

BEAUTY WITHOUT BURNOUT: DESIGNING NEURO-INCLUSIVE DIGITAL  
BEAUTY COMMUNICATION

A STRATEGIC CAMPAIGN PROPOSAL FOR DANESSA MYRICKS BEAUTY

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A PROFESSIONAL PROJECT PRESENTED TO  
THE SCHOOL OF COMMUNICATION + JOURNALISM  
OF FLORIDA INTERNATIONAL UNIVERSITY  
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF SCIENCE

FLORIDA INTERNATIONAL UNIVERSITY

SPRING 2026

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## Executive Summary

Beauty brands rely heavily on tutorial content across platforms like TikTok, Instagram, and YouTube to connect with consumers, explain products, and drive engagement. However, as this content has become faster and more visually layered, there is a growing gap between how tutorials are created and how they are experienced by users. This campaign project explores that gap and looks at how content design impacts clarity, accessibility, and overall engagement.

Survey results showed that consumers regularly watch beauty tutorials and use them to learn how to use products, improve their skills, and decide what to purchase. At the same time, many participants shared that certain elements such as fast pacing, too many visuals at once, and overwhelming audio can make content difficult to follow. In some cases, these factors led to users stopping videos altogether.

At the same time, participants consistently showed a preference for content that is clear, structured, and easy to follow. Many indicated that they are more likely to trust, save, and revisit tutorials that are organized and straightforward. These findings suggest that while beauty content is highly engaging, it is not always designed in a way that supports how users process and understand information.

In response to these findings, this project introduces *Beauty Without Burnout: Designing Neuro-Inclusive Digital Beauty Communication*, a strategic campaign developed for Danessa Myricks Beauty. The campaign focuses on improving how tutorial content is designed by emphasizing pacing, structure, and clarity while still maintaining the creativity that is central to the brand. The campaign includes a structured approach to content design, the use of creators to bring authenticity and relatability, and ongoing testing to understand what works best for

audiences. Together, these efforts are intended to make content easier to follow, more useful, and more engaging over time.

Overall, this project shows that improving how content is delivered—not just what is being shown—can make a meaningful difference in how audiences connect with beauty brands. By focusing on clarity and accessibility, brands can strengthen engagement, build trust, and create content that works better for a wider range of users.

## Introduction

Digital platforms such as TikTok, Instagram, and YouTube have transformed how beauty brands communicate with consumers, making short-form tutorial content a dominant strategy for product education, engagement, and brand visibility. Research on social media marketing and algorithmic content distribution shows that these platforms function as algorithm-driven ecosystems, where content is curated and prioritized based on user behavior and engagement patterns (Metzler, 2023). Within this environment, beauty brands and creators increasingly rely on tutorial videos and influence-led demonstrations as persuasive communication tools that shape product discovery, audience trust, and purchase behavior. The rise of digital platforms has also elevated beauty influencers into roles where they can meaningfully affect how audiences interpret products and brand messages. Research suggests that when influencers share personal or emotionally resonant content, audiences may develop parasocial feelings of closeness that strengthen trust and increase the persuasive impact of endorsements (Jin et al., 2019). Studies on influencer advertising further indicate that emotional appeal, credibility, and authenticity are key drivers of audience engagement and consumer response (Kapitan & Silvera, 2016; Ki et al., 2022).

Algorithm-based advertising enhances this process by delivering personalized content aligned with user preferences, significantly influencing consumer engagement and purchasing decisions (Apriansyah et al., 2025). As a result, beauty communication has become highly optimized for visibility and interaction, often incorporating fast-paced editing, layered visuals, background music, and multiple on-screen elements to capture attention within competitive digital spaces.

At the same time, research on cognitive load and digital accessibility suggests that highly stimulating media environments can affect how audiences process and understand information. Skulmowski and Xu (2022) explain that extraneous cognitive load increases when individuals must process unnecessary or competing information within digital learning environments, which can make content more difficult to follow and understand. Content that combines quick editing, complex visuals, and simultaneous audio and visual elements may create barriers for users who experience sensory sensitivities or different ways of processing information, including many neurodivergent consumers. Guidance from the W3C Web Accessibility Initiative emphasizes that content should be clear, structured, and easy to understand to support people with cognitive and learning disabilities (W3C WAI, 2021).

While the beauty industry has made visible progress in promoting inclusivity through expanded shade ranges, diverse representation, and gender-inclusive messaging, less attention has been given to the accessibility of the communication experience itself. Since tutorial-based content plays a central role in how beauty brands educate and engage audiences, limitations in accessibility represent a meaningful strategic communication issue. This project proposes a strategic communications campaign, *Beauty Without Burnout*, which explores how neuro-inclusive tutorial design can improve accessibility while maintaining audience engagement, using Danessa Myricks Beauty as the campaign example.

### **Problem Statement**

Although the beauty industry has made visible progress in promoting inclusivity through expanded shade ranges, diverse representation, and gender-inclusive messaging, the accessibility of digital content experiences has received far less strategic attention. Social media platforms, particularly TikTok and Instagram, have become increasingly central to beauty product discovery and consumer engagement. Industry reporting indicated that 61% of TikTok users discover new brands and products on the platform, while social media more broadly continues to shape skincare discovery and evaluation (Social Shepherd, 2025).

Within this environment, tutorial-based beauty content has become a primary communication format for product education, audience engagement, and brand visibility, with influencer-led demonstrations playing an increasingly important role in shaping trust and brand attitudes. Research suggested that audiences often perceive influencer content as especially persuasive because influencers generate stronger feelings of trustworthiness and social presence than traditional celebrity endorsers (Jin et al., 2019).

At the same time, beauty tutorial videos frequently rely on fast pacing, layered visuals, and multiple simultaneous audio and visual elements designed to maximize engagement and algorithmic performance. Research on cognitive load and digital accessibility suggested that these highly stimulating communication environments can make content more difficult to process, particularly for users with sensory sensitivities or differences in information processing (Skulmowski & Xu, 2022; W3C WAI, 2021).

This issue is especially relevant for Danessa Myricks Beauty, whose communication strategy places strong emphasis on tutorial-based education, product demonstrations, and artistry instruction across digital platforms. Because tutorial content plays such a central role in how the

brand educates consumers, communicates product value, and builds audience engagement, limited attention to accessibility may reduce message clarity, weaken audience comprehension, and unintentionally exclude neurodivergent consumers from the communication experience.

This gap presents a strategic communication challenge and creates an opportunity for Danessa Myricks Beauty to strengthen its inclusive brand positioning through tutorial content that remains engaging while also being clearer, more accessible, and more inclusive.

## **Situation Analysis**

### **Organization Analysis**

Danessa Myricks Beauty is an independent beauty brand founded by makeup artist and entrepreneur Danessa Myricks. According to the brand's website, Myricks entered the beauty industry after transitioning from work in the medical field and later publishing, eventually teaching herself makeup artistry through research, experimentation, and practice (Danessa Myricks Beauty, n.d.). This self-taught background remains central to the brand's identity, which emphasizes creativity, adaptability, and product innovation.

The brand positions itself as inclusive and boundary-breaking, with a stated mission centered on ensuring that race, gender, age, and personal style do not limit participation in beauty experimentation and self-expression (Danessa Myricks Beauty, n.d.). Danessa Myricks Beauty has also received investment from VMG Partners, a private equity firm focused on scaling high-growth consumer brands, further positioning the company for expansion within the competitive beauty market (VMG Partners, n.d.).

Education is a major part of the brand's communication strategy. The website presents Danessa Myricks not only as a founder and product developer but also as an educator who shares techniques and product knowledge through workshops, training, and social media. This emphasis

on demonstration and instruction is reflected in the brand's tutorial-driven communication style, in which products are often shown through application, artistry instruction, and multi-use techniques.

While many Danessa Myricks Beauty products are designed to be multifunctional and used in unconventional ways, tutorial content becomes especially important for explaining product value and helping both consumers and professionals understand how the products can be used. The brand's stated focus on inclusivity also makes it a relevant context for this campaign. Danessa Myricks Beauty presents itself as a brand created for individuals who have felt underrepresented, unseen, or excluded by traditional beauty standards (Danessa Myricks Beauty, n.d.). This combination of education, inclusivity, and innovation positions Danessa Myricks Beauty as a strong candidate for a campaign focused on improving accessibility in tutorial-based communication.

### **Competitive Analysis**

Danessa Myricks Beauty operates within a competitive landscape where brands rely heavily on digital content, influencer partnerships, and tutorial-based communication. Key competitors such as Fenty Beauty, e.l.f. Cosmetics, and Pat McGrath Labs use social media to promote products through tutorials, creator collaborations, and visually driven campaigns. While these brands have been successful in building strong digital communities, their content strategies often prioritize engagement and visual impact over accessibility and structured communication.

Fenty Beauty is one of the most influential competitors within the contemporary beauty industry, particularly in its approach to inclusivity, influencer marketing, and digital communication. Founded by Rihanna in 2017, the brand was created in response to a

longstanding gap in the beauty market, where products often failed to serve a full range of skin tones and types. Drawing from her own experiences within the beauty and entertainment industries, Rihanna identified the need for products that catered to individuals across the full spectrum of skin tones, including those often underserved. At launch, Fenty Beauty introduced over 40 foundation shades, later expanding to 50, establishing a new benchmark for inclusivity within the cosmetics industry. Research indicates that this expanded shade range and commitment to representation reshaped industry expectations and prompted competing brands to adopt more inclusive product offerings, a shift widely referred to as the “Fenty Effect” (Jin et al., 2025).

Beyond product development, Fenty Beauty’s success is closely tied to its strategic use of social media, influencer marketing, and user-generated content to build brand awareness and consumer engagement. Leveraging Rihanna’s global visibility and credibility, the brand rapidly gained attention and established a strong digital presence across platforms such as TikTok, Instagram, and YouTube. The brand utilizes influencer partnerships, branded hashtags, and community-driven campaigns to encourage audience participation and extend reach. Research suggests that these strategies strengthen consumer relationships by fostering a sense of authenticity and connection while also increasing engagement and purchase intent (Jin et al., 2025). At the same time, studies note that heavy reliance on influencer-driven marketing can contribute to audience skepticism, as consumers become more aware of promotional intent and advertising saturation within digital spaces.

In terms of content style, Fenty Beauty’s digital communication is highly optimized for platform performance and visibility. The brand frequently uses fast-paced editing, music, transitions, and layered visuals in tutorial and promotional content to capture attention and

encourage interaction. These techniques align with broader algorithm-driven content strategies that prioritize engagement and reach. However, while these formats are effective in generating visibility and interaction, they often reflect a high level of sensory stimulation that may not prioritize clarity, pacing, or ease of information processing for all audiences.

Compared to Fenty Beauty, Danessa Myricks Beauty similarly emphasizes inclusivity, creativity, and education, particularly through tutorial-based content that highlights artistry and technique. However, while Fenty Beauty has played a significant role in advancing inclusivity through representation and product diversity, its content strategy largely reflects industry norms centered on high engagement and visual intensity. This presents a strategic opportunity for Danessa Myricks Beauty to further differentiate itself by extending inclusivity beyond representation to include accessibility in communication design. By focusing on clearer structure, controlled pacing, and reduced sensory overload in tutorial content, Danessa Myricks Beauty can position itself as a leader not only in inclusive product development but also in neuro-inclusive digital communication practices.

e.l.f. Cosmetics is a major competitor within the beauty industry, particularly recognized for its digital-first marketing strategy, affordability, and strong presence among Gen Z consumers. Founded in 2004, the brand has built its identity around accessibility, offering cruelty-free products at relatively low-price points while emphasizing inclusivity, transparency, and broad product availability. E.l.f. products are widely distributed through major retailers such as Target, Walmart, Ulta Beauty, CVS, Walgreens, and Amazon, further reinforcing its position as an accessible and mass-market beauty brand.

