

Marketing Strategy



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Portfolio document and materials inside were created by Somyia Hilal. Created, designed, and strategized by Somyia Hilal.

Branding completed by Pearl Resourcing. Brand Icons created by Somyia Hilal.

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Overview

1

Role & Responsibilities

Multi-Channel Campaigns: Planned and executed integrated campaigns across email, social media, blog, group forums, and paid advertising platforms (Meta, Pinterest, LinkedIn). Oversaw campaigns end-to-end from strategy and design through copywriting, segmentation, and reporting to ensure brand consistency across every touchpoint.

Email Marketing: Pioneered the brand's B2B and B2C email marketing program, generating \$7,000+ in attributed revenue, 20+ B2B wholesale inquiries, and hundreds of qualified leads.

Influencer Program: Built the influencer program from the ground up—researching and screening creator profiles, securing 16 partnerships that drove 608,640 video views and 22,317 engagements.

Website & Blog: Developed 4 Shopify pages and created a standardized formatting system for all blog posts to ensure visual consistency.

Packaging Design: Created packaging and dielines (boxes and sleeves) for 15 products, supporting both general distribution and retail partners like Costco.

Sales Collateral: Produced extensive B2B assets including client pitch decks, flavor guides, nutrition and ingredient documents, and a comprehensive Corporate Gifting Catalog.

Branding

2

Brand Identity & Guidelines

To ensure consistent brand representation across all channels, I developed a cohesive visual identity system. I curated a library of custom and existing icons to standardize collateral design, ensuring brand recognition regardless of the platform or format.

To formalize this consistency, I designed the 2026 Brand Guidelines Booklet, establishing clear standards for logo usage, typography, color palettes, and brand voice. This work laid the foundation for all subsequent marketing materials, from email campaigns to packaging.

Graphic Elements

These are the custom and existing icons created and organized for cohesive brand identity.



3

Email Marketing

Email Marketing Strategy & Execution

I built and managed the email marketing program from the ground up. This involved overseeing list segmentation and hygiene for over 7 customer lists to ensure targeted, efficient communication.

Revenue Generation: Executed 109 campaigns to B2C and B2B lists, directly generating \$3,367 in attributed revenue and 20+ B2B wholesale inquiries. Overall, the emails averaged 38.3% open rate, 2.2% click rate, 0.47% unsubscribe rate.

Lead Generation: Managed B2B email efforts resulting in 19 wholesale inquiries, utilizing a warm-welcome series and one-off campaigns to nurture prospects.

Full Ownership: I managed the entire email lifecycle, from design and copywriting to segmentation, scheduling, and performance reporting.



What is a Mac Pop?

Mac Pops are crafted from macarons — not cake.



A rich, cookie dough-like center made from macarons and buttercream, finished in a smooth chocolate coating.

- ✓ No Artificial Colors
- ✓ No Added Preservatives
- ✓ Gluten-Free

The Dessert That Almost Didn't Exist

Mac Pops are made entirely from macarons, creating a rich, smooth texture unlike anything else.

What began as one simple question has grown into seasonal collections, custom designs, and a dessert experience customers remember.

[Curious how the Mac Pop came to life?](#)

DISCOVER THE MAC POP STORY



Always Gluten-Free



No Artificial Colors or Preservatives



Trusted & Loved For Over 11 Years



Perfect For Wholesale, Corporate Gifting,

B2B Email Marketing



Q2: Event Sponsorships & Summer Flavor Drops

A look at the partnerships and products that defined our second quarter of 2026.



Costco Launches



Q2 brought three new Mac Pop drops by region: **Birthday (NorCal)**, **Red Velvet Rose-Shaped (NorCal)**, and **Pecan Praline (Texas)** — each driving strong trial and repeat.

New Summer LTOs

5 limited-edition summer Mac Pops just launched: **Rainbow Sherbet**, **Orange Creamsicle**, **Pecan Pie**, **Birthday Cake** (July 4th), **Red Velvet** (July 4th). Summer production slots are filling fast, order soon!



Thank you for your continued partnership. We look forward to another strong quarter ahead.

