

Case Study: ShameRewired 90-Day Content Planner

Overview

This project showcases the design and deployment of a spiritually structured, trauma-informed 90-day content planning system built for the ShameRewired brand. The project involved prompt engineering, Notion architecture, CSV automation, and emotional UX design tailored for faith-based, IFS-informed social media growth.

Key Deliverables

- Designed a full 90-day Notion-ready planner with over 900 prompts across 5 healing phases
- Created an emoji-enhanced CSV for IG + Threads cross-posting with content type, theme, and status fields
- Developed custom frameworks: SRS-VR (Shame Resonance Safety Vulnerability Relief) and VC-ROI for content flow
- Delivered a user-friendly setup guide and visual mockup PDF for workspace import
- Proposed automation via Make.com and weekly batch workflows for systemized posting

Skills Demonstrated

- Prompt Engineering (Natural Language Design)
- No-Code Content Architecture (Notion + CSV)
- Emotional UX + Faith-Based Copywriting
- Content Strategy + Platform SEO Integration
- Technical Documentation & Automation Planning

Resume Insert

Prompt Engineer & Notion Systems Designer

Built a 90-day social content system for ShameRewired with over 900 structured prompts across spiritual healing phases

Developed Notion CSV planner with automation-ready fields for batching, filtering, and weekly workflow optimization

Designed trauma-informed prompt structures (SRS-VR) balancing virality, emotional safety, and divine messaging

Authored user setup guide + platform-ready templates to streamline content ideation and planning