A key strength of e.l.f. Cosmetics lies in its highly effective use of social media marketing, particularly on platforms such as TikTok. The brand frequently participates in viral

trends, challenges, and influencer collaborations, producing content that is designed to maximize engagement and shareability. Campaigns often incorporate humor, music, and culturally relevant moments to capture audience attention and encourage interaction. This strategy aligns with algorithm-driven content distribution, where highly engaging and fast-moving content is more likely to be amplified across platforms.

However, while e.l.f.'s content strategy is successful in generating visibility and engagement, it often prioritizes entertainment and speed over instructional depth and clarity. Tutorial-style content frequently incorporates rapid editing, layered visuals, and multiple simultaneous elements, which can make the content visually dense and more difficult to follow. This reflects a broader industry trend in which content is optimized for virality rather than structured communication, potentially limiting accessibility for audiences who benefit from slower pacing, clearer sequencing, and simplified visual presentation.

Additionally, e.l.f.'s reliance on influencer-driven and culturally responsive campaigns highlights both the strengths and risks associated with highly reactive digital marketing strategies. For example, the brand faced public criticism in 2025 following the launch of the "e.l.f.ino & Schmarnes" campaign, which featured a collaborator associated with prior controversial content. The campaign was subsequently paused, and the brand acknowledged that it "missed the mark." This instance illustrates how fast-paced, trend-driven marketing approaches can create reputational challenges when messaging and partnerships are not fully aligned with audience expectations and brand values.

Compared to e.l.f. Cosmetics, Danessa Myricks Beauty similarly engages audiences through digital platforms and tutorial-based content but places greater emphasis on artistry, education, and technique. While e.l.f. excels in accessibility through pricing and reach, its

content strategy reflects industry norms centered on high engagement and rapid consumption. This creates an opportunity for Danessa Myricks Beauty to differentiate itself by focusing on clarity, structure, and accessibility within tutorial content. By prioritizing communication practices that support ease of understanding and reduced sensory overload, Danessa Myricks Beauty can position itself as a brand that not only reaches broad audiences but also communicates in a way that is more inclusive of diverse cognitive and sensory needs.

Pat McGrath Labs is a significant competitor within the prestigious beauty category and is especially relevant to Danessa Myricks Beauty because both brands appeal to makeup enthusiasts, professional artists, and consumers who value artistry, innovation, and high-performance products. Founded by renowned makeup artist Pat McGrath, the brand is strongly associated with luxury beauty, editorial aesthetics, and runway influence. Its digital communication strategy reflects this positioning, frequently emphasizing product launches, high-fashion visuals, and visually dramatic campaign content. Rather than centering product education as its primary communication goal, Pat McGrath Labs uses social media to reinforce desirability, prestige, and cultural relevance.

Compared to Danessa Myricks Beauty, Pat McGrath Labs relies more heavily on visually rich storytelling and launch-driven content than on consistent instructional communication. Previous comparative analysis of the two brands' social media activity showed that Pat McGrath Labs' strongest performance clusters around product launches, editorial visuals, and influencer amplification, while Danessa Myricks Beauty's top-performing content is more consistently technique-based and instructional. Pat McGrath Labs also appears to generate engagement differently. Its audience activity is driven more heavily by likes and shares during campaign periods, whereas Danessa Myricks Beauty generates a higher proportion of comments and saves,

suggesting deeper interaction and greater content utility. These differences indicate that Pat McGrath Labs uses social media primarily as a platform for visibility, storytelling, and moment-based demand generation, while Danessa Myricks Beauty uses it more as an education and product support channel.

This distinction is especially important in relation to communication accessibility. Pat McGrath Labs' content is often highly stylized, editorial, and aesthetically driven, reinforcing a strong luxury identity but potentially placing less emphasis on clarity, pacing, and ease of understanding for broader audiences. Its communication style is effective for generating excitement and reinforcing brand prestige, but it may be less accessible for users who benefit from structured demonstrations, slower pacing, and visually simplified presentation. In contrast, Danessa Myricks Beauty's emphasis on technique, versatility, and instruction positions it well to develop tutorial content that maintains creativity while also prioritizing clarity and accessibility. This presents a strategic opportunity for Danessa Myricks Beauty to differentiate itself not only through inclusive products but also through tutorial communication that is more supportive of diverse cognitive and sensory needs.

### **Consumer Analysis**

The target audience for Danessa Myricks Beauty consists primarily of digitally engaged beauty consumers who actively use social media platforms such as TikTok and Instagram for product discovery, education, and inspiration. These consumers typically fall within the 18–40 age range and include both everyday makeup users and aspiring or professional beauty enthusiasts. While the audience is diverse in terms of race, gender, and background, it is unified by a shared interest in creativity, self-expression, and learning new beauty techniques.

Unlike traditional beauty consumers who rely on in-store experiences or brand advertising, this audience is highly influenced by digital content and creator-led communication. Research indicates that consumers increasingly rely on social media platforms for product discovery, with peer recommendations and influencer content perceived as more trustworthy than traditional advertising (Nielsen, 2023). As a result, many consumers turn to tutorial-based content to learn how to use products, evaluate performance, and build confidence in their purchasing decisions.

From a behavioral perspective, this audience engages frequently with short-form video content, often consuming multiple pieces of content in a single session. They are accustomed to fast-paced, visually dynamic media environments that prioritize entertainment and immediacy. However, while this content style aligns with platform algorithms and engagement metrics, it does not always support clear understanding or effective learning. Consumers may save, replay, or revisit content when it provides practical value, particularly when tutorials are structured, easy to follow, and applicable to their own routines.

Psychographically, this audience values authenticity, inclusivity, and accessibility. They are drawn to brands that promote self-expression and reflect diverse identities. However, expectations around inclusivity are evolving to include not only representation but also how content is experienced and understood.

Importantly, this audience includes neurodivergent individuals, such as those with autism, ADHD, or those who may experience digital content differently. Highly stimulating content environments can increase cognitive load and make it more difficult to process information. Even among neurotypical users, overly complex tutorials may reduce clarity and effectiveness.

This creates a meaningful gap between how beauty content is currently produced and how it is experienced by a diverse audience. While consumers seek engaging and visually appealing content, they also benefit from communication that is structured, paced appropriately, and easy to follow. For Danessa Myricks Beauty, this presents an opportunity to better align its educational positioning with the needs of its audience by developing tutorial content that supports both engagement and accessibility.

Understanding these audience behaviors and expectations is critical to the development of the *Beauty Without Burnout* campaign. By addressing both the preferences and challenges of modern beauty consumers, the campaign can deliver communication strategies that enhance clarity, improve accessibility, and strengthen audience connection.

## **Market Analysis**

The global beauty industry continues to experience significant growth, driven by evolving consumer behaviors and the increasing influence of digital platforms. The industry, which includes skincare, cosmetics, fragrance, haircare, and body products, has expanded rapidly and is projected to continue growing as brands adapt to shifting consumer expectations and technological advancements. According to McKinsey & Company (2025), the beauty sector is navigating a “shifting growth puzzle,” where digital engagement, innovation, and consumer experience are becoming central drivers of competitive advantage.

One of the most significant shifts within the beauty market is the transition from traditional advertising to digital-first communication strategies. Consumers are increasingly relying on social media platforms to discover, evaluate, and purchase beauty products. Research shows that consumers now turn to digital platforms for product discovery more frequently than

traditional media, with peer recommendations and creator-generated content perceived as more trustworthy than brand-driven advertising (Nielsen, 2023). This shift has redefined how beauty brands communicate, positioning social media as both a promotional channel and a primary space for consumer education and engagement.

### **Social Media and Influencer-Driven Growth**

Social media has become a dominant force in shaping consumer decision-making within the beauty industry. Platforms such as TikTok and Instagram play a central role in influencing brand perception, product awareness, and purchase intent. According to Deloitte (2024), influencer-led content and digital media consumption patterns significantly impact how consumers engage with brands, reinforcing the importance of social-first communication strategies.

Influencer marketing, tutorial content, and user-generated content have become standard practices across the industry. Beauty creators act as both educators and endorsers, demonstrating product use while shaping trends and consumer preferences. As a result, tutorial-based marketing has become a core communication strategy, particularly through short-form video content designed to capture attention quickly and encourage engagement.

However, as brands compete for visibility within algorithm-driven platforms, content has become increasingly optimized for engagement. This often results in fast-paced videos that include multiple visual elements, layered text, and background audio presented simultaneously. While these strategies may increase reach and interaction, they can also reduce clarity and increase cognitive demand for some users, particularly those who may be sensitive to overstimulating digital environments.

## **Market Trends and Emerging Opportunities**

Several key trends are shaping the current beauty market and creating opportunities for differentiation. First, inclusivity has become a defining industry standard, with brands expanding shade ranges, representing diverse identities, and promoting self-expression. While this represents meaningful progress, these efforts have largely focused on representation rather than the accessibility of communication design.

Second, the role of education in beauty marketing continues to expand. Consumers increasingly expect brands to provide guidance on product use, techniques, and application methods. Tutorial content has therefore become a critical touchpoint in the consumer journey, influencing both product understanding and purchase decisions.

Third, there is growing attention to accessibility and inclusive design within digital communication. As digital environments become more complex, there is an increasing need for content that is structured, clear, and easy to process. While accessibility has been widely discussed in website and user experience design, its application within social media content—particularly in visually dense tutorial formats—remains underdeveloped.

## **Strategic Implications**

Taken together, these market conditions highlight a clear strategic opportunity. The beauty industry is highly competitive, digitally driven, and increasingly reliant on tutorial-based communication. At the same time, current content practices often prioritize speed, stimulation, and entertainment over clarity and accessibility.

This creates a gap for brands that can balance engagement with usability. Danessa Myricks Beauty is uniquely positioned to address this gap due to its emphasis on education,

artistry, and inclusivity. By integrating neuro-inclusive communication strategies into tutorial content, the brand can strengthen both audience connection and message effectiveness.

The *Beauty Without Burnout* campaign responds directly to this opportunity by positioning accessibility not as a limitation, but as a strategic advantage in digital beauty communication.