- The Macarooz Team

Got the time? Read our full Q2 wrap up:

[READ OUR Q2 WRAP UP →](#)



Celebrate Every Moment with Macarooz

Life's sweetest moments deserve to be celebrated in style! Our Macarons and Mac Pops bring joy, beauty, and unforgettable flavor to every occasion — from milestone events to corporate celebrations.



For Celebrations Big & Small

Make your next event unforgettable with a Macaron tower or a decorated Mac Pop stand that doubles as décor and dessert.

Gifting, Elevated

Our artisanal **Macaron** and **Mac Pop** gift boxes are the perfect way to thank clients, celebrate milestones, or surprise your team. Elegant packaging and refined flavors make every gift memorable.



Corporate Gifting Made Delicious

Leave a lasting impression with custom-printed macarons featuring your logo or event theme through edible printing — perfect for client appreciation, team gifts, or branded events.

Ready to start planning?

Click below to view our Gifting Catalog for custom options, flavors, and pricing.

[GIFTING CATALOG](#)

Or reply to this email or contact us below to create your custom order.

Every Macarooz creation is crafted with care,



Let's Make It a Sweet Meet-Up: Come See (and Taste) What's New

We're excited to announce that we'll be exhibiting at an upcoming trade show and we'd love to see you there!

Coffee Fest New York

Javits Center:

429 11th Ave
New York, NY 10011

March 8–10, 2026

Booth #2840

Stop By To:

☞ Meet our team and hear how Macarooz went from a kitchen dream to a cult favorite

✦ Taste our bestsellers and natural line of Macarons and Mac Pops

☞ Chat with our team about wholesale and seasonal launches

📦 Learn how we help retailers, cafes, and event planners stand out, with zero added labor

Whether you're already a Macarooz partner or exploring something sweet for your shelves or customers, we'd love to connect in person!

Haven't registered yet?

[Click here to get 50% off your Coffee Fest New York registration.](#)

We'll see you there!



Always Gluten-Free



No Artificial Colors or Preservatives



B2C Email Marketing



The Easter Collection Is Here!

Spring just got a little sweeter. 🌸

Introducing our Easter Mac Pops, featuring two limited-time flavors designed to brighten every celebration:

🥕 Carrot Cake Mac Pop topped with a festive egg design

🍋 Lemon Cake Mac Pop finished with a delicate flower design



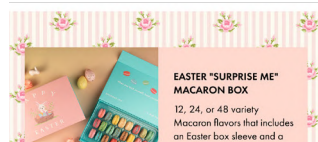
Steal the Show

Perfect for Easter baskets, brunch tables, and spring gatherings — these treats are as beautiful as they are delicious.

🌸 Available for a limited time

🕒 Order early to make your Easter extra special

[SHOP THE EASTER COLLECTION](#)



A Costco Drop in Full Bloom

Something special has landed in the refrigerated aisle at a Costco near you. 🌸

Meet our Red Velvet Rose Mac Pops!



A rich Red Velvet Mac Pop, dipped in silky chocolate and shaped into a blooming rose.

🌸 Beautifully giftable
🌿 Gluten-free + clean-label
🛒 Worth a Costco run? Always.

Perfect for birthdays, bridal showers, spring celebrations, Mother's Day brunches, weddings, graduation events, or corporate gifting.

📍 Now available for a limited time at select AL, ID, MT, OR, UT, and WA Costco locations.

Sweet, eye-catching, and guaranteed to make any moment feel a little more special — grab them while they're still available.

[FIND A COSTCO NEAR YOU](#)

Spot it. Snap it. Win it.

Snap a pic with your Rose Mac Pops and tag us @Macarooz for a chance to win a FREE variety box of Mac Pops!



Always Gluten-Free



Perfect For Gifting



Trusted & Loved
For Over 11 Years



No Artificial Colors
or Preservatives

It's the Costco Drop You Didn't Know You Needed:

We took one of the most buzzed-about desserts and gave it the Macarooz treatment.

Introducing:

The World's First Dubai Chocolate Pop!



Delicate Macarons mixed with pistachio cream, dipped in velvety chocolate, and topped with a satisfying crunch. A bold, indulgent flavor in every bite.

