

LoudPen

Portfolio

de la Pen
All Pen Everything

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THE DEFINITION OF DE LA PEN... ALL PEN EVERYTHING

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#MAKEURPENLOUD: HOW TO BE A LIFESTYLE BLOGGER

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LIFESTYLE LOUDPEN NOW LET ME
INK THAT PAGE

June 10, 2018

Now Let Me Ink That Page: What Do You Do, Pen?

Dear Pennies & Pens, I am irritated because I feel like people don't understand who I am and what I do. After all these years of blogging and using social media to promote my brand it still feels like I am not yet good enough. Let me reveal

LoudPen

- LoudPen is a Lifestyle Blogger, Editor, Stylist, Publicist, Co-Founder of 8515, and CEO of The InkSpot, and Author of #MakeUrPenLOUD: How To Be A Lifestyle Blogger
- Over the past 7 years, LoudPen has gained extensive experience in lifestyle blogging, marketing, social media, public relations, writing, editing, creative direction, styling, event planning, and brand management.
- LoudPen has worked with a variety of clients such as Y-Clad, The Fund Forum of Arts & Culture Uzbekistan, Latin Fashion Week, Ruggles Black, RDG + Bar Annie, Randall Davis Company, Heart of Fashion, and many more.



#MakeUrPenLOUD
How To Be A
Lifestyle Blogger
Inked by: LoudPen



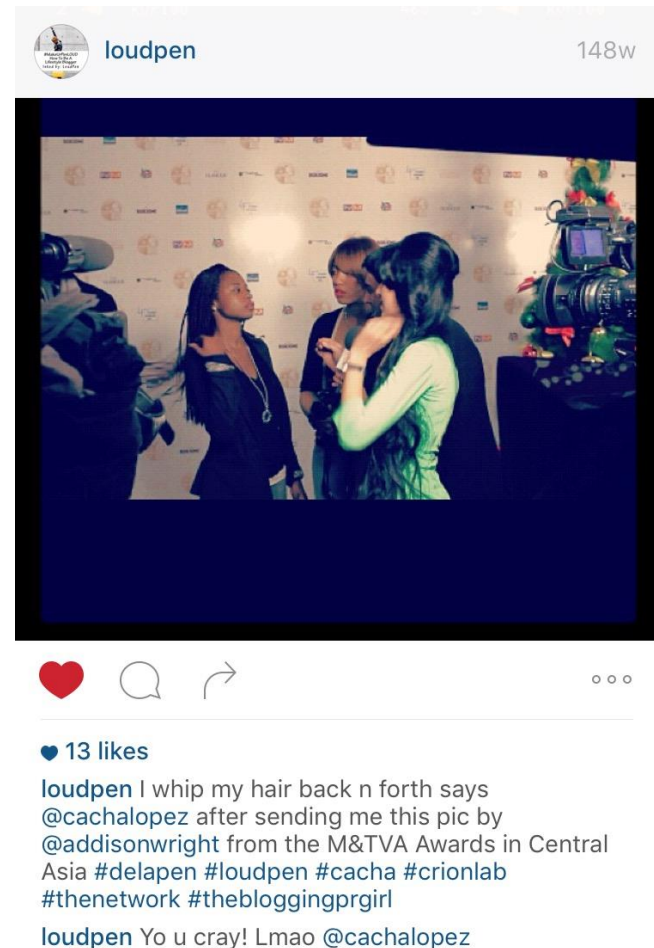
The Fund Forum of Arts & Culture Uzbekistan

- The Fund Forum of Arts & Culture Uzbekistan is a nonprofit dedicated to educating the world about Uzbek art & culture.
- 8515 was sponsored by Fund Forum to attend and cover the M&TVA Awards in Tashkent, Uzbekistan.
- 8515 produced a blog series and social media campaign for the M&TVA Awards.