**SWOT Analysis**

<b>Strengths (Internal)</b>	<b>Weaknesses (Internal)</b>
<ul style="list-style-type: none"> <li>• Danessa Myricks Beauty’s tutorial-driven communication strategy positions the brand to realistically implement neuro-inclusive content. Because the brand already teaches through demonstrations, it can integrate clearer structure and pacing without shifting its core strategy.</li> <li>• The brand’s emphasis on inclusivity, creativity, and empowerment allows accessibility to be positioned as a natural extension of existing values, reducing risk and strengthening authenticity.</li> <li>• A strong presence across TikTok, Instagram, and YouTube enables the brand to test, refine, and scale new tutorial formats in real time, using engagement and audience feedback to guide optimization.</li> <li>• The brand’s focus on technique and multifunctional products creates a natural need for clear, structured tutorials, making it well-suited for more accessible instructional formats.</li> <li>• As a trusted educator and product innovator, the brand is well-positioned to introduce new content approaches, with a higher likelihood of audience acceptance and engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• Current tutorial formats, both within the brand and across the industry, often rely on fast-paced editing, layered visuals, music, and multiple on-screen elements, which may contribute to sensory overload and reduced clarity for some audiences.</li> <li>• Accessibility considerations related to cognitive load, sensory sensitivity, and information processing are not consistently integrated into tutorial content design, creating potential barriers to understanding.</li> <li>• The brand’s strong focus on creativity and visual expression may at times prioritize aesthetics over structured, easy-to-follow communication.</li> <li>• Limited internal benchmarks and a lack of established industry frameworks for neuro-inclusive tutorial design may lead to inconsistency in execution and increase the risk of uneven implementation across content.</li> </ul>
<b>Opportunities (External)</b>	<b>Threats (External)</b>
<ul style="list-style-type: none"> <li>• Increasing conversations around accessibility, inclusive design, and neurodiversity create an opportunity to expand inclusivity beyond representation and into communication practices, aligning with evolving consumer expectations.</li> <li>• Growing awareness of neurodivergent audiences is encouraging brands to</li> </ul>	<ul style="list-style-type: none"> <li>• A key threat is the perception that accessibility-focused content may be less engaging, entertaining, or visually compelling. This perception challenge is critical, as it may influence both audience reception and internal decision-making, requiring the campaign to demonstrate that accessibility and engagement can coexist.</li> </ul>

<p>reconsider how content design impacts comprehension, engagement, and overall user experience.</p> <ul style="list-style-type: none"> <li>• Adoption of accessible communication strategies can position brands as leaders in inclusive beauty marketing and provide differentiation in a competitive market.</li> <li>• Adopting accessible content strategies provides a clear opportunity for differentiation in a highly competitive, digitally driven beauty market.</li> <li>• Developing neuro-inclusive tutorial approaches can enhance clarity, comprehension, and usability for all consumers, not only those with sensory or cognitive differences.</li> <li>• There is a significant opportunity for Danessa Myricks Beauty to lead the industry by developing and modeling neuro-inclusive tutorial frameworks. By doing so, the brand can help define emerging standards for accessible beauty content, positioning itself as a category leader rather than a participant in inclusive beauty marketing.</li> </ul>	<ul style="list-style-type: none"> <li>• The beauty industry’s heavy reliance on fast-paced, visually stimulating content may make it difficult to shift toward slower or more structured tutorial designs without perceived reductions in performance.</li> <li>• Social media algorithms favor highly dynamic, attention-grabbing content, which may discourage brands from experimenting with formats that prioritize clarity, pacing, and simplicity.</li> <li>• Competing brands and creators produce large volumes of tutorial content, increasing pressure to maintain visually stimulating formats to capture attention and remain competitive.</li> <li>• Risk that accessibility changes may be perceived as less engaging or creative.</li> <li>• Influencer and creator practices continue to emphasize high-energy, fast-editing styles, making it more difficult to introduce alternative communication approaches at scale.</li> </ul>
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Taken together, these factors highlight a clear opportunity for the *Beauty Without Burnout* campaign to position Danessa Myricks Beauty as a leader in neuro-inclusive digital communication.

### **Research Findings and Analysis**

Primary research for this project was conducted through an online survey designed to examine how consumers experience digital beauty tutorial content and to identify communication elements that influence accessibility, clarity, and engagement. The survey was distributed through social media platforms, including TikTok and Facebook community groups, allowing for a diverse sample of participants with varying levels of engagement in beauty content.

A total of 40 participants completed the survey. The first set of screening questions was used to ensure that responses were relevant to the focus of the study. Among the full sample, 90% of participants identified as women and 10% as men, with additional response options including “non-binary” and “prefer not to say.” The age distribution reflected a broad range of adult consumers, with 27.5% aged 55 and older, 25% aged 35–44, 17.5% aged 25–34, and 15% each in the 18–24 and 45–54 age groups.

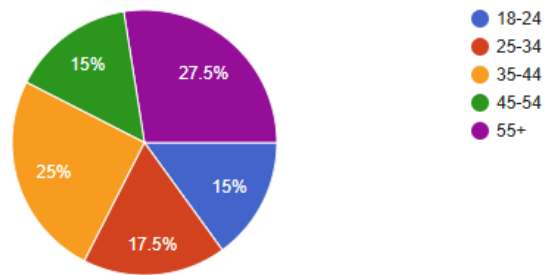
This demographic distribution is significant because it captures perspectives from both younger, highly active social media users and older consumers who also engage with digital beauty content. This suggests that the challenges and preferences identified in this study are not limited to a single age group but instead reflect a broader pattern across diverse segments of beauty consumers. This supports the relevance of the campaign across a wide audience, rather than a narrowly defined demographic.

Participants also reported varying perceptions and relationships with beauty, providing additional context for how they engage with content. These differences help explain why content preferences and challenges may vary across individuals, particularly in relation to how information is processed and understood. This finding suggests that a one-size-fits-all approach

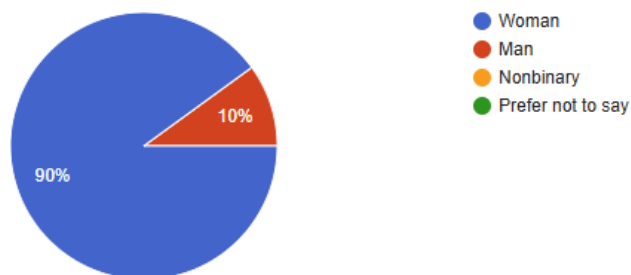
to tutorial content may not effectively meet the needs of all users, reinforcing the importance of more adaptable and accessible communication strategies.

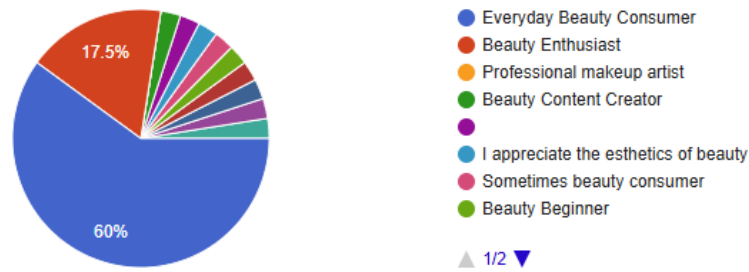
These demographic patterns are presented in Figures 1–3 (see Appendix A for full survey results) and provide an important foundation for understanding how audience characteristics influence engagement with digital beauty content. Collectively, this section supports the need for a more inclusive and flexible approach to tutorial design, which is central to the *Beauty Without Burnout* campaign.

**Figure 1**



**Figure 2**



**Figure 3**

This distribution indicates representation across multiple age segments, including both younger, highly active social media users and older consumers who also engage with beauty content. This range of participants strengthens the reliability of the findings by reflecting a broader cross-section of digital beauty consumers rather than a single, narrow demographic group.

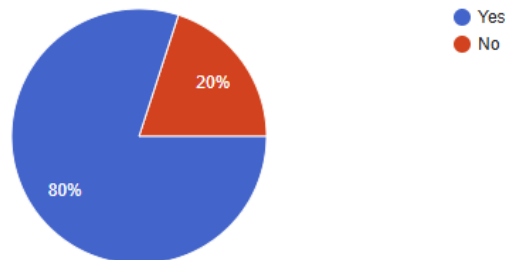
To proceed with the main section of the survey, participants were required to:

1. Indicate that they watch beauty-related content on social media platforms such as TikTok, Instagram, or YouTube, and
2. Indicate that they identify as neurodivergent, experience sensory sensitivity, or may experience sensory sensitivity when engaging with digital content.

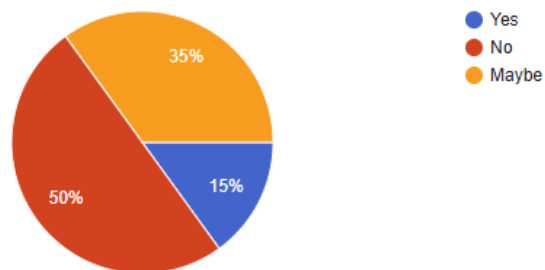
Participants who did not meet these criteria were not directed to complete the full set of survey questions. These results are presented in Figures 4 and 5. Based on this filtering process, 20 respondents proceeded to the main section of the survey focused on tutorial experiences, accessibility, and content preferences. While this represents a smaller subset of the total sample, it is particularly significant because it isolates the experiences of individuals who are most relevant to the research focus. This targeted group provides more meaningful insight into how digital beauty content is experienced by users who may be more sensitive to pacing, visual complexity, and overall content structure. These insights are critical in identifying gaps in

existing beauty content and directly support the need for more intentional, neuro-inclusive design strategies, which are central to the *Beauty Without Burnout* campaign.

**Figure 4**



**Figure 5**



The survey included a combination of multiple-choice, Likert-scale, and open-ended questions designed to capture both quantitative trends and qualitative insights related to digital beauty content consumption. Questions focused on content habits, perceived challenges with tutorial formats, preferences for communication structure, and attitudes toward accessibility in beauty marketing. Demographic data was also collected to provide additional context for interpreting survey responses.

This mixed-method approach is significant because it allows for both measurable patterns and deeper insight into user experiences. While quantitative data identifies trends in behavior and preference, qualitative responses provide context for why these patterns exist, particularly in relation to how users interpret and respond to different types of content.

The findings from this study provide insight into how consumers engage with beauty tutorial content and how content structure influences clarity, accessibility, and overall user experience. More importantly, when considered collectively, these findings reveal a consistent pattern in which high engagement with beauty content exists alongside a strong preference for clarity and a growing awareness of accessibility challenges. This suggests that while consumers are highly active within digital beauty spaces, current content formats do not always align with how users process and understand information.

This pattern supports the need for more intentional and structured tutorial design, reinforcing the importance of developing communication strategies that prioritize ease of understanding, usability, and accessibility. These insights directly inform the foundation of the *Beauty Without Burnout* campaign, which aims to bridge the gap between content production practices and user experience.

## **Content Consumption**

### ***Platform Usage and Content Frequency***

Respondents were first asked about their use of social media platforms for consuming beauty-related content. All participants who proceeded to the main section of the survey reported engaging with beauty content on platforms such as TikTok, Instagram, and YouTube. Among these platforms, TikTok emerged as the most frequently used, with 75% of respondents identifying it as a primary source (see Appendix A, Figure 6).

In addition to platform usage, respondents reported high levels of content consumption. The results indicate that consumption is frequent, with 30% of participants reporting that they watch beauty tutorials daily and another 30% engaging several times per week. Smaller segments

reported watching once a week (10%) or a few times per month (15%), while a limited number indicated that they rarely consume this type of content (see Appendix A, Figure 7).

Together, these findings suggest that beauty content consumption is both frequent and habitual, reinforcing the importance of tutorial-based communication as an ongoing touchpoint in the consumer decision-making process.

When considered together, these findings suggest that beauty content consumption is not occasional, but habitual and embedded within users' daily or weekly routines. This indicates that social media platforms serve as primary environments for ongoing beauty education and product discovery, rather than supplemental sources of information.

This pattern is significant because it highlights the frequency with which consumers are exposed to tutorial content, reinforcing its role as a continuous touchpoint in the consumer decision-making process. It also suggests that any limitations in content clearness or accessibility are likely to have a repeated and cumulative impact on user experience. This supports the need for more intentional and user-centered tutorial design, which is a central focus of the *Beauty Without Burnout* campaign.

### ***Content Preferences and Motivations***

When asked about the types of beauty content they engage with most often, respondents indicated a strong preference for informative and product-focused content. Skincare routines (61.1%) and product reviews (61.1%) were the most selected categories, followed by makeup tutorials (50%) and product demonstrations (33.3%) (see Appendix A, Figure 8).

In addition to content type, respondents were asked to indicate their motivations for watching beauty-related content. The most frequently selected reasons included learning how to use a product (26.3%), discovering new products (26.3%), and improving beauty skills (26.3%).

In contrast, only a small percentage of respondents (5.3%) indicated that they watch beauty content primarily for entertainment purposes (see Appendix A, Figure 9).