🌟 Decadent? **Absolutely.**
🌿 Gluten-free + clean-label? **Of course.**
Worth making a Costco run? **1000%.**

📍 Now available for a limited time at select Costco Southeast locations in **Alabama, Florida, Georgia, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Texas, and Wisconsin.**

These are highly addictive - don't say we didn't warn you!



[FIND A COSTCO NEAR YOU](#)

Spot it. Snap it. Win it.

Snap a pic with your Dubai-Style Chocolate Mac Pops and tag us @Macarooz for a chance



Last Chance to Celebrate Lunar New Year

Lunar New Year is almost here — and this is your final chance to make it a sweet one. 🌸

Our Lunar New Year Gift Boxes are closing soon, featuring your choice of handcrafted Macarons or Mac Pops, perfect for sharing good fortune and joy with those you love.

📅 Order by **February 11** to receive in time for Lunar New Year.

[SHOP THE LUNAR NEW YEAR COLLECTION](#)



LUNAR NEW YEAR "SURPRISE ME" MAC POP BOX
10 or 20 variety Mac Pop flavors that includes a Lunar New Year box sleeve and a greeting card!



BUILD YOUR OWN BOX
Choose from 15+ flavors to create your own Lunar New Year treat! Don't forget to add your Lunar New Year themed box sleeve and a greeting card!

Get Them 20% Off!

As a sweet thank you for being part of our email family, *enjoy 20% off products over

Website

4

Website

I enhanced the customer journey by developing and optimizing key Shopify webpages. I built four new pages, including a revamped About Us page, two corporate gifting landing pages, and a custom “Build a Bulk Box” ordering page. I also identified and fixed critical site bugs, such as auto-populating forms and bulk quantity counters, to streamline the checkout process.

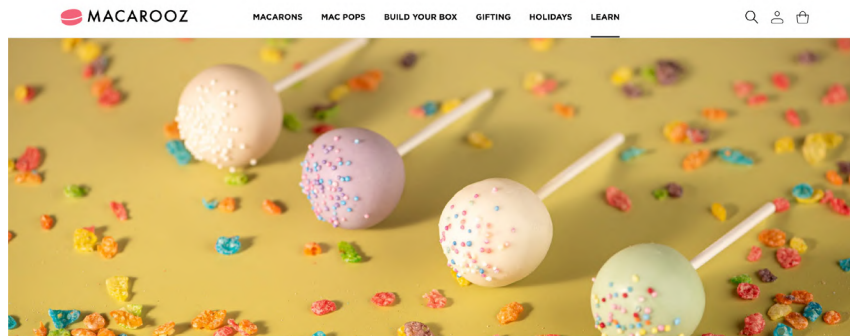
Sales Impact: The new pages and streamlined experience facilitated significant sales, with the Bulk Box page alone contributing \$3,687 of attributed revenue. The Bulk Box page is a new stream of revenue that is expected to grow ~\$820 per month.

Conversion Strategy: I utilized A/B testing on corporate gifting landing pages to pivot the strategy from subscription acquisition to lead generation, successfully prioritizing high-intent prospects for the sales team.

SEO: I built 3 new sections across all major sales pages to boost SEO and user engagement:

- Image Carousel → Increased time on page and visual engagement
- “Why Choose Us?” → Built trust and brand differentiation
- FAQ Section → Captured long-tail keywords and removed purchase objections

Website



OUR STORY

Dessert, reimagined

Macarooz is where creativity meets elevated dessert craftsmanship — creating moments that feel as

How it started

Macarooz began with a simple idea: creating desserts that feel memorable, elevated, and unlike anything else in the market. Founded in Texas in 2014, we craft premium gluten-free macarons and signature Mac Pops that blend flavor, creativity, and unexpected design into every bite.

From nostalgic classics to inventive creations like our Rose Shaped Mac Pops, we continue to push dessert beyond the expected — for gifting, retail, celebrations, and everyday indulgence.

