

Venture Capital Case Studies

EVENT MARKETING

Salesforce Ventures: Elevating the Cloud 100 Experience

The Work

Led social media strategy for the Cloud 100 across pre-event, live, and post-event phases, developing content, refining copy, designing visuals, and shaping video assets with advance access to pre-recorded event content.

The Challenge

As a marquee annual event, Cloud 100 needed a fresh creative approach that sustained engagement while staying true to an established brand framework.

The Results

- **60+ content pieces** produced for a seamless, high-impact rollout.
- Spotlighted Salesforce Ventures partners' insights and portfolio founders in a visually compelling format.
- Influencer collaboration with comedian Alexis Gay to amplify pre-event buzz.

Featured Content

[Pre-event \(ft. Alexis Gay\)](#) · [Event](#) · [Partner spotlight](#) · [Event video](#) · [Post-event](#)

COMMUNITY & THOUGHT LEADERSHIP

Flybridge: Driving Community Engagement

The Work

Partnered with Flybridge's General Partners to build social presence and thought leadership, including editing and launching the [Community Playbook](#) eBook with GP and Harvard Business School professor Jeff Bussgang.

The Challenge

Launched at the height of the pandemic, the Playbook had to cut through peak digital noise, reach key founders and influencers, and drive inbound aligned with Flybridge's investment thesis.

The Results

- A [viral Twitter campaign](#) surfaced **200+ community-driven founders**, fueling deal flow and targeted outreach.
- Multi-platform eBook launch across [Medium](#), [Twitter](#), and [LinkedIn](#), amplified by industry leaders including [Lolita Taub](#), [David Spinks](#), and [Alexander Taub](#).
- Launched Jeff Bussgang's LinkedIn newsletter, [Bussgang's Bullets](#), now at **25K+ followers** and **15K+ subscribers**.
- High-impact [LinkedIn Live](#) with Instagram's Bailey Richardson.
- Engagement extended across Flybridge's additional funds: XFactor, Graduate Syndicate, and The Community Fund.

BRAND & THOUGHT LEADERSHIP

Plexo Capital: Amplifying DEI Thought Leadership in Venture

The Work

Collaborated with Founding Managing Partner Lo Toney to build Plexo Capital's brand through strategic social media and content marketing, positioning Lo as a leading voice on supporting the Black community during the summer of 2020.

The Challenge

With a two-person team, every piece of content had to land. Lo's cornerstone Medium article needed an emotionally resonant title to break through.

The Results

- ["I Am a VC but Still a Black Man in America"](#) went viral across Medium, LinkedIn, and Twitter, driving **1.1M+ Twitter impressions** in 2020.
- **\$20M+ in inbound LP interest**, including Alphabet and the Ford Foundation, contributing to an above-target Fund II raise.
- Features in [TechCrunch](#), [Forbes](#), [The Information](#), and [CNBC](#), leading to Lo's appointment as a full-time CNBC Contributor.
- Lo named a [LinkedIn Influencer](#) in the Black Voices to Amplify initiative; following grew from **5K to 123K+**, with posts earning 200K+ views.
- Speaking engagements at Fortune Brainstorm Tech and the Milken Institute; podcast features on [20VC](#) and [SALT Talks](#).
- National Venture Capital Association DE+I Impact Award recognition.