Taken together, these findings reveal a clear pattern in which beauty content is consumed primarily for functional and educational purposes rather than passive entertainment. This suggests that consumers approach tutorial content with the expectation of gaining practical value, such as understanding product usage, improving technique, or making informed purchase decisions.

This pattern is particularly important when considered alongside the high frequency of content consumption identified earlier. While users are engaging with content regularly, they are also seeking clarity, instruction, and usability. This indicates that content effectiveness is not solely dependent on visual appeal or entertainment value but on how clearly and efficiently information is communicated.

These findings support the need for tutorial content that prioritizes structure, clarity, and ease of understanding, reinforcing the importance of accessible communication strategies. This directly aligns with the objectives of the *Beauty Without Burnout* campaign, which aims to enhance both engagement and comprehension by improving how beauty content is designed and delivered.

### ***Challenges with Current Tutorial Content***

Participants were also asked to evaluate how current beauty tutorial formats affect their ability to follow and process content. Results indicate that many participants experience challenges related to pacing, visual complexity, and sensory overload.

A combined 35% of respondents agreed or strongly agreed that fast-paced tutorials are difficult to follow, while 50% agreed or strongly agreed that too many visuals on screen can feel

overwhelming (see Appendix A, Figure 10). Similarly, 50% of respondents agreed or strongly agreed that having too many visuals on screen at once can feel overwhelming and reduce their ability to process information effectively (see Appendix A, Figure 11). Background music produced more mixed responses, though a portion of respondents indicated that it could interfere with their ability to process information (see Appendix A, Figure 12).

When considered together, these findings suggest that multiple elements (pacing, visual density, and audio) work collectively to influence how content is experienced, rather than operating independently. This indicates that challenges with tutorial content are not caused by a single factor but by the cumulative effect of layered stimuli, which can increase cognitive load and reduce overall comprehension.

Respondents were also asked to identify specific elements that make beauty tutorials difficult to follow. The most frequently cited challenges included loud music (41.2%), talking too fast (41.2%), and multiple products being shown too quickly (41.2%), followed by fast editing, excessive text, and rapid camera changes (35.3%) (see Appendix A, Figure 20). These findings further reinforce that high levels of sensory input and rapid pacing can create barriers to comprehension and contribute to feelings of overwhelm.

Overall, these findings suggest that while fast-paced and highly edited content may be intended to capture attention, it can also reduce clarity and accessibility for a significant portion of viewers. This creates a gap between engagement-driven content strategies and the audience's ability to effectively absorb and apply the information being presented.

This gap directly supports the need for more intentional and structured tutorial design, reinforcing the importance of neuro-inclusive communication strategies. Addressing these

challenges is central to the *Beauty Without Burnout* campaign, which seeks to reduce sensory overload while maintaining engagement and visual appeal.

### ***Preferences for Accessible Tutorial Design***

When asked about preferred content formats, respondents consistently indicated a strong preference for clarity, structure, and reduced sensory complexity. Participants agreed that on-screen text is helpful when it is clear and not excessive, and that they prefer tutorials that explain steps slowly and clearly (see Appendix A, Figures 13–14).

These preferences extend to how respondents evaluate and interact with content. A majority indicated that they are more likely to trust beauty content that feels organized and easy to understand (see Appendix A, Figure 15) and that they are more likely to save or rewatch tutorial content that is clearly structured (see Appendix A, Figure 16). In addition, respondents reported that they prefer beauty tutorials that are calm rather than fast and intense, and clear tutorial design improves their overall impression of a beauty brand (see Appendix A, Figures 17–18).

When considered collectively, these findings reveal a consistent pattern in which clarity and structure are not only preferred but directly influence key engagement behaviors such as trust, saving, and rewatching content. This suggests that accessible design is not simply a usability feature but a driver of deeper engagement and stronger brand perception.

When asked to identify specific elements that make tutorials easier to follow, respondents most frequently selected step-by-step explanations (80%), clear captions (50%), voiceover explanations (50%), and slower pacing (40%) (see Appendix A, Figure 19). These elements closely align with the challenges identified in the previous section, where fast pacing, visual overload, and competing stimuli were shown to reduce comprehension. Together, these findings

indicate that the features that improve user experience are directly opposite to those that currently create barriers.

This alignment between challenges and preferences highlights a clear opportunity for improvement. While current beauty content often prioritizes speed and visual intensity, respondents demonstrate a strong preference for content that is structured, intentional, and easy to process. This suggests that adjusting how content is designed, rather than what content is presented, can significantly improve both usability and engagement.

These findings support the need for tutorial formats that prioritize clarity, pacing, and simplicity, reinforcing the importance of neuro-inclusive communication strategies. For brands such as Danessa Myricks Beauty, this indicates that accessible design is not only aligned with inclusive brand values but also represents a strategic opportunity to enhance audience engagement, increase content utility, and strengthen overall brand perception. This directly supports the foundation of the *Beauty Without Burnout* campaign, which aims to balance engagement with clarity and accessibility.

### ***Accessibility and Engagement Impact***

Participants were asked to evaluate how accessibility in beauty tutorial content influences their engagement behaviors and perceptions of beauty brands. The findings indicate strong support for accessibility-focused communication and its impact on both user experience and brand perception.

Most participants (50%) reported that they have stopped watching a beauty tutorial because it felt overwhelming or difficult to follow, while an additional 30% indicated that they may have had similar experiences (see Appendix A, Figure 21). Open-ended responses provided additional context, highlighting specific challenges such as fast talking, loud or unbalanced

audio, excessive visual elements, and lack of clear structure. Participants also noted frustration with content that takes too long to reach the main point or lacks fluidity in delivery.

When considered alongside earlier findings related to high content consumption and a strong preference for accessibility, these responses suggest that disengagement is not due to a lack of interest in beauty content, but rather to how that content is presented. This indicates that current tutorial formats may unintentionally limit engagement by creating barriers to comprehension, even among users who are highly motivated to learn and interact with beauty content.

In terms of broader expectations, 85% of respondents indicated that beauty brands should pay more attention to accessibility when designing tutorial content, while only 5% disagreed (see Appendix A, Figure 23). Additionally, 75% of respondents reported that creating accessible tutorial content is somewhat important, reinforcing the growing relevance of inclusive communication practices within the beauty industry (see Appendix A, Figure 24). These findings suggest that accessibility is not a niche concern but an emerging expectation among consumers.

Accessibility was also strongly linked to brand perception and engagement. Most respondents (75%) indicated that accessible tutorial content would improve their perception of a beauty brand (see Appendix A, Figure 26), and 85% reported that they would be more likely to engage with brands that create content designed to be easier to follow and less overwhelming (see Appendix A, Figure 27). This demonstrates that accessibility functions not only as a usability feature but as a driver of brand trust, preference, and ongoing engagement.

Taken together, these findings demonstrate that accessibility is not only a usability concern but also a strategic communication factor that influences audience engagement, trust, and brand perception. For brands such as Danessa Myricks Beauty, this highlights a clear

opportunity to strengthen consumer relationships by integrating accessibility into tutorial content design.

For brands such as Danessa Myricks Beauty, this highlights a strategic opportunity to strengthen consumer relationships by aligning content design with user needs and expectations. These insights directly support the development of the *Beauty Without Burnout* campaign, which aims to reduce barriers to comprehension while enhancing engagement, ultimately positioning the brand as a leader in neuro-inclusive beauty communication.

## **Recommendations**

### **Integrated Marketing Communication Objectives**

The following recommendations outline a strategic communications campaign, *Beauty Without Burnout*, designed to address the gap identified in this research between current beauty tutorial practices and consumer needs related to clarity, accessibility, and engagement. Grounded in both primary and secondary research, this campaign positions Danessa Myricks Beauty to lead the development of neuro-inclusive tutorial content while maintaining its emphasis on artistry and creativity. The objectives of this campaign are designed to be measurable, research-driven, and aligned with both audience needs and business outcomes. First, the campaign aims to increase engagement with structured tutorial content, particularly through metrics such as saves, rewatch rates, and completion rates. Based on survey findings indicating that 70% of respondents are more likely to save or rewatch clearly structured content, the campaign will target a measurable increase in these behaviors within the first three months of implementation.

Second, the campaign seeks to improve perceived clarity and accessibility of tutorial content. Survey results showed strong preference for step-by-step explanations, slower pacing, and reduced visual complexity. As such, the campaign will aim for at least 75% of engaged users to

report that tutorial content is easier to follow and understand. Third, the campaign aims to position Danessa Myricks Beauty as a leader in neuro-inclusive beauty communication. This campaign will be achieved through the development and rollout of a standardized tutorial framework that can be consistently applied across platforms and recognized as a differentiating feature of the brand.

### **Integrated Marketing Communication Goals**

- Expand inclusivity beyond representation by integrating accessibility into how beauty content is designed and experienced, aligning with growing conversations around inclusive design and evolving consumer expectations for more thoughtful, user-centered communication.
- Respond to increasing awareness of neurodivergent audiences by rethinking tutorial structure, pacing, and delivery, ensuring content supports comprehension, engagement, and a more inclusive user experience across diverse cognitive and sensory needs.
- Leverage accessible communication as a point of strategic differentiation in a highly competitive, digitally driven beauty market, where most brands continue to prioritize speed, stimulation, and entertainment over clarity and usability.
- Position Danessa Myricks Beauty as a leader in inclusive beauty marketing by adopting and consistently applying accessible content practices that strengthen brand credibility, trust, and long-term audience engagement.
- Enhance clarity, comprehension, and usability for a broad audience by developing neuro-inclusive tutorial approaches that benefit all consumers, not only those with sensory or cognitive differences, reinforcing accessibility as a universal design advantage.

- Establish and model emerging industry standards for neuro-inclusive beauty content by developing a structured tutorial framework, positioning Danessa Myricks Beauty as a category leader and actively shaping how inclusivity is defined within digital beauty communication.

## **Integrated Marketing Communication Strategies**

### ***Positioning Statement***

For digitally engaged beauty consumers seeking clear, engaging, and easy-to-follow tutorial content, *Beauty Without Burnout* positions Danessa Myricks Beauty as a leader in neuro-inclusive beauty communication by delivering tutorials that balance creativity with clarity, enabling audiences to engage with, understand, and confidently use beauty products without feeling overwhelmed.

### ***Strategy #1: Develop and Implement a Neuro-Inclusive Tutorial Framework***

To address the lack of internal benchmarks identified in the SWOT analysis, this campaign proposes a standardized neuro-inclusive tutorial framework that defines best practices for accessible content design. This recommendation builds on Danessa Myricks Beauty's existing education-driven content model, making it both realistic and scalable. The framework will focus on key elements such as pacing, structure, visual clarity, and audio balance, ensuring that tutorial content is easier to process without sacrificing creativity. By formalizing these guidelines, the brand can create consistency across content while reducing implementation risk.

**Tactic #1:** The brand will develop the *Beauty Without Burnout Guidelines*, a structured framework outlining best practices for accessible tutorial design, including pacing, step-by-step instruction, visual simplicity, and audio balance. These guidelines will serve as the foundation for all tutorial-based content across digital platforms and will be documented in both internal and

external formats. Internally, the guidelines will be used as a content creation standard, while externally, a simplified version may be shared with audiences to reinforce transparency and brand positioning around accessibility.

**Core neuro-inclusive tutorial guidelines include:**

- Slower, intentional pacing to allow viewers adequate time to process each step.
- Step-by-step explanations that clearly separate each action within the tutorial.
- Clear, minimal on-screen text that supports instruction without overwhelming the viewer.
- Consistent camera angles to reduce visual disruption and maintain focus.
- Balanced, non-overpowering audio that prioritizes voice clarity over background music.