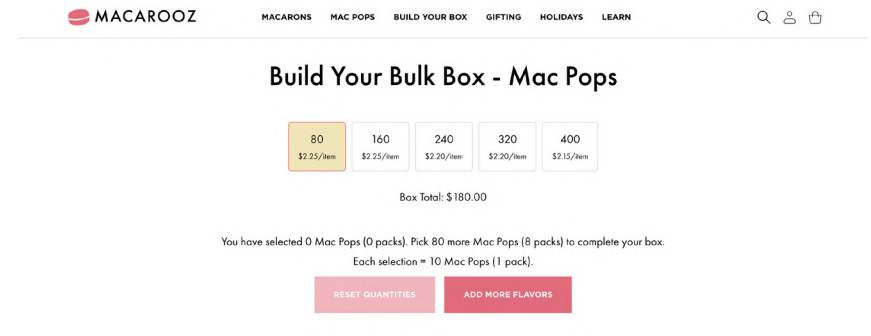


Our Journey



About Us Page:

<https://www.macarooz.com/pages/about-us>



Build Your Bulk Box - Mac Pops

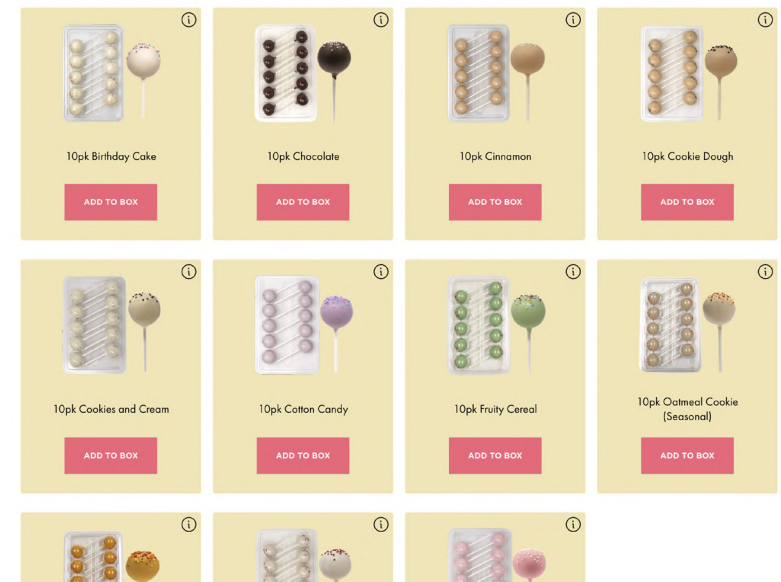
80	160	240	320	400
\$2.25/item	\$2.25/item	\$2.20/item	\$2.20/item	\$2.15/item

Box Total: \$180.00

You have selected 0 Mac Pops (0 packs). Pick 80 more Mac Pops (8 packs) to complete your box.
Each selection = 10 Mac Pops (1 pack).

RESET QUANTITIES

ADD MORE FLAVORS



Build A Bulk Mac Pops Box Page:

<https://www.macarooz.com/products/mac-pops-bulk-order>

Sales Collateral

5

Sales Collateral

To empower the sales team across retail, wholesale, and Costco channels, I developed a diverse library of marketing assets in both print and digital formats, distributed to current and prospective clients. In total, I produced over 62 assets, including sell sheets, MOQ flyers, menus, and spec sheets.

Pitch Decks & Guides: Produced 20 strategic pitch decks tailored to different client verticals, alongside comprehensive flavor guides and detailed nutrition/ingredient documents to support transparency and product education.

Core Marketing Assets: Designed specific flyers to support product education and wholesale orders, including “What is a Mac Pop?”, “Wholesale MOQ,” and seasonal flyers (Fall, 3ct Birthday).

Catalog & Custom Projects: Authored the Corporate Gifting Catalog to streamline B2B ordering, and collaborated on client-specific projects such as edible printing designs.



The Mac Pop Origin Story



Perfect, or Nothing

For six years, we focused on one thing: perfecting macarons. If the shells didn't meet our standard, it didn't ship — even if it tasted perfect. Those imperfect macarons were discarded daily.

A Better Question

When COVID-19 paused our retail partnerships, everything slowed. For the first time, we stepped back and asked: What if imperfection didn't have to mean perfectly good macarons being discarded?



Introducing the Mac Pop

By combining macaron shells with our signature fillings, we created a new kind of confection: the Mac Pop. A rich, cookie dough-like confection dipped in chocolate and made entirely from macarons, not cake. Naturally gluten-free and still unlike anything else in the market.

