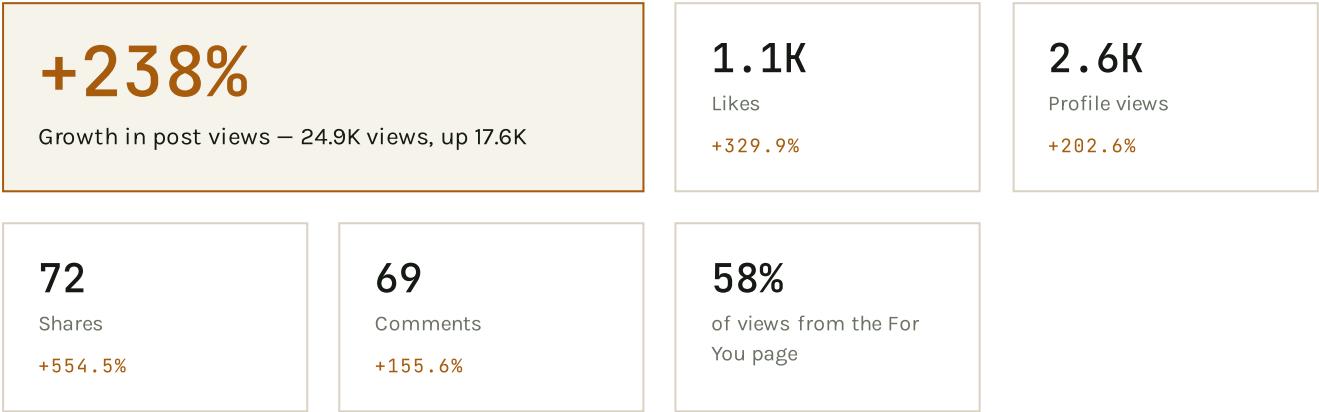
INSTAGRAM • EXPLAINER

Taking the thing that makes HYDE different and making it make sense in one post.

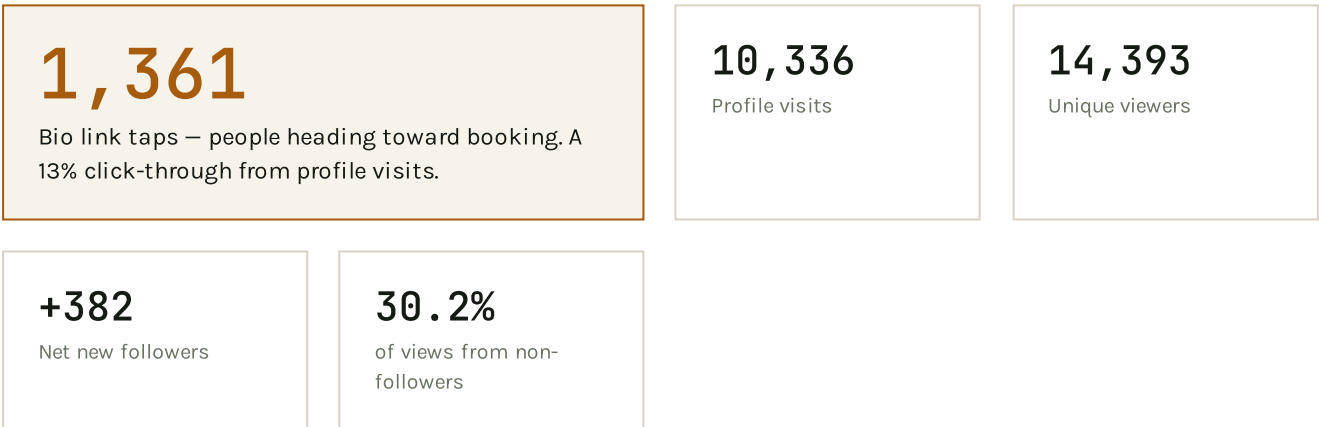
What it did

Figures taken directly from Instagram Insights and TikTok Analytics.