**Tactic #2:** The brand will partner with neuro-inclusive consultants and accessibility experts to validate and refine the framework, ensuring alignment with best practices and the lived experiences of neurodivergent individuals. These consultants can be sourced through established organizations, academic institutions, and professional networks specializing in neurodiversity, accessibility, and inclusive design. Potential avenues include outreach to university research centers, partnerships with advocacy organizations, and referrals through industry networks in digital accessibility. These collaborations will involve reviewing content guidelines, providing feedback on tutorial formats, and participating in campaign validation to ensure credibility and accuracy.

**Tactic #3:** The brand will implement internal training sessions to ensure consistent application of the framework across all content creators and platforms. These sessions will be conducted as a combination of virtual workshops and in-person training at the brand's headquarters or designated creative studio space, allowing both flexibility and hands-on learning. Training will include practical demonstrations, before-and-after content comparisons, and guided

exercises that show how to apply neuro-inclusive principles in real content scenarios.

Additionally, recorded training modules and reference materials will be made available to ensure ongoing accessibility for new team members and external collaborators, supporting long-term scalability and consistency.

***Strategy #2: Demonstrate That Accessibility Enhances Engagement***

A key challenge within the current digital beauty landscape is the perception that accessible content may be less engaging or visually compelling. This strategy focuses on actively reframing that perception by demonstrating that structured, clear tutorials can drive stronger engagement, usability, and audience retention. Rather than positioning accessibility as a limitation, this approach emphasizes it as an enhancement to the overall user experience.

This strategy directly responds to both audience preferences identified in the primary research and broader industry trends, which show that consumers are more likely to engage with, trust, and revisit content that is easy to follow and clearly structured. By visually and experientially proving this strategy, the campaign reinforces that accessibility and engagement are not competing priorities but complementary ones. This strategy focuses on how content is designed and presented.

**Tactic 1:** Danessa Myricks Beauty will launch a *Beauty Without Burnout* content series across TikTok, Instagram, and YouTube that applies neuro-inclusive design principles while maintaining strong visual appeal and creativity. These tutorials will incorporate slower pacing, step-by-step instructions, balanced audio, and minimal visual clutter while still reflecting the brand's artistry and product versatility. Each video will be clearly labeled with accessibility-focused messaging such as "Easy to Follow," "Step-by-Step," or "Low-Stimulation" to signal content intent and improve discoverability. To unify the campaign and increase reach, all content will incorporate a branded hashtag, #BeautyWithoutBurnout, which will serve as a central

identifier across platforms. This hashtag will support discoverability, organize campaign content, and encourage audience participation by allowing users to easily find, follow, and engage with related tutorials.

**Tactic 2:** The brand will create comparative content that highlights the difference between fast-paced and structured tutorials, allowing audiences to directly experience the benefits of accessible design. This tactic will include side-by-side or split-screen videos that allow audiences to directly experience variations in pacing, clarity, and visual complexity. In addition, the brand will produce short-form educational content explaining why accessible design improves comprehension and engagement. These videos may include messaging such as “Why this tutorial feels easier to follow” or “What makes beauty content less overwhelming,” helping to reframe audience expectations and reinforce the campaign’s value proposition through both demonstration and explanation.

**Tactic 3:** To ensure reach and reinforce campaign messaging, the brand will support the content series through targeted paid social advertising on platforms such as TikTok and Instagram. These ads will highlight the benefits of accessible tutorial design, using messaging that directly addresses common consumer frustrations with fast-paced beauty content. Audience targeting will focus on users who frequently engage with beauty tutorials, product reviews, and influencer content, ensuring relevance and higher engagement rates.

This paid strategy will include a mix of short-form video ads, in-feed placements, and story-based formats designed to mirror organic content while maintaining clear campaign messaging. For example, a TikTok in-feed ad may open with the text overlay, “*This tutorial won’t overwhelm you,*” followed by a calm, step-by-step makeup application demonstrating the

product. An Instagram Reel ad may feature a creator applying makeup with minimal cuts and clear captions, accompanied by messaging such as *“Beauty that’s easy to follow.”*

Additionally, story-based ads can include interactive elements, such as polls or swipe-up prompts, with messaging like *“Tired of tutorials you can’t keep up with?”* followed by a call-to-action such as *“Watch a better way.”* Carousel ads may also be used to break down tutorial steps visually, allowing users to swipe through each stage of the process, reinforcing clarity and structure. By combining visually appealing content with messaging focused on ease, clarity, and usability, these paid advertising efforts will not only increase reach but also reinforce the campaign’s core positioning that accessibility enhances, rather than limits, engagement.

### ***Strategy 3: Leverage Credible and Representative Voices***

While Strategy #2 focuses on content design, this strategy focuses on who delivers the message and how credibility is established. To strengthen authenticity, relatability, and trust, the campaign will incorporate neurodivergent creators and individuals with sensory sensitivities into content development. This approach ensures that accessibility is informed by lived experience rather than assumed best practices. It also aligns with research indicating that audiences are more likely to engage with and trust content that feels authentic, representative, and personally relevant. By moving beyond traditional influencer partnerships and involving creators in the design and execution of tutorial content, this strategy positions accessibility as a shared experience rather than an initiative created by senior executives mandated throughout the organization. This not only reinforces credibility but also strengthens emotional connection and community engagement.

**Tactic 1:** The brand will partner with neurodivergent influencers to co-create tutorial content that reflects diverse user experiences and demonstrates how accessible design improves usability. These collaborations will prioritize authenticity and practical value, allowing creators

to share how they engage with beauty content. All influencer content will incorporate the campaign hashtag #BeautyWithoutBurnout, creating consistency across brand and creator channels while reinforcing campaign identity. For example, a creator may begin a video by stating, *“As someone with sensory sensitivity, this is how I prefer my tutorials,”* followed by a clearly structured product demonstration, with the hashtag included in both the caption and on-screen text.

**Tactic 2:** The brand will develop creator-led storytelling content that highlights personal experiences with digital beauty content and the impact of accessibility. This approach deepens emotional connection and reinforces the campaign’s purpose. For instance, short-form videos can feature creators sharing statements such as, *“I used to feel overwhelmed watching beauty content... until I found tutorials that actually made sense,”* followed by a transition into a more structured and accessible version of the same routine. Longer-form content on platforms like YouTube may feature deeper discussions around sensory experiences, content preferences, and how accessibility improves confidence in using beauty products. This storytelling approach reinforces the campaign’s message while humanizing the issue.

To extend reach and encourage community engagement, creators will invite their audiences to share their own experiences using the hashtag #BeautyWithoutBurnout, such as posting routines that feel easier to follow or explaining what makes content overwhelming. This approach transforms the campaign from a brand-led initiative into a participatory conversation, increasing organic visibility and reinforcing authenticity.

**Tactic 3:** The brand will amplify these efforts through public relations outreach and strategic partnerships to extend visibility beyond social media and position the campaign within broader industry conversations. Media outreach will target beauty, marketing, and accessibility-

focused publications, while partnerships will help reinforce credibility and expand audience reach. For example, a press release may be distributed with a headline such as “*Danessa Myricks Beauty Launches Neuro-Inclusive Tutorial Campaign to Redefine Beauty Content,*” highlighting both the campaign and participating creators. As part of this effort, the hashtag #BeautyWithoutBurnout will be included in press materials, digital features, and event activations to maintain consistency across channels. Campaign announcements, panel discussions, or virtual events may encourage attendees and participants to engage with the hashtag, further extending campaign reach and reinforcing its positioning as both a marketing initiative and a movement within the beauty industry. The hashtag also serves as a tracking mechanism for user-generated content and campaign reach.

In addition, the brand may collaborate with advocacy organizations or community groups focused on neurodiversity to co-promote content and participate in panel discussions or virtual events. These efforts position the campaign as both a marketing initiative and a meaningful contribution to evolving conversations around inclusivity and accessibility in digital media.

#### ***Strategy 4: Use Data-Driven Optimization to Refine Content***

Given the brand’s strong digital presence, this strategy focuses on continuous improvement through structured testing, performance analysis, and audience feedback. While earlier strategies focus on content design and credibility, this strategy ensures that all campaign elements are validated, refined, and scaled based on measurable outcomes. By implementing a formal A/B testing program, Danessa Myricks Beauty can identify which accessibility features most effectively support both engagement and comprehension. This approach allows the brand to move beyond assumptions and make data-informed decisions about how neuro-inclusive content should be designed and distributed across platforms.

**Tactic 1:** To support optimization, the campaign will implement a structured A/B testing approach across TikTok, Instagram, and YouTube. This program will test specific content variables to evaluate how different design elements impact both usability and engagement.

Content variations will include the following tests:

- **Pacing:** fast-paced tutorials versus slower, step-by-step formats.
- **Visual complexity:** layered visuals with multiple elements versus simplified, minimal layouts.
- **Audio use:** background music versus voice-focused instruction with reduced audio layering.
- **Captioning style:** minimal captions versus more detailed step-by-step on-screen guidance.
- **Camera movement:** dynamic camera changes versus consistent, stable framing

Each variation will be distributed to comparable audience segments to ensure consistency in testing conditions. For example, two versions of the same tutorial may be released with identical creative direction but different pacing or visual density, allowing for direct comparison of performance outcomes.

**Tactic 2:** To evaluate effectiveness, the campaign will track a range of key performance indicators that reflect both engagement and content usability. These metrics will provide insight into how audiences interact with accessible versus traditional content formats. This approach aligns with outcome-based measurement principles, ensuring that content performance is evaluated based on its ability to support both engagement and comprehension.

**Primary KPIs will include:**

- **Watch time:** the average duration users spend viewing content.

- **Completion rate:** the percentage of viewers who watch the video in full.
- **Save rate:** how often users save content for later reference.
- **Rewatch rate:** the frequency of repeated views, indicating content utility.
- **Engagement rate:** combined interactions including likes, comments, and shares.
- **Click-through rate (CTR):** for content linked to product pages or additional resources.
- **Audience retention curve:** identifying drop-off points within videos.
- **Comment sentiment:** qualitative analysis of feedback related to clarity, ease of use, or confusion.

In addition, qualitative indicators such as comments referencing phrases like “easy to follow,” “clear,” or “too fast” will be tracked to provide deeper context around user experience.

**Tactic 3:** In addition to performance metrics, the campaign will incorporate direct audience feedback to ensure that optimization reflects real user experiences. This will include post-engagement surveys, interactive polls, and comment analyses to capture both quantitative and qualitative insights. For example, Instagram Story polls may ask, “*Was this tutorial easy to follow?*” while follow-up surveys may explore preferences related to pacing, visuals, and audio. These insights will be reviewed on an ongoing basis and used to refine content guidelines, adjust creative direction, and inform future testing cycles.

Findings from both analytics and audience feedback will be compiled into periodic performance reports, allowing the brand to identify high-performing formats and scale them across platforms. Over time, this iterative approach will strengthen the effectiveness of the neuro-inclusive framework and ensure that content continues to meet both engagement and accessibility goals.

### Campaign Budget

Framework Development	<i>Beauty Without Burnout Guidelines</i> (design, copy, production)	\$8,000
Accessibility Consultants	Neuro-inclusive experts + validation	\$12,000
Internal Training	Workshops, material, implementation	\$5,000
Content Production	Tutorial Series (video production, editing)	\$15,000
Influencer Partnerships	Neurodivergent creators (content + usage rights)	\$18,000
Paid Social Advertising	TikTok + Instagram ads (3-month) run	\$20,000
Public Relations	Media outreach, press placements	\$7,000
Analytics & Testing Tools	A/B testing tools + reporting	\$5,000
Audience Feedback Tools	Surveys, polling tools	\$3,000

**Total Estimated Budget: \$93,000**

### Implementation Schedule

The *Beauty Without Burnout* campaign will be implemented over a six-month period to allow for development, launch, optimization, and evaluation.