Built For Flavor

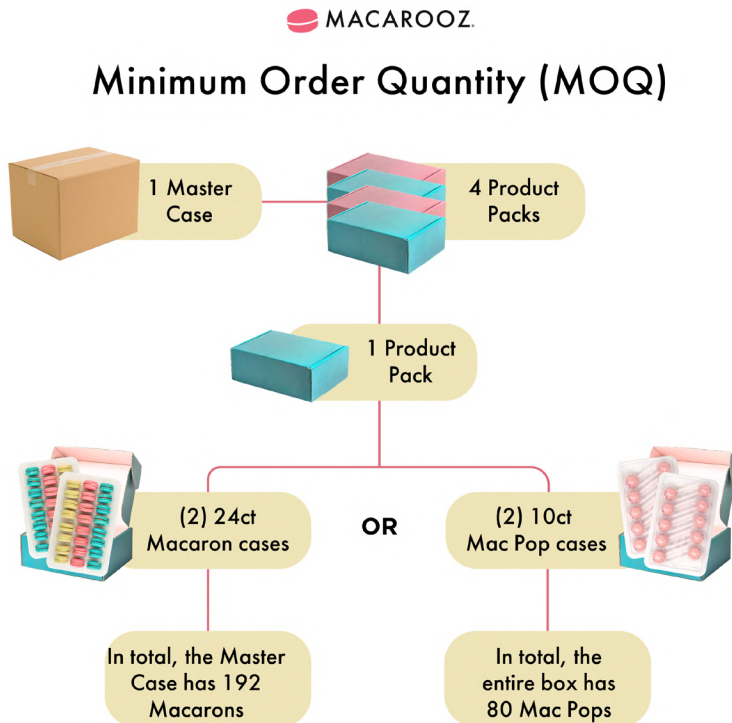
We launched our first signature flavors: Birthday Cake • Strawberry • Red Velvet • Cookies & Cream, and have continued to evolve with new designs and formats, including our signature Rose Pops.

More Than A Product

Turning discarded macarons into something extraordinary confections. Imperfection into innovation. It's a reflection of what we stand for: creativity, innovation, and mastery of our craft.



Sales Collateral



Total per Master Case

Macarons: 1 Master Case → 4 Product Packs × 48 = 192 Macarons

Mac Pops: 1 Master Case → 4 Product Packs × 20 = 80 Mac Pops

Flavor Order Rules:

Macarons: Multiples of 48 per flavor. (Ex: 48 Red Velvet Macarons)

Mac Pops: Multiples of 20 per flavor. (Ex: 20 Red Velvet Mac Pops)



A Fan-Favorite Flavor

Strawberry Macarons

Creamy cheesecake filling balanced with bright strawberry notes for a refined take on a classic dessert.

- ✓ Handcrafted in Texas since 2014
- ✓ Long shelf life (365 days frozen / 30 days refrigerated)
- ✓ No artificial colors or preservatives
- ✓ 100% gluten-free

Contact us for inquiries, samples & pricing information:
orders@macarooz.com or 877-225-0218

Contains: Milk, Eggs, Tree Nuts (Almonds), Soy

in f i+ / @macarooz



Sales Collateral



Fall Mac Pops

A cozy, grab-and-go treat for the fall season. Perfect for cafés, office settings, and high-traffic retail environments.

- ✓ Made from macarons, not cake
- ✓ Long shelf life (365 days frozen / 30 days refrigerated)
- ✓ No artificial colors or preservatives
- ✓ 100% gluten-free

Contact us for inquiries, samples & pricing information:
orders@macarooz.com or 877-225-0218

Contains: Milk, Eggs, Tree Nuts (Almonds), Soy

in f @macarooz



MACPOPS®
by MACAROOZ



Birthday Cake

Classic macaron with birthday cake buttercream finished in white chocolate and natural sprinkles.



Retail Pack (3count)



Retail Ready Display



365 Days Frozen,
30 Days Refrigerated



Built for Grab-n-Go,
Perfectly Portioned for Impulse Sales



No Artificial Colors or
Preservatives



Always Gluten-Free



SCAN TO LEARN MORE OR CONTACT OUR TEAM
orders@macarooz.com
www.macarooz.com



FEATURED IN

COSMOPOLITAN



FOOD & WINE

6

Social Media

Social Media

I managed the brand's social presence across Instagram, LinkedIn, Pinterest, TikTok, and Facebook. I produced and published over 150 social media posts, varying content formats to maintain high audience engagement.