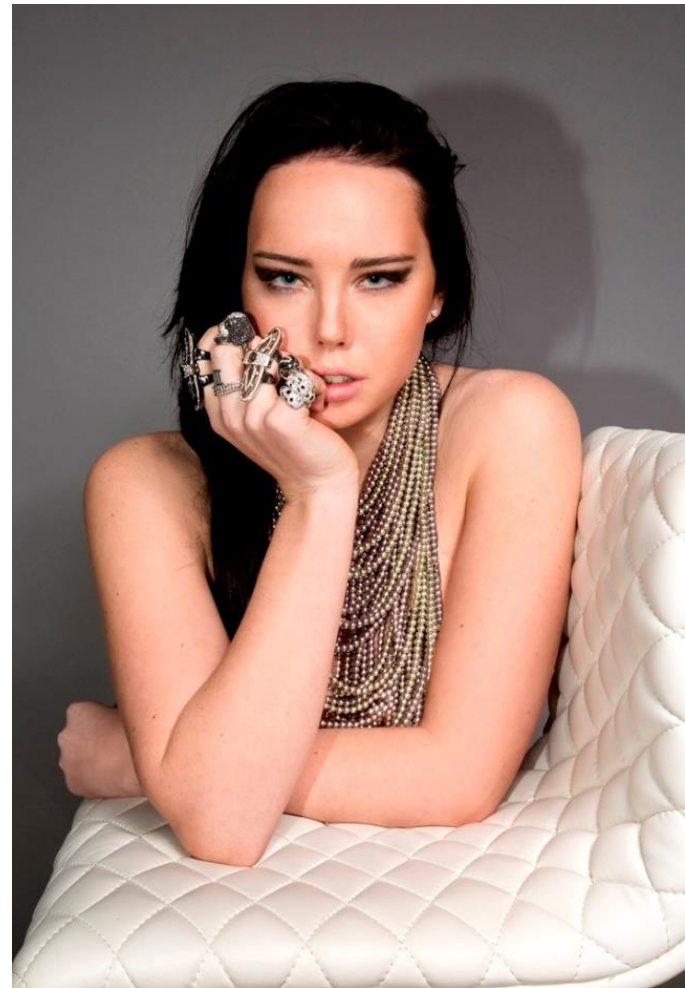
The Fund Forum of Arts & Culture Uzbekistan

- For this project, 8515's team consisted of LoudPen who handled writing & blogging, Cacha` Lopez who shot photos of the M&TVA Awards, and Addison Wright who shot a video of the M&TVA Awards.
- The M&TVA campaign was featured on 8515's blogs and social media outlets reaching about 50,000 people.
- 8515 posted live social media updates while traveling to Tashkent and during our time in Tashkent.