#### **Months 1–2: Planning and Development Phase**

During this phase, the *Beauty Without Burnout Guidelines* will be developed and refined. Neuro-inclusive consultants and accessibility experts will be engaged to validate the framework. Internal training sessions will be conducted for content teams and creators to ensure consistent application of accessibility principles across platforms.

**Month 3: Campaign Launch**

The campaign will officially launch with the rollout of the *Beauty Without Burnout* content series across TikTok, Instagram, and YouTube. Influencer partnerships will be activated, and public relations efforts will begin, including press releases and media outreach. The branded hashtag #BeautyWithoutBurnout will be introduced across all content.

**Months 3–5: Content Distribution and Amplification**

During this phase, the campaign will focus on sustained content distribution, influencer collaborations, and paid social advertising. Comparative and educational content will be released to reinforce campaign messaging. Audience engagement will be encouraged through hashtag participation and interactive content.

**Months 4–6: Optimization and Performance Tracking**

A/B testing will be implemented to evaluate variations in pacing, visuals, audio, and structure. Performance metrics such as watch time, completion rates, and saves will be analyzed. Audience feedback will be collected through surveys and social media polls to refine content strategy.

**Month 6: Evaluation and Refinement**

At the conclusion of the campaign, performance data will be reviewed to identify high-performing content formats. Insights will be used to refine the neuro-inclusive framework and inform future content strategies.

### **Limitations**

While this study provides valuable insight into how consumers experience digital beauty tutorial content, several limitations should be acknowledged when interpreting the findings and their application to strategy. First, the size of the sample presents a limitation. Although 40 surveyors participated at the start of the survey, only 20 completed the main portion that informed the findings. While the group included a mix of individuals, the relatively small number of responses limits how widely the results can be applied. Because of the smaller group, the findings cannot be assumed to reflect the broader population of beauty consumers and instead represent patterns within this specific sample. Rather than representing the full beauty audience, the findings reflect the experiences of a smaller group and should be understood within that context. Increasing the number of participants in future studies would allow for a more reliable comparison across different groups and viewing habits.

Secondly, the use of self-reported responses: participants were asked to reflect on their own experiences with beauty tutorial content, which provides helpful insight into how content is perceived. However, this type of data depends on individual memory and interpretation. Participants may unintentionally overlook certain behaviors or place greater emphasis on specific experiences, which can affect the accuracy of the responses. Because of this, there may be differences between what participants say they do and what they actually do when interacting with content. This limitation is especially relevant when considering how individuals process and make sense of digital content. Social constructivist perspectives suggest that learning occurs through interaction with one's environment, where new information is interpreted through existing knowledge to form new understanding (Huang et al., 2024).

As a result, users' experiences with beauty tutorials are shaped not only by the content itself, but also by how they process and interpret that content in real time. This limitation impacts the accuracy of behavioral insights, as reported engagement patterns may not fully reflect actual user behavior, particularly in areas such as watch time, attention, and content completion. Future research could benefit from combining participant feedback with observed behavior, such as tracking watch time, engagement patterns, or content completion.

Third, the method used to distribute the survey may have influenced the results. By sharing the survey through platforms like TikTok and Facebook groups, the study primarily reached individuals who are already engaged with social media. This likely resulted in feedback from individuals who already spend more time engaging with beauty content, which may not reflect the habits or experiences of less active users. As a result, the findings may place greater weight on the behaviors of highly engaged users, such as frequent content consumption and platform reliance, while not fully capturing the perspectives of more casual viewers. Expanding outreach in future studies could help include a wider range of participants and provide a more balanced view of consumer experiences.

Participants who are already active in digital beauty spaces are more likely to engage with the survey, which may result in an overrepresentation of highly engaged users. This suggests that the findings may reflect the experiences of frequent content consumers more strongly than those of more casual or less digitally active audiences. Additionally, while the study focused on neurodivergent individuals and those with sensory sensitivities, it did not differentiate between specific conditions or levels of sensitivity. Without more detail, it is difficult to understand how different experiences may shape the way content is processed or

where specific challenges may come from. As a result, variations in how different users experience content may not be fully captured within the findings.

Despite these limitations, the study provides meaningful directional insights into how content design influences user experience, engagement, and accessibility. These patterns provide a useful starting point for understanding where current content may fall short and where improvements can be made.

### **Evaluation**

The effectiveness of the *Beauty Without Burnout* campaign will be evaluated through a combination of quantitative performance metrics and qualitative audience feedback, ensuring that both engagement outcomes and user experience are assessed in alignment with campaign objectives. Performance will be evaluated over an initial three-month campaign period, with ongoing monthly reviews to track progress and identify areas for improvement.

Quantitatively, success will be measured using key performance indicators that reflect both engagement and usability, including watch time, completion rates, save rates, rewatch behavior, and overall engagement across TikTok, Instagram, and YouTube. These metrics were selected because they reflect how well users can follow and engage with tutorial content. Higher completion rates and increased saves will indicate that content is clear, useful, and worth revisiting. Performance will be measured against baseline data from existing tutorial content, with a target increase of 15–25% in key metrics within the first three months. Performance data will be collected using platform-specific analytics tools, including TikTok Analytics, Instagram Insights, and YouTube Studio. These tools will provide insight into audience behavior, including retention, viewing patterns, and engagement trends across different types of content.

In addition, A/B testing results will be used to evaluate the effectiveness of specific content elements, including pacing, visual complexity, and audio balance. For example, slower-paced tutorials will be tested against faster formats to measure differences in watch time and completion rates. Similarly, simplified visuals will be compared to more layered formats to assess how visual clarity impacts engagement. Results will be reviewed on a weekly basis to identify which approaches lead to stronger performance and improved user experience.

The evaluation process will heavily rely on audience feedback in addition to performance data. Comments, polls, and short follow-up surveys will be used to gather input on clarity, ease of understanding, and overall viewing experience. Feedback will be reviewed for recurring themes, which will help guide ongoing adjustments to content structure and delivery. Reviewing the tone of responses will also help identify how audiences feel about the brand, particularly in relation to how thoughtful and user-friendly the content appears.

Beyond engagement metrics, evaluation will also consider shifts in brand perception. This will be assessed through sentiment analysis of audience responses, as well as periodic surveys measuring perceptions of clarity, usability, and overall content quality. Increases in positive feedback related to ease of use and understanding, along with a higher willingness to engage with content, will indicate that the campaign is successfully strengthening the brand's position in this space. These combined evaluation approaches ensure that success is measured not only by how much users engage with content, but also by how well the content supports understanding and ease of use. This directly reflects the campaign's core goal of improving both engagement and overall user experience.

## Conclusion

This study examined how digital beauty tutorial content is experienced by consumers, with a particular focus on accessibility, clarity, and engagement. Findings revealed a consistent pattern in which users actively engage with beauty content for learning and product understanding, yet often encounter barriers related to fast pacing, visual complexity, and sensory overload. For example, 50% of participants reported stopping a tutorial because it felt overwhelming, while a majority indicated a preference for content that is structured and easy to follow. At the same time, respondents expressed a clear preference for tutorials that are organized, slower in pace, and easier to understand, reinforcing that clarity and usability are essential to effective communication. When considered together, these findings highlight a disconnect between how beauty content is currently produced and how it is experienced by audiences.

This gap presents both a challenge and an opportunity. While many brands rely on fast, visually dense content to capture attention, the research shows that these approaches can limit comprehension and reduce overall effectiveness. Improving how content is designed, rather than what content is created, has the potential to strengthen both engagement and user experience. The *Beauty Without Burnout* campaign was developed in response to these findings, introducing a neuro-inclusive approach to tutorial design that emphasizes structure, clarity, and accessibility while maintaining creativity. By aligning content design with audience needs, the campaign positions Danessa Myricks Beauty to lead more thoughtful and user-centered beauty communication practices.

More broadly, this project contributes to ongoing conversations around inclusivity in the beauty industry by expanding its definition beyond representation to include how content is

experienced and understood. As digital platforms continue to shape consumer behavior, the ability to create content that is both engaging and easy to follow will become increasingly important. Overall, this research shows that accessible design is not a limitation, but an opportunity. By focusing on clarity and usability, beauty brands can strengthen engagement, build trust, and create content that works better for a wider range of users.

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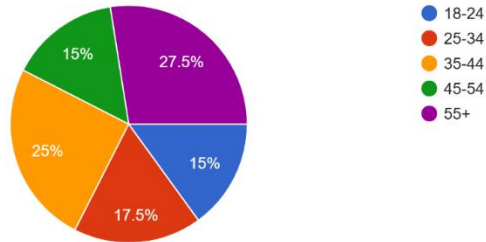
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### Appendix A: Survey Responses

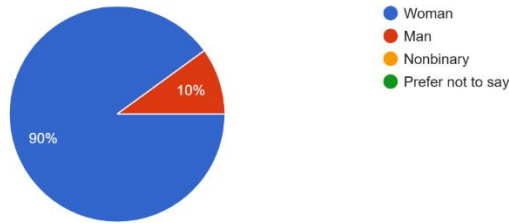
**Figure 1**

What is your age range?  
40 responses



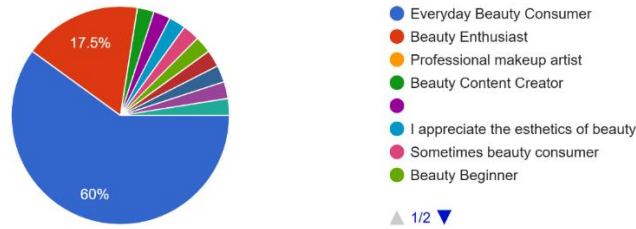
**Figure 2**

What is your gender identity?  
40 responses



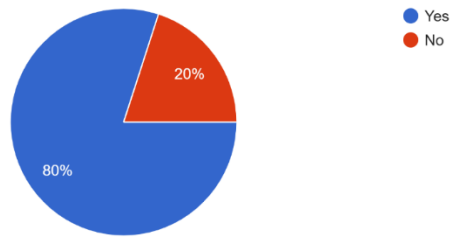
**Figure 3**

Do you consider yourself a:  
40 responses



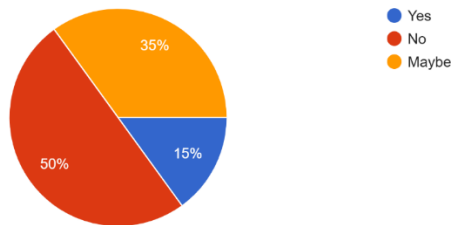
**Figure 4**

Do you watch beauty-related content on social media platforms such as TikTok, Instagram, or YouTube?  
40 responses



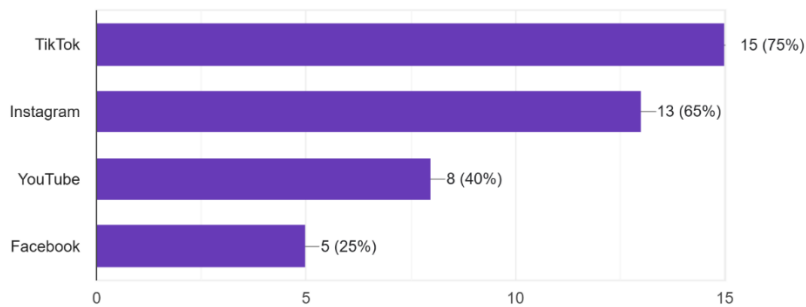
**Figure 5**

Do you identify as neurodivergent, or do you experience sensory sensitivity when engaging with digital content?  
40 responses