TIKTOK • JUL 16 TO SEP 13, 2026 • COMPARED AGAINST THE PREVIOUS PERIOD

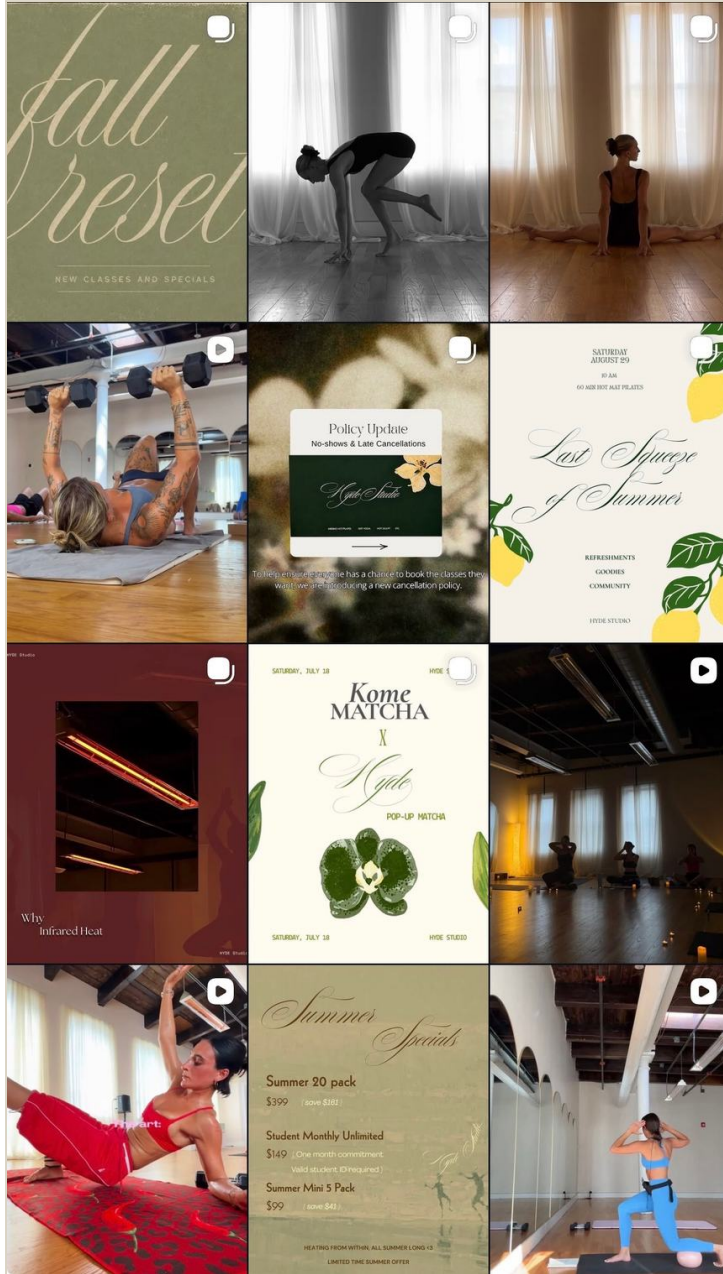


INSTAGRAM • 90 DAYS TO SEP 13, 2026



The feed as a whole

Holding one visual identity across event graphics, studio photography and class video. Not every tile is mine — the account is a shared effort — but the consistency is the job.



WHAT HOLDS IT TOGETHER

A fixed palette of sage, cream and deep green; one script face for headlines; photography kept warm and unfussy.

CONTENT MIX

Event and seasonal graphics, class and instructor video, studio photography, studio news.

CADENCE

Planned monthly, shot around live classes, adjusted to whatever is happening that week.

WHY IT MATTERS

A new studio is judged on whether it looks like it knows what it is. Consistency does that before any single post does.

Ropes & Gray

A summer on the PR and marketing team at a global law firm, running a competitive analysis of peer firms' digital marketing. The work was confidential, so what follows is the method — no competitor names, no findings, no firm data.