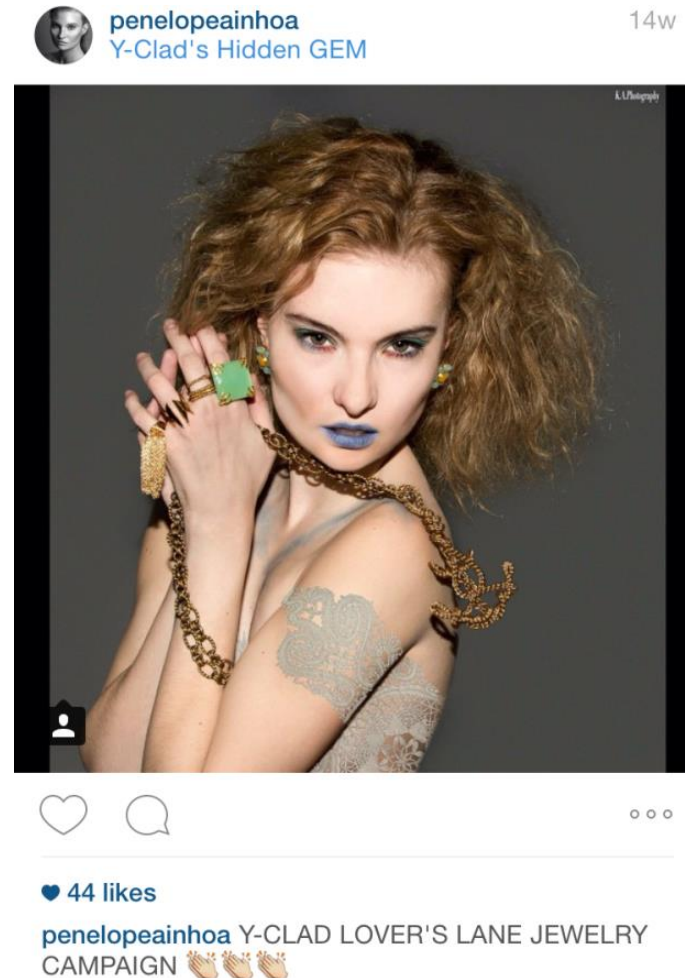
Y-Clad Lovers Lane

- In March of 2015, 8515 collaborated with Y-Clad to produce [Y-Clad Lovers Lane](#).
- Y-Clad Lovers Lane was an online marketing campaign created to showcase Y-Clad's luxurious, handmade jewelry.
- 8515 handled casting, creative direction, styling, and production.



Y-Clad Lovers Lane

- Y-Clad Lovers Lane reached over 50,000 people via social media.
- Instagram photos averaged 17-40+ likes per photo.
- Content from Y-Clad Lovers Lane was shared across 21 different social media accounts
- Photos from Y-Clad Lovers Lane are still being shared as of November 2015 meaning the campaign has remained relevant 8 months after launch which is unheard of in online marketing.



Ruggles Black

- Ruggles Black is Houston's first and only Paleo restaurant.
- Ruggles Black is owned by Chef Bruce Molzan and Neera Patidar.
- The concept and food at Ruggles Black is modern and fun; a fusion pushing Indian, Asian, and American flavors to whole new boundaries in terms of taste, but keeping it accessible in terms of price.
- While at Kubis Interactive, LoudPen worked with Ruggles Black to write creative, interesting, and SEO friendly copy for their website:
www.rugglesblack.com



HOUSTON PALEO RESTAURANT AND PALEO CUISINE

Ruggles Black is Houston's first and only Paleo restaurant serving fresh, local ingredients. Chef Bruce Molzan aka "The King of Paleo" knows how to do Paleo right. After bringing his latest projects, Ruggles Green and Corner Table, to a spectacular success, he decided it was time to build his own venue, where he can truly follow his sparkling vision. At Ruggles Black, Chef Molzan embraces Paleo principles creating a menu that fuses Indian, Asian, and American flavors.

Ruggles Black favorites include the Paleo Snapper Taco which has Cabbage, Lettuce, Pico de Gallo, Lime Juice, Jalapeno Oil, Jalapeno Serrano Mayonnaise, and Cilantro; Paleo Angry Shrimp, a House Blended Spiced Gulf Shrimp; Paleo Tandoori Local Lamb Taco, House Tandoori Spice Blend, Red Onion, Cilantro, Cucumbers, and Raita; Paleo Beef Bolognese, All-Natural Angus Beef and Oven Roasted Vegetables.

Ruggles Black is a modern and fun concept offering ethnic spices and an eclectic atmosphere. With Paleo treats and an accessible price point, Ruggles Black is creating its own lane within the Houston restaurant scene.

Ruggles Black

- On a day to day basis, LoudPen managed Ruggles Black's Facebook and Twitter pages by creating content, responding to comments, @ replies, as well as private messages.
- LoudPen more than doubled Ruggles Black's Facebook fan count taking the page from 800 likes to 1800 likes. This was done organically meaning neither the page or posts were regularly boosted.
- During Spring of 2015, LoudPen produced an event called Spring Paleo Feast for Houston's top food, fashion, and lifestyle bloggers. Spring Paleo Feast was featured on 5 blogs and reached over 100,000 people.