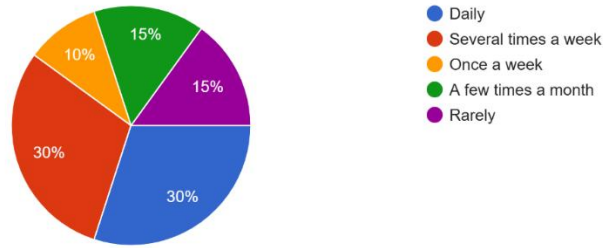
**Figure 6**

Which social media platforms do you use most often to watch beauty-related content? Select all that apply.  
20 responses



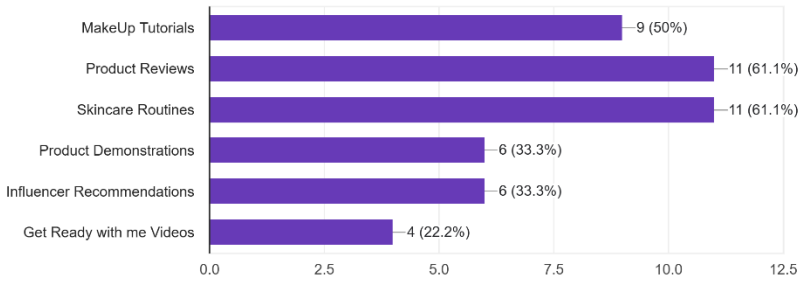
**Figure 7**

How often do you watch beauty tutorial content online?  
20 responses



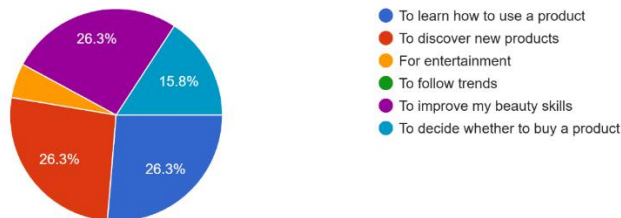
**Figure 8**

What type of beauty content do you engage with most often? Select all that apply.  
18 responses



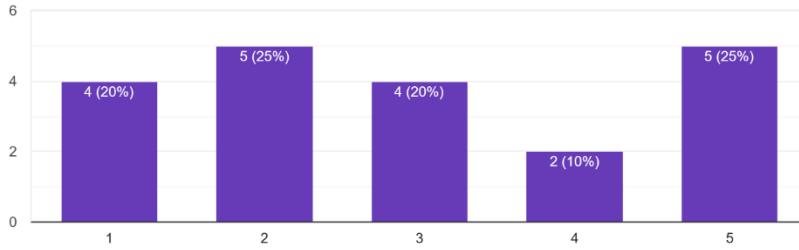
**Figure 9**

What usually motivates you to watch beauty tutorial content?  
19 responses



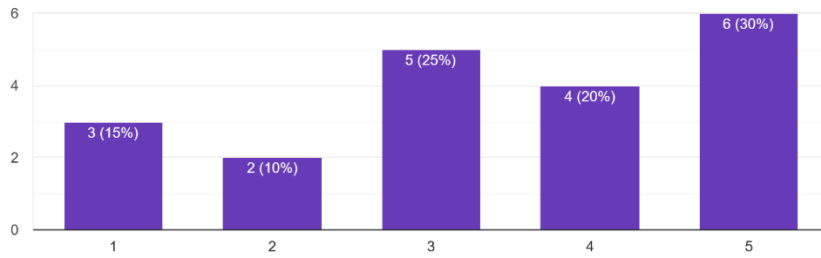
**Figure 10**

Fast-paced beauty tutorials are often difficult for me to follow.  
20 responses



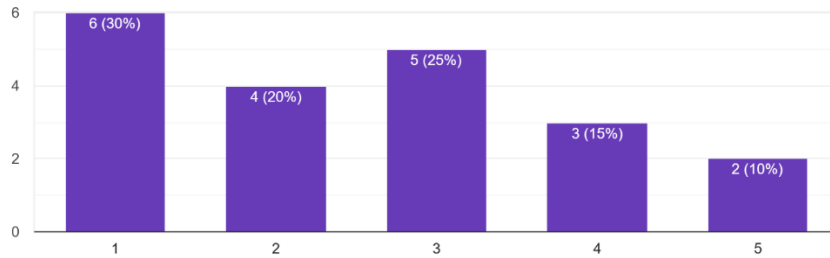
**Figure 11**

Too many visuals on the screen at once can make beauty content feel overwhelming.  
20 responses



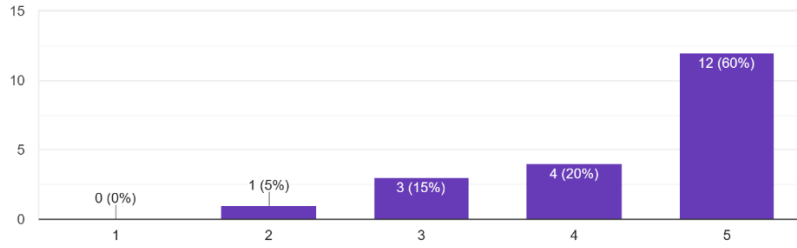
**Figure 12**

Background music can make tutorial content harder for me to process.  
20 responses



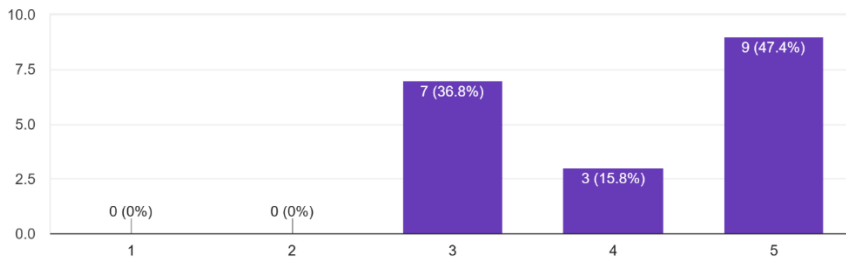
**Figure 13**

On-screen text can be helpful when it is clear and not excessive.  
20 responses



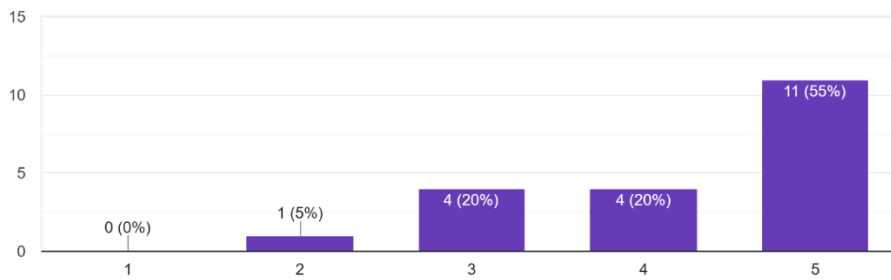
**Figure 14**

I prefer tutorials that explain steps slowly and clearly.  
19 responses



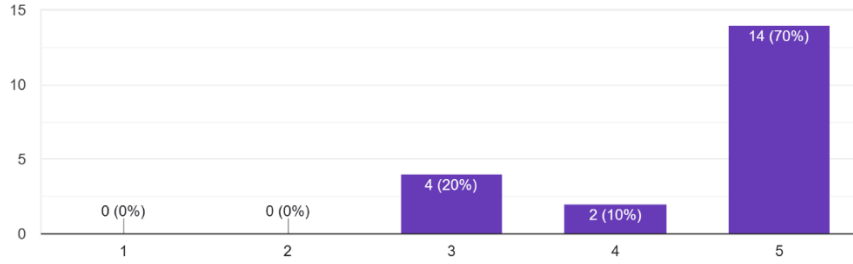
**Figure 15**

I am more likely to trust beauty content that feels organized and easy to understand.  
20 responses



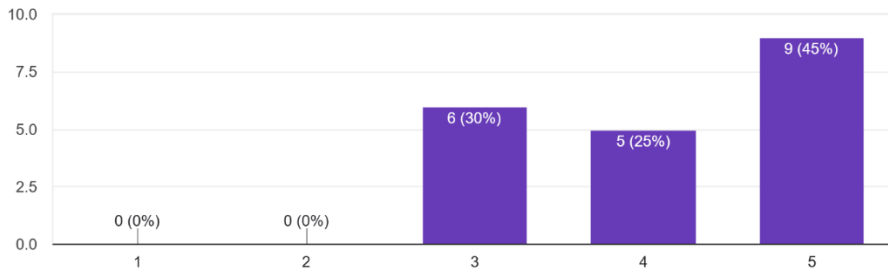
**Figure 16**

I am more likely to save or rewatch tutorial content that is clearly structured  
20 responses



**Figure 17**

I prefer beauty tutorials that feel calm rather than fast or intense.  
20 responses



**Figure 18**

Clear tutorial design improves my overall impression of a beauty brand  
19 responses

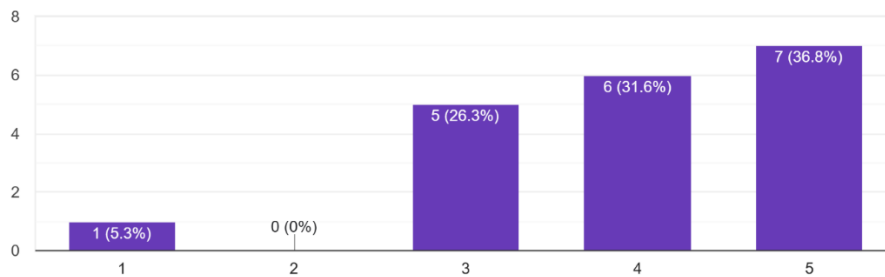


Figure 19

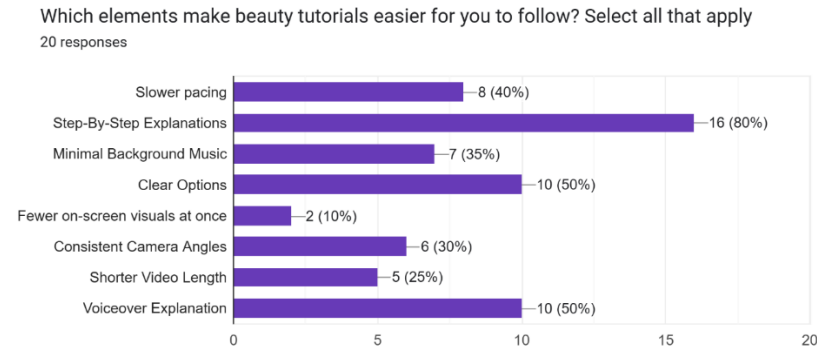


Figure 20

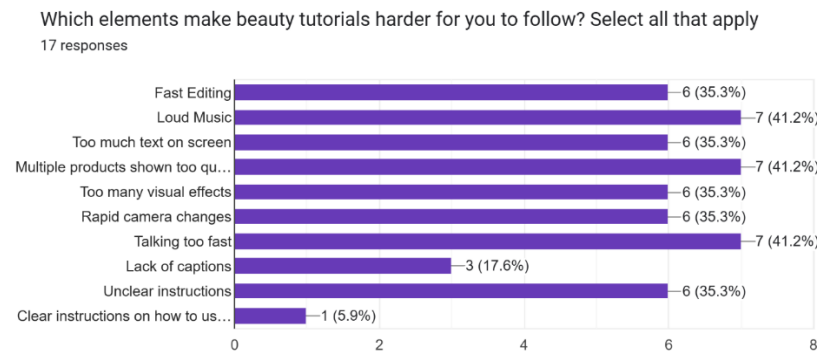
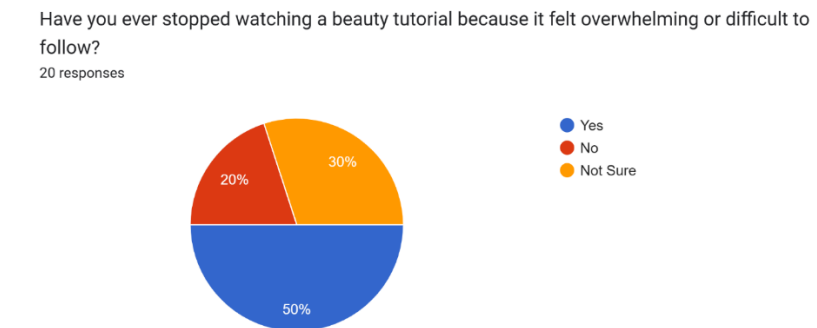


Figure 21



**Question 22. If yes, what made the content difficult to follow?**

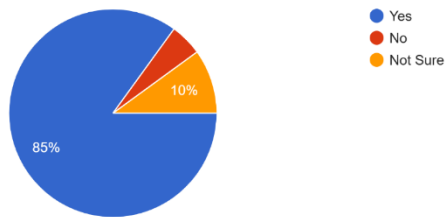
7 responses

- Fast talking and loud music
- Too fast, background music
- Boring speech
- Little or no fluidity
- Too many things to follow (background music too loud, volumes not matching)
- Not getting to the point within the first 20 seconds.
- Too long.