This included:

- Static images and carousels
- Short-form video content
- Interactive content (polls, questions)



Post: Image

Platforms: Instagram,
Pinterest, LinkedIn

<https://www.instagram.com/macarooz/p/DKNHKerzhJf/>

Social Media

POV: You told yourself one item only at Costco



Post: Image

Platform: Instagram <https://www.instagram.com/macarooz/p/DN3fR0AWvS-/>



Post: Carousel

Platforms: Instagram, Pinterest
https://www.instagram.com/macarooz/p/DNWJU4JucSp/?img_index=5



Post: Carousel

Platforms: Instagram, Pinterest
https://www.linkedin.com/posts/macarooz_coffeefest-specialtycoffee

Social Media



Post: Carousel

Platforms: Instagram, Pinterest, TikTok

<https://www.tiktok.com/@macarooz/photo/7559727030871395598>

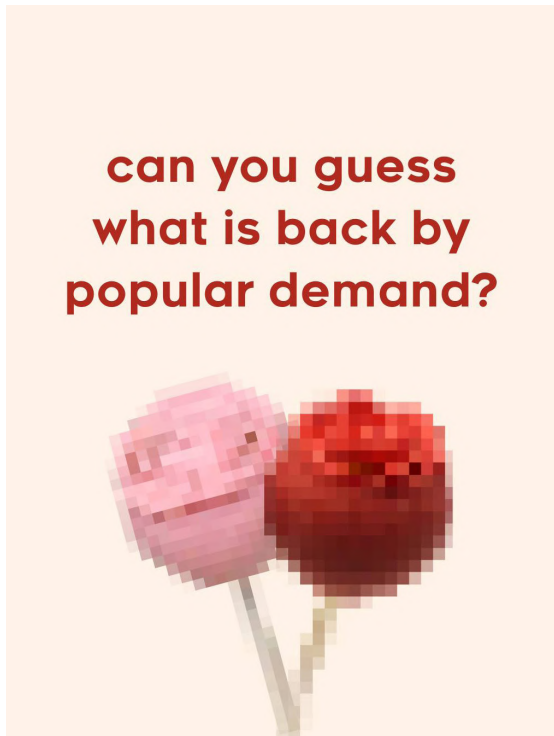


Post: Carousel

Platforms: Instagram, LinkedIn

https://www.instagram.com/macarooz/p/DNlxWZ3uAGx/?img_index=1

Social Media



Post: Carousel

Platform: Instagram

<https://www.instagram.com/macarooz/p/DTgGaStFLO2/>



Post: Image

Platforms: Instagram, Pinterest

https://www.instagram.com/macarooz/p/DMyfrAQN_z_/



Post: Image

Platform: Instagram

<https://www.instagram.com/p/DQxcO51jYIz/>

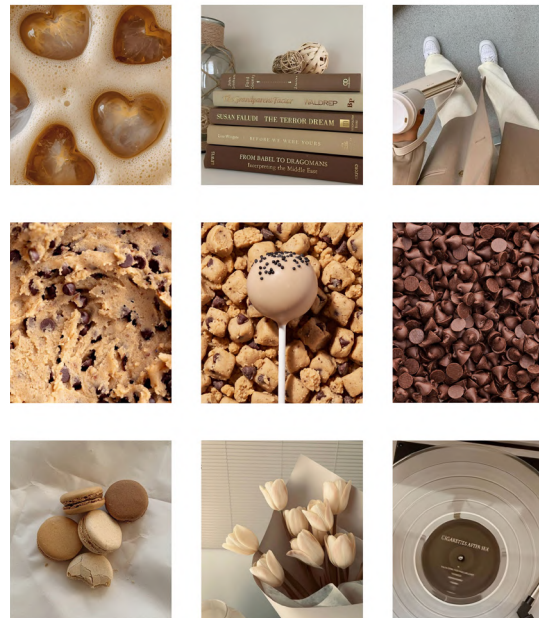
Social Media



Post: Image

Platform: Instagram

<https://www.instagram.com/macarooz/p/DO6vRXQEldg/>



Post: Carousel

Platforms: Instagram,
Pinterest

https://www.instagram.com/macarooz/p/DboceKzGEMK/?img_index=1



Post: Carousel

Platform(s): Instagram,
Pinterest

https://www.instagram.com/p/DVrCBD4FKSy/?img_index=1

7

Influencers

Influencer Program

I was responsible for building and executing the influencer marketing strategy. This involved rigorous research, screening over 600 creator profiles to evaluate engagement, audience fit, and brand alignment.