Ruggles Black added 11 new photos from April 2 to the album: Spring Paleo Feast — at Ruggles Black.
Published by Teresa Berry · April 2 ·

Ruggles Black, a food bar located in Upper Kirby welcomed Houston's top food, fashion, and lifestyle bloggers to Spring Paleo Feast on Tuesday, March 31, 2015.



You're Invited to RUGGLES BLACK SPRING PALEO FEAST
TUESDAY, MARCH 31, 2015 FROM 6-8PM
3963 Kirby Drive, Houston, Texas

Boost Unavailable

Unlike · Comment · Share · Buffer

Ruggles Black, Annie Phalen, Nick Fiorecou, Minnie Nikolou Stamos and 5 others like this.

Write a comment...



Ruggles Black
Published by Teresa Berry · May 21 at 1:23pm ·

#TBT When GristleandGossip interviewed Chef Bruce at our Spring Paleo Feast! #GoodTimes #RugglesBlack
Check it out here: <http://bit.ly/11Nvvvtw>



326 people reached Boost Post

Like · Comment · Share · Buffer

Minnie Nikolou Stamos, Annie Phalen, Mindy Le and 4 others like this.

4 shares

Write a comment...

Testimonials

CONSUELA
@ConsuelaStyle

Following

Thanks @LoudPen for the AMAZING write up! We are loving your vibe! Get in on the story here - bit.ly/1u34K6J

EVENTS, FASHION, LIFESTYLE, STYLE, WOMEN, WOMEN'S FASHION

November 12, 2014

Designer Discussion with Fashion X Dallas Featured Designer Consuela



Dear Pennies & Pens, This past weekend, I was

Lady Beezus
@CuteButNotFunny

Following

@RebelRedMS bought this after @LoudPen @thenetworkfam told me ab it, and I must say SHE WAS RIGHT! Excellent wine!

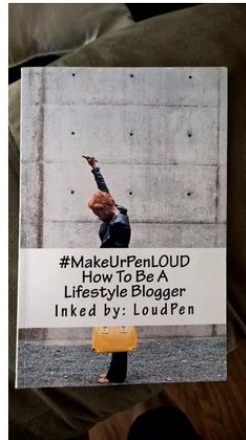


RETWEETS 2 FAVORITES 2

Lady Beezus
@CuteButNotFunny

Following

My best friend wrote a book on how to be a lifestyle blogger, and published it herself. Beyond proud of you @LoudPen



Hotel ICON Houston
@hotelicon

Following

Check out @LoudPen's "Pen.Point: The Seasoned #Traveler...A #Staycation @hotelicon Review." - bit.ly/WDikSq

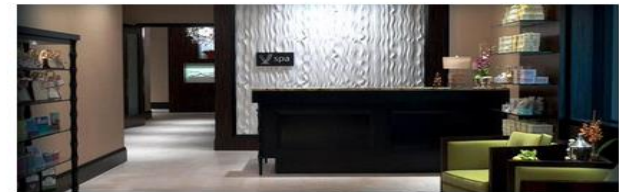


V Spa
@VSpaDallas

Following

We look forward to your visit! RT @LoudPen: NEW INK -- Pen.Point: The Seasoned Traveler @VSpaDallas bit.ly/1rmTied #spa #Dallas

Jetpack



Pen.Point: The Seasoned Traveler at V Spa

This post contains a Press Sample Dear Pennies & Pens. This weekend, while I'm in Dallas, I'll be visiting the V Spa. If you've been following the blog for the last couple of months, you know a...

View on web

RETWEET 1 FAVORITE 1

Bluehost
@bluehost

Following

@LoudPen You got it :)!! Thank you so much for your lovely tweet to us. Hope you enjoy the gift. Thank you for being part of the #BHFamily!