**Figure 23**

Do you think beauty brands should pay more attention to accessibility when designing tutorial content?

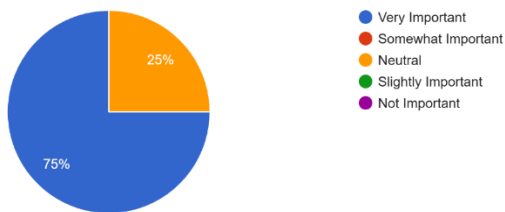
20 responses



**Figure 24**

How important is it for beauty brands to create tutorial content that is accessible to people with sensory or cognitive differences?

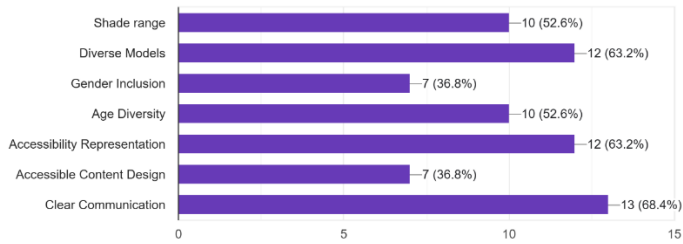
20 responses



**Figure 25**

When you think of inclusivity in beauty marketing, which of the following come to mind? Select all that apply.

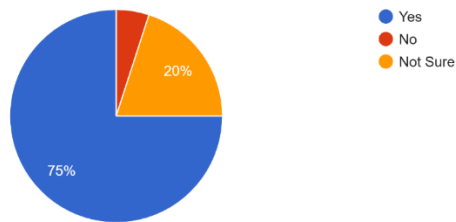
19 responses



**Figure 26**

Do you believe accessible tutorial content would improve your perception of a beauty brand?

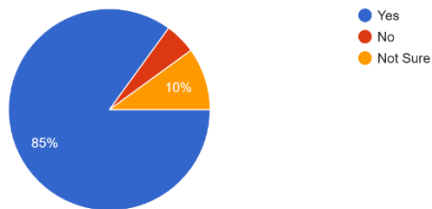
20 responses



**Figure 27**

Would you be more likely to engage with a beauty brand that creates tutorial content designed to be easier to follow and less overwhelming?

20 responses



**Question 28. In your opinion, what makes digital beauty content feel inclusive?**

9 responses

- Age diversity
- Shade ranges
- A variety of skin tones
- Honestly, I am not sure. This is all very interesting/thought-provoking!
- If the tutorial is made by neurodiverse people
- Learning and applying it in reality
- When it's relatable and there is clear demonstration
- Featuring a diverse selection of models based on age, ethnicity, skin textures
- When including every age, color, and sex of people.

**Question 29. Is there anything else you would like to share about your experiences with digital beauty tutorial content?**

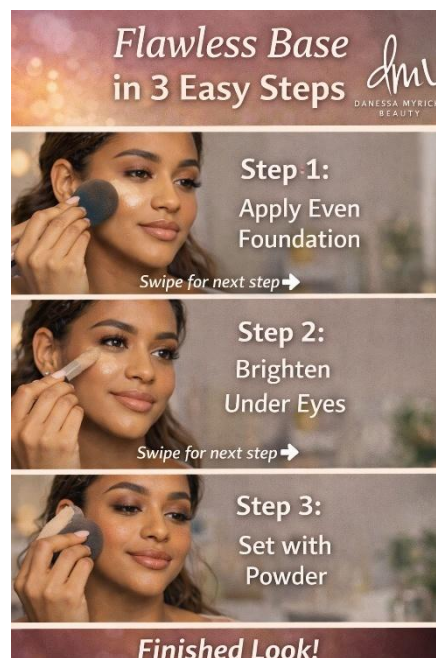
4 responses

- No
- Is the future in beauty. We need to adapt and take advantage of
- N/A

## Appendix B: Creative Concepts

This section presents sample creative concepts that demonstrate how the *Beauty Without Burnout* campaign can be applied across digital platforms. These examples are intended to show how tutorial content can be designed clearly, easy to follow, and visually appealing, while still aligning with the campaign's focus on accessibility and user experience

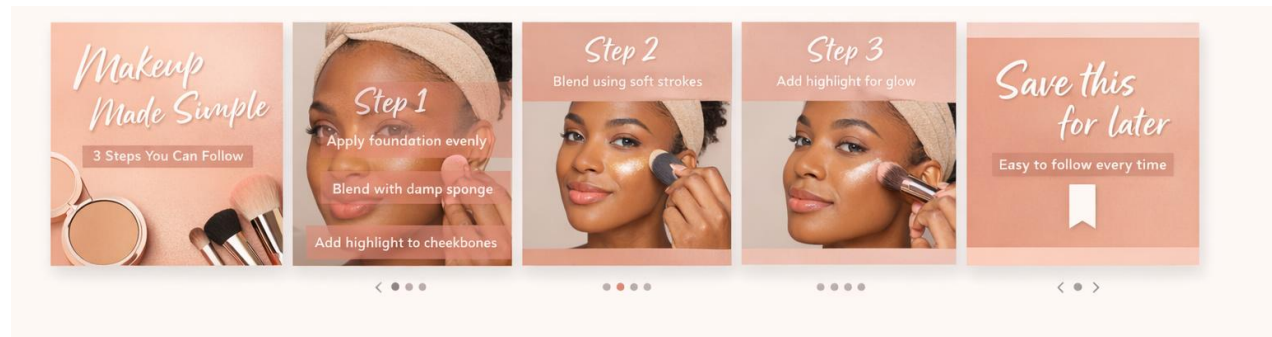
**Figure B1: Short-Form Tutorial Video Concept**



This concept outlines a simplified tutorial format designed for short-form video platforms such as TikTok and Instagram Reels. The content follows a clear, step-by-step structure that allows viewers to easily follow along without feeling overwhelmed. The tutorial begins with a straightforward title that sets expectations, followed by individual steps that are presented one at a time. Each step is supported by minimal on-screen text and a consistent visual layout. The pacing is steady, allowing viewers enough time to process each action before moving forward. Audio is kept balanced, with a focus on clear voiceover rather than heavy background music.

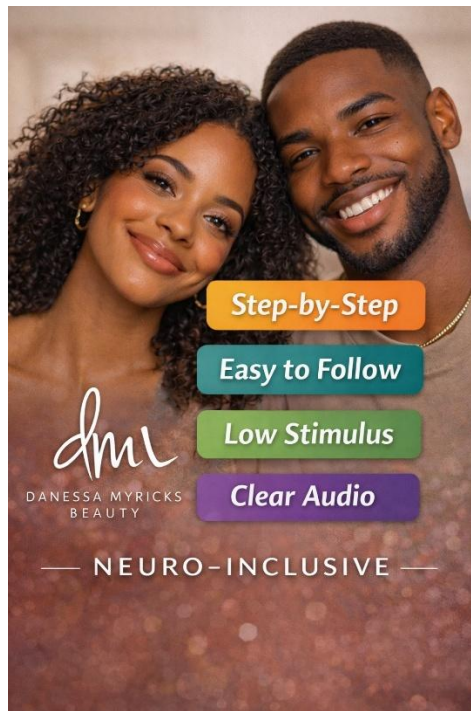
This format is designed to reduce visual and cognitive overload while still maintaining a polished and engaging presentation.

### Figure B2: Instagram Carousel Tutorial Concept



This concept demonstrates how tutorial content can be broken into a carousel format to support clarity and user control. Instead of presenting multiple steps at once, each slide focuses on a single part of the process. The first slide introduces the tutorial in a simple and direct way, while the following slides walk the viewer through each step. The final slide encourages users to save the content for future reference. The layout remains consistent throughout, which helps guide the viewer and makes the content easier to navigate.

This approach allows users to move at their own pace and revisit specific steps as needed, making it especially useful for those who prefer a more structured format.

**Figure B3: Accessibility Labeling Concept**

This concept introduces a labeling system designed to help users quickly understand what to expect from a piece of content before engaging with it. Labels such as “Step-by-Step,” “Easy to Follow,” “Low Stimulus,” and “Clear Audio” can be applied to videos or thumbnails. These labels act as quick visual cues, helping users select content that aligns with their preferences and needs. They also reinforce the campaign’s focus on clarity and usability, while adding a layer of consistency across different types of content.

**Figure B4: Messaging and Hashtag Integration**

This example illustrates how campaign messaging, visual identity, and hashtag integration are applied in a real-world content format. The design reflects the *Beauty Without Burnout* framework through clear messaging, minimal visual clutter, and a focus on ease of understanding. The use of direct language and structured captions reinforces the campaign's emphasis on clarity, accessibility, and user engagement.

*All images included in this section were created by the author for conceptual use as part of the Beauty Without Burnout campaign.*

### Student Bio

LaToya Garland was born and raised in Miami, Florida, and is currently a graduate student at Florida International University, where she is pursuing a Master of Science in Global Strategic Communications. She previously earned her Bachelor of Science in advertising and has maintained a 4.0 GPA throughout her graduate studies, demonstrating a strong commitment to academic excellence and strategic thinking. Her academic work focuses on digital communication, brand strategy, and the evolving role of social media in shaping consumer behavior, with a particular interest in accessibility and inclusive content design.

Professionally, LaToya works at the Miramar Cultural Center, where she is involved in event planning, marketing, and community engagement initiatives. Her experience in both creative programming and operations has strengthened her ability to develop communication strategies that connect with diverse audiences. In addition to her academic and professional work, LaToya is a content creator with a growing presence on TikTok under the handle @TheArtofToya, where she shares content focused on fragrance, lifestyle, and beauty.

Her professional project, *Beauty Without Burnout: Designing Neuro-Inclusive Digital Beauty Communication*, reflects both her academic focus and personal motivation. As a mother of a daughter on the autism spectrum, this work is especially meaningful to her. She hopes that as her daughter grows and begins to explore spaces like the beauty industry, it will be a place that feels welcoming, accessible, and easy to navigate. This perspective has shaped her interest in creating content that is not only engaging but also clear, thoughtful, and inclusive of different ways people experience and process information. LaToya's long-term goal is to work at the intersection of digital strategy, brand partnerships, and content creation while continuing to grow her personal platform and collaborate with beauty and lifestyle brands.