THE QUESTION

How were peer firms using digital marketing and media relations to build their brands and reach their audiences — and what could we learn from it?

METHOD

I ran a competitive analysis across several leading peer firms, looking at websites, social media, media relations and other digital work: content and insight hubs, hashtag and keyword use, thought leadership, podcasts, webinars and video. Then I compared all of it against our own digital presence to find the patterns, the gaps and the openings.

RECOMMENDATION

The opportunities were mostly about visibility rather than production. I recommended ways to promote content that already existed — stronger social promotion, better use of hashtags and keywords, repurposing webinars and multimedia, raising the profile of thought leadership, and connecting digital tools more closely to the wider marketing effort.

DELIVERED AS

A final presentation to the PR and marketing team, benchmarking three competitor firms and recommending improvements to website design, content and audience outreach.

WHAT I TOOK FROM IT

An organization can have genuinely strong content and still miss its audience if that content is never promoted or repurposed. I also learned how to take a large pile of research, find the patterns that matter, turn them into recommendations someone can act on — and then stand up and present them.

Cape Verdean Student Association

Bentley University. I owned the organization's Instagram and TikTok for two and a half years — design, posting, and getting people to actually turn up to what the club ran.

What the job actually was

Most of the club's content existed to get people to show up to something. I made 25 or more posts over that time, weighted heavily toward event graphics rather than video, because that was what the organization needed. The account had somewhere over 200 followers when I handed it off — small, but specific, and the point was turnout rather than reach.

Two events, two very different results

The Sand Art Workshop was built as a break during finals week and drew roughly 100 to 150 students. Slip and Slide Soccer — regular soccer, except everyone is inside an inflatable bubble ball — drew closer to 15 to 20.

The idea was more fun and the graphic had more energy, and it still drew a fraction of the turnout. Promotion was not the variable. Timing, the ask, and how much effort attending required mattered more than how good the flyer looked.

Attendance and follower figures are approximate. I no longer have access to the account's analytics.



≈100-150 ATTENDED

Sand Art Workshop



≈15-20 ATTENDED

Slip and Slide Soccer

Experience & education

EXPERIENCE

Since Jul 2026

Marketing Intern

HYDE Studio · Boston, MA

Social content end to end for a new boutique Pilates studio — ideas, filming and shooting, editing, captions and posting across Instagram and TikTok. Content planning and trend research with the owner.

Oct 2025 — Apr 2026

Sales Associate

Floor & Decor · Waltham, MA

Customer-facing retail alongside senior year. Built product knowledge across flooring and home improvement, and learned what actually persuades someone standing in front of you.

Jun — Aug 2025

Marketing Intern

Ropes & Gray · Boston, MA

Benchmarked three competitor firms' digital marketing and presented recommendations on website design, content and outreach to the PR and marketing team. Supported social and thought-leadership campaigns.

Apr 2023 — Nov 2025

Marketing Chair

Cape Verdean Student Association · Bentley University

Owned the organization's Instagram and TikTok for two and a half years. Built and maintained the content calendar, designed event graphics in Canva, and rebranded the club's visual identity and voice.

EDUCATION

May 2026

BS Marketing

Bentley University · Waltham, MA

Minor in Business Administration. FirstGen Presidential Fellow — first-generation student and scholarship recipient, mentoring incoming members.

May 2022

Associate Degree

Massasoit Community College · Brockton, MA

Completed before transferring to Bentley.

What I work with

CONTENT

Content creation & ideation
Short-form video
Photo & video editing
Captions and copywriting
Content calendars
Trend monitoring
Community engagement

PLATFORMS

Instagram
TikTok
Meta Business Suite
LinkedIn
Facebook

DESIGN

Canva
CapCut
Adobe Express

MEASUREMENT

Instagram Insights
TikTok Analytics
Competitive analysis
HubSpot – Digital Marketing certified

CURRENTLY OPEN TO

Social media and marketing coordinator roles in the Boston area

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