Results:

- Partnerships: Secured 16 partnerships.
- Performance: Generated 608,640 video views and 22,317 engagements.

Influencer Program

Date	Name + Post Link	# of Followers	Page Engagement	COGs	Views	Likes	Comments	Shares	Total Collab Engagement	CPE
4/18/25	Lana	12.5k	4.39%	\$91	17,700	1,094	9	120	1,223	\$0.24
6/4/25	Ariana	91.8k	41.80%	\$107	31,900	886	9	9	904	\$0.42
6/8/25	Mia	90.2k	1.44%	\$90	357,000	12,767	84	1999	14,850	\$0.01
8/27/25	Aria	189k	2.10%	\$113	126,000	3,024	20	1	3,045	\$0.30
9/4/25	Kell	10.3k	2.60%	\$107	3,908	93	23	105	221	\$1.62
9/17/25	Ryder	10k	4.30%	\$109	987	381	120	34	535	\$0.48
9/17/25	Ryder	10.4k	7.20%	\$0	526	139	182	72	393	\$0.00
9/18/25	Kia	16.6k	1.3%	\$95	1,365	331	12	6	349	\$0.56
10/7/25	Shannon	174k	1.30%	\$109	56,670	194	17	41	249	\$1.04
10/18/25	Megan	37.8k	2.36%	\$95	4,950	206	18	19	243	\$3.68
9/8/26	Sandra	1.3k	1.25%	\$35	1,471	65	1	4	70	\$0.50
9/13/26	Lisa	3.3k	2.63%	\$35	1,163	75	10	0	85	\$0.41

603,640

22,167

Blog Posts

8

Blog Posts

I established a standardized format for the blog to ensure a seamless reading experience. This included defining strict layout guidelines (margins, image widths, heading hierarchies, and rounded corners) to maintain visual consistency across all articles. This structural work ensured that the blog remained professional, clean, and aligned with the broader brand aesthetic.

2026 Q3 Wrap Up: <https://www.macarooz.com/blogs/blog/%F0%9F%8E%89-macarooz-q3-wrap-up-h-e-b-new-costco-flavors-more>

Mac Pops at H-E-B: <https://www.macarooz.com/blogs/blog/our-mac-pops-are-now-at-heb-across-texas>

Dubai Chocolate Mac Pops at Costco: <https://www.macarooz.com/blogs/blog/dubai-chocolate-mac-pops-have-arrived-at-costco>

Meet Coffee's Best Friend: <https://www.macarooz.com/blogs/blog/meet-coffee-s-new-best-friend-%E2%98%95>

Packaging

9

Packaging

I contributed to the visual appeal of our retail products by designing 15 seasonal packaging variations, from product boxes to sleeves. I created box designs for Costco (Carrot Cake, Lemon Cake, Pumpkin Spice, Cotton Candy).

I also created the sleeve designs with final product packaging dielines for 3ct Mac Pops (Fruity Cereal, Orange Creamsicle, Rainbow Sherbet, Strawberry, Red Velvet) and 3ct Variety Pack for La La Land.

These designs reinforced the brand's quality while providing a fresh, seasonally relevant look for retail shelves.



3CT Fruity Cereal Mac Pops

Packaging



3CT Orange Creamsicle Mac Pops



3CT Rainbow Sherbet Mac Pops



3CT Rose-Shaped Red Velvet Mac Pops

Packaging



3CT Rose-Shaped Strawberry
Mac Pops



10CT Lemon Cake Mac Pops
Sleeve + Box



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by Somyia Hilal. Created, designed, and
strategized by Somyia Hilal.

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created by Somyia Hilal.

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