RETWEET 1 FAVORITE 1

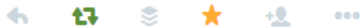
Testimonials

LoudPen @LoudPen · Oct 13
Beauty and the Pen: Shea Moisture Product Review ow.ly/CAYUH #beauty #naturalhair



SheaMoisture @SheaMoisture 

@LoudPen Thanks for the #SheaLove!
XOXO



RETWEET 1 FAVORITE 1

9:08 AM - 13 Oct 2014

LoudPen @LoudPen · 3 Mar 2014
@SonestaHotels Thanks for following!



Sonesta Hotels @SonestaHotels 

You are most welcome @LoudPen! We are looking forward to your Tweets.



FAVORITE 1

7:39 AM - 4 Mar 2014

DO Dallas Observer @ObserverMKTG 

We thought #ArtopiaDAL was a hit, and it seems @LoudPen thought so, too:
bit.ly/15vuyQU



 Jetpack

Press Pen: Dallas Observer Artopia 2015
Dear Pennies & Pens, This past weekend, I made a short trip to Dallas (one of my favorite cities) for the Dallas Observer's Artopia 2015 event. It was fabulous! I cannot emphasize this enough. ...




[View on web](#)

FAVORITE 1

2:02 PM - 22 Jan 2015

adamjonesartwork 15w

loudpen @loudpen · 4m



♥ adamjonesartwork, skolar_vangawd, andrea_elizabeth725

● loudpen How epic is this piece "HIS LAST VIEW" by @adamjonesartwork?! Check out my interview with Adam on www.allpeneverything.com to learn more about his work & creative process. (Link in Bio) #art #artist #dallas #blogger #interview #lifestyle #delapen #loudpen

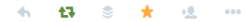


♥ 22 likes

adamjonesartwork Very humbled and excited! Thank you so much to @loudpen. Check out this recent interview <http://www.allpeneverything.com/>

Jenn Norman @jenn_dermae 

Beauty and the Pen: Derma e Product Review from @LoudPen
allpeneverything.com/2015/04/09/bea...
#dermae #natural #beauty #cleanser #microdermabrasion #vegan



 Jetpack

Beauty and the Pen: Derma e Product Review
This post contains Press Samples Dear Pennies & Pens, It's ya girl LoudPen here share with you Beauty & the Pen: Derma e Product Review. Derma e is an award winning natural skincare brand....

[View on web](#)

nobodyyyart 16w

Pen's Eye: Interview with Nobody

Dear Pennies & Pens,

As you all know, last week I was in Dallas for the Dallas Observer's Artopia 2015. If you missed the post, check it out here: [Press Pen Dallas Observer Artopia 2015](#). While at Artopia Dallas, I came across the work of a really cool emerging artist who goes by the name of Nobody.

As I was wandering around the venue Centennial Hall where Artopia Dallas was held, Nobody's work drew me in because he had such a diverse body of work. There were paintings of sneakers, Jay Z's Magna Carter Holy Grail album cover, Marilyn Monroe, and much more. I found Nobody's work to be relatable and real.



RETWEET 1 FAVORITE 1

9:08 AM - 13 Oct 2014



♥ 26 likes

nobodyyyart Go checkout my interview at www.allpeneverything.com look for (interview with nobody) thank you! like and share with others thank

Connect with LoudPen

Websites:

www.allpeneverything.com

www.theinkspotlp.com

www.8515agency.com

Twitter:

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[TheInkSpotLP](#)

[8515Agency](#)

Instagram:

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[TheInkSpotLP](#)

[8515Agency](#)

Tumblr:

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Contact Info

LoudPen



Lifestyle Blogger, Editor, Stylist, Publicist, Co-Founder of [8515](#), CEO of [The InkSpot](#), and Author of [#MakeUrPenLOUD: How To Be A Lifestyle Blogger](#)

A Pen So LOUD you can hear her through the Page

Please contact me with any collaboration inquiries, questions, or comments.

LoudPen8515@gmail.com