by_mariels-strategy-cover



EXECUTIVE YOUTUBE PACKAGING STRATEGY

Mariels (@by_mariels)

Tech Strategist • Speaker • Solopreneur | TEDx Speaker | Former enterprise tech marketing leader who replaced her corporate salary in six months post-layoff, generating $110,800 across high-margin AI consulting, brand partnerships, and digital systems without chasing vanity viral views.

INSTAGRAM HANDLE	AUDIENCE	STRATEGY MODEL
@by_mariels	52,500+ Followers	PMC G.A.P.S. Information Gap Architecture

pillar_01_bone_structure_blueprint

PILLAR 01

Optical-Illusion Bone Structure & Douyin Architecture

Expands Mariels' 2.9M viral transformation formula into high-retention architectural masterclasses. Solves non-surgical facial sculpting, nose bridge elevation, and Douyin proportions for global viewers.

- **Core Principle:** Human Strategy First, AI Automation Second
- **Operational Engine:** Non-Surgical Bone Sculpting & Douyin Facial Proportions
- **Anti-Slop Boundary:** 2.9M Client Korean Idol Transformation Formula

BENCHMARK: 76% RETENTION • 14x-38x MULTIPLIER

pillar_02_post_layoff_salary_replacement

PILLAR 02

Post-Layoff Tech Salary Replacement ($0 to $110,800)

Transforms layoff vulnerability into a resilient solopreneur blueprint. Demonstrates how treating personal brand as an executive consulting and partnership funnel replaces corporate income with under 50K followers.

- **Core Tension:** Tech Layoff Vulnerability vs. 6-Figure Solopreneurship
- **Financial Architecture:** $38K Brand Deals + Consulting + Digital Systems
- **Small-Audience Advantage:** High-Ticket Conversions with Under 50K Followers

BENCHMARK: 81% RETENTION • 18x-50x MULTIPLIER

pillar_03_sponsorship_negotiation

PILLAR 03

The 100-Day Discovery & $8,000 Sponsorship Negotiation

Extracts the 80/20 commercial discovery from her viral 100-day daily posting sprint. Solves the monetization gap by teaching solo creators how to counter lowball sponsor offers and secure $8,000 retainers.

- **80/20 Discovery:** Only 3 Content Types Drive 90% of Revenue
- **Negotiation Masterclass:** Countering $1,500 Lowballs to $8,000 Approved
- **AI Deal Prep:** 5mm Placement Rule That Lifts Any Face

BENCHMARK: 73% RETENTION • 12x-35x MULTIPLIER

strategic_rationale

STRATEGIC RATIONALE

Direct expansion of Mariels' 2.9M viral transformation. Teaches the non-surgical facial sculpting geometry that global audiences search for, establishing Mariels as the premier authority in Douyin and K-Pop aesthetic transformations.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Cold open on client before profile with zero filter: "Most MUAs think contouring is about adding dark shadows. Watch how 3 millimetres of highlight placement completely rebuilds the nasal bridge and jawline in daylight."

concept_01_var_01

VARIATION 01 PROCESS GAP



"The Douyin Makeup Technique That Looks Like Real Plastic Surgery (Step-by-Step Bone Structure Transformation)"

Visual Theory: Split diptych with Mariels applying precision highlight line down model's bridge with glowing architectural contour map overlay.

concept_01_var_02

VARIATION 02 TEAM-LEVERAGE GAP



"How I Turn Regular Clients Into K-Pop Stage Idols (My 2.9M Viral Facial Contouring Formula)"

Visual Theory: Cinematic backstage vanity mirror shot with Mariels finishing lip gradient on stunning model in cool-toned lavender lighting.

strategic_rationale

STRATEGIC RATIONALE

Transforms layoff vulnerability into a resilient solopreneur blueprint. Demonstrates how treating personal brand as a consulting funnel replaces corporate income with a small audience.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Cold open outside under harsh natural midday sun: "Ring lights lie to you. Here is what viral makeup actually looks like when you step out of the studio—and the exact 5mm micro-layering technique that prevents foundation from separating."

concept_02_var_01

VARIATION 01 — TRANSFORMATION GAP



"How I Replaced My Tech Salary in 6 Months After Being Laid Off (0 to $110,800)"

Visual Theory: Corporate layoff badge transitioning via an upward green trendline into a verified $110,800 spreadsheet card.

concept_02_var_02

VARIATION 02 — SMALL-AUDIENCE MATH GAP



"Why Your Makeup Looks Cakey in Daylight (And How Pro Artists Get Real Glass Skin)"

Visual Theory: Extreme macro comparison showing cakey powdery foundation on left versus dewy poreless porcelain skin on right in natural daylight.

strategic_rationale

STRATEGIC RATIONALE

Extracts the 80/20 commercial discovery from her viral 100-day daily posting sprint, separating zero-dollar vanity views from content formats that attract high-paying clients and sponsors.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Mariels adjusts an icy blue contact lens directly into camera: "Recreating an anime character in 3D isn't cosplay—it's advanced bone geometry and lighting manipulation. Here's how we turned 2D animation frames into a high-fashion editorial campaign."

concept_03_var_01

VARIATION 01

DISCOVERY GAP



"I Posted Daily for 100 Days: Only These 3 Content Types Actually Made Me Money"

Visual Theory: A 97-post dimmed gray grid with 3 elevated matcha green and cream cards popping forward under bold ONLY 3 PAY text.

concept_03_var_02

VARIATION 02

NEGOTIATION GAP



"Bringing 2D Anime & K-Pop Idols into Real Life (My 315K Viral Makeup & Studio Lighting Secrets)"

Visual Theory: Mariels in high-fashion black glove and silver styling with piercing blue eyes and wet-look glass skin under studio strobes.

gaps_workflow_system

METHODOLOGY & NEXT STEPS

The PMC G.A.P.S. Outbound Workflow

1

Grounding & Ingestion

Short-form performance metrics, 2.9M viral transformation hooks, and Douyin visual anchors are ingested to construct an authentic long-form persona.

2

G.A.P.S. Framing

Core topics are mapped to Ambiguity, Promise, Status, and Action psychological gaps to maximize high-intent CTR.

3

High-Conversion Packaging

Widescreen 16:9 thumbnails and titles are rendered for immediate deployment across long-form YouTube channels.

executive_channel_booking

NEXT IMMEDIATE STEP

Schedule Your 15-Minute Strategy Walkthrough

Direct executive link with Peace Media Company leadership. Click below to coordinate your session.

Book Strategy Meeting →

contact@peacemediacompany.com