PORTFOLIO SAMPLE: CONTEXT

Fictional internal company memo written as a portfolio sample. The company, product, and all figures are invented for demonstration purposes and do not represent a real business or real results.

INTERNAL MEMORANDUM

TO: Executive Leadership Team

FROM: Head of Product Marketing, LumaHang

DATE: January 6

RE: Season One results: SnapString self-hanging holiday lights

TLDR: We sold out three times, broke the company's single-day sales record twice and spent most of December trending for reasons that had absolutely nothing to do with a PR budget.

SnapString launched October 1 as our first entry into self-hanging holiday lighting: magnetic clip housings paired with a spring-tensioned line that lets a customer hang a full string across a roofline in the time it used to take to find the ladder. We planned for a cautious, first-run number and blew past it by more than double.

To be more specific, we reached 212% of forecasted unit sales, sold out of initial and two subsequent production runs. During this time, we had a return rate of 1.8%, against a category average north of 11%. This was largely thanks to zero reports of the ladder-related mishaps that drive most holiday-light returns and reviews.

Our reviews were glowing almost as much as our product does on a snowy night, with a 4.8-star average across 6,400+ verified entries, with "easy" and "actually easy" appearing in the first line of roughly one in four of them. To make matters worse for our warehouse team (sorry, Dave!), a customer's 11-second install clip crossed 9 million views in a week, and three national morning shows asked for a unit to demo on air. The lights were flying off the shelves as fast as they snapped over vintage gutters and buttresses.

None of that was in the plan, but we did plan for a stellar product, an honest product page and pricing that didn't punish people for wanting something that just works. That's what let us capitalize on the moment instead of scrambling to explain it.

Retail partners who passed on us in the spring buy are already calling, and we've got real, first-party proof points now instead of category-average guesses and a return rate low enough to make the unit economics case on its own. The board recommends that we lock expanded manufacturing capacity before the March buy cycle and get ahead of at least two of the retailers who reached out unprompted in December.

I'm happy to walk through the full data set whenever it's useful. Thanks again to everyone who went above and beyond the call of duty to make our customers happy and well-luminated.