



SOCIAL MEDIA • CONTENT • COMMUNITY

Social Media Management Portfolio

Strategic content. Consistent publishing.
Meaningful audience engagement.

Helping brands build a clear, consistent, and professional online
presence across social platforms.

SERVICES / STRATEGY / CONTENT / COMMUNITY / REPORTING



A thoughtful approach to social media

I support brands with organized social media management, creative content production, and community engagement. My approach combines a clear content plan, consistent execution, and performance reviews to help businesses communicate with their audiences in a professional and engaging way.

What I bring to your team

01 Consistency	02 Creativity	03 Organization
A reliable publishing rhythm and a content plan built around your goals.	Audience-focused copy, branded graphics, and short-form video concepts.	Clear calendars, structured workflows, and transparent progress reporting.

My core principle

“Social media works best when every post has a purpose—and every interaction helps build trust.”

I prioritize sustainable, authentic audience engagement. I do not rely on fake followers, bots, or manufactured activity.

Services

Flexible support for the day-to-day work and longer-term planning behind a strong social presence.

Social Media Management Account upkeep, profile optimization, content scheduling, publishing coordination, and consistent brand communication.	Content Creation & Design Canva graphics, captions, post copy, educational and promotional content, and short-form video editing with CapCut.
Content Strategy & Planning Content pillars, monthly calendars, topic research, hashtag and keyword research, and campaign planning.	Community Management Comment and message support, audience interaction, community moderation, spam prevention, and professional responses.
Organic Growth Support Consistent publishing, meaningful engagement, community-building activities, and content improvements informed by performance.	Analytics & Reporting Tracking key metrics, reviewing content performance, preparing reports, and recommending practical next steps.

Platforms & tools

Platform-aware execution

I adapt content format, tone, and publishing practices to each platform rather than treating every channel the same.

Instagram	Facebook	LinkedIn	TikTok
X (Twitter)	YouTube	Discord	Telegram

Tools I work with

Canva	Graphics and branded visual content
CapCut	Short-form video and Reels editing
Meta Business Suite	Facebook and Instagram publishing and management
Buffer / Later / Hootsuite	Scheduling and social media organization
Google Workspace	Planning, documentation, and collaboration
Excel / Google Sheets	Content tracking and performance reporting

A clear, repeatable workflow

A practical process keeps content aligned with your goals and makes collaboration easier.

01

Discover

Understand your brand, audience, goals, competitors, and preferred communication style.

02

Strategize

Define content pillars, a publishing plan, and a platform-specific content calendar.

03

Create

Prepare captions, graphics, videos, and other content aligned with your visual identity and tone.

04

Publish & engage

Schedule approved content, maintain consistency, interact with audiences, and moderate communities.

05

Review & improve

Analyze performance, identify opportunities, and refine the strategy based on insights.

Communication & reporting

I value clear expectations, timely communication, organized approvals, and reports that focus on useful insights—not vanity metrics alone.

A reliable partner for your social presence

What you can expect

- Organized content planning and a consistent publishing process.
- Creative, audience-focused content that respects your brand voice.
- Professional community support and moderation.
- Attention to visual consistency and platform-specific best practices.
- Transparent reporting and practical recommendations.
- An authentic approach to engagement and sustainable growth.

Let's work together

Whether you need ongoing social media management, content creation, community support, or help organizing your content strategy, I can help you build a more consistent and professional online presence.

START A CONVERSATION

Tell me about your brand, your goals, and the kind of support you need.

Social Media Management • Content Creation • Community Engagement