



Anna Molten \\\
Digital Marketing & Content

CREATIVE PORTFOLIO





Introduction

Enclosed are a few of the projects I've worked on over the past few years. It's hard to encapsulate many hours' work in a few pages, so if you'd like more detail, let's chat!

Personal Skills

Graphic Design

Canva, Adobe Creative Suite, AI tools, you name it, I can whip up a sweet design for any occasion.



Photography & Video

Getting the right shots for products, reels, email, website, print & more.



Copywriting

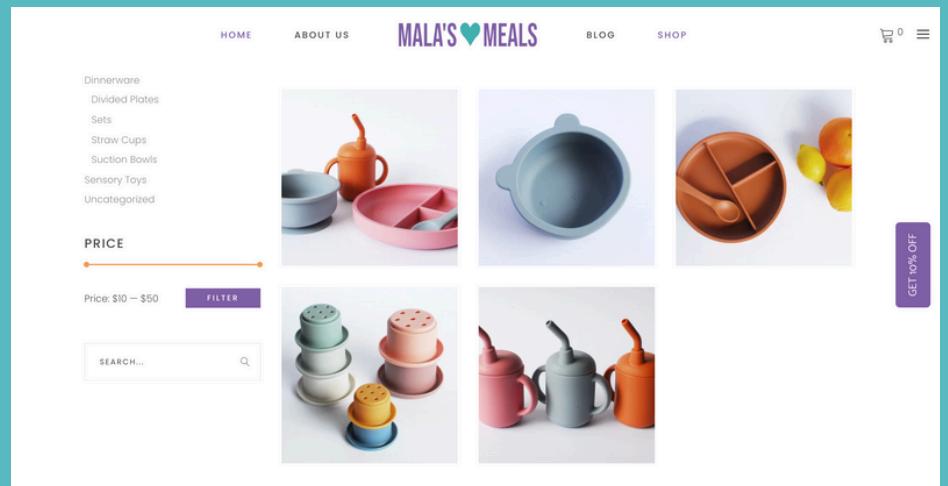
Long-form, short-form, snappy, eloquent. Always in the right tone for the brand.



Personal Skills

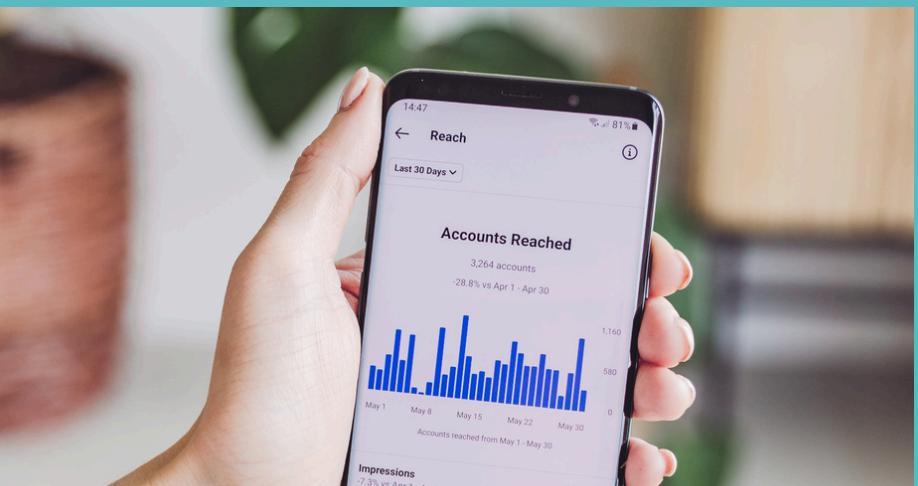
Websites & Social Media

WordPress, Shopify, Kajabi, Facebook, Instagram, Threads, X, LinkedIn, TikTok, Pinterest.



Analytics

Using data to understand the audience, fine-tune strategy, and improve performance is vital.

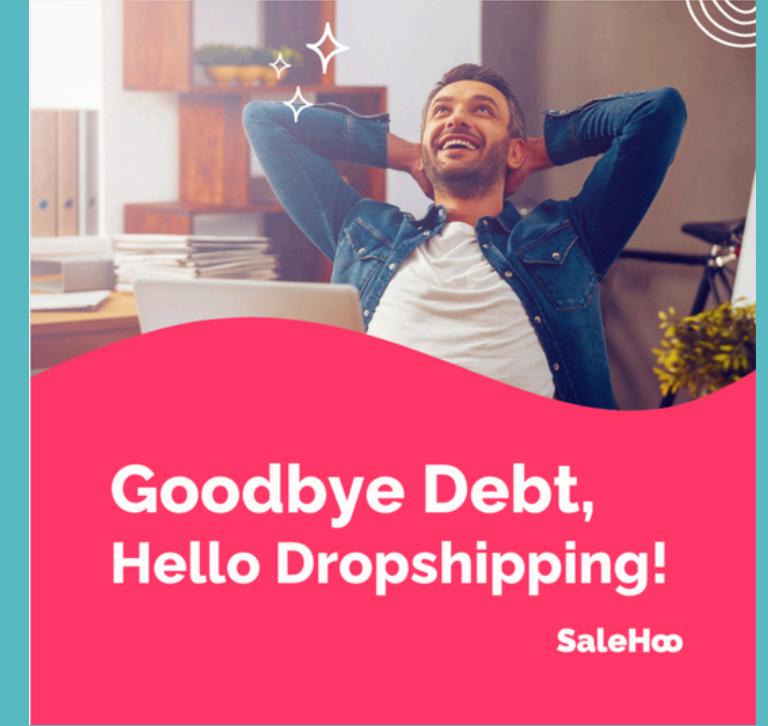


Strategy & Ads

Having clear direction, defined targets, and using multi-channel campaigns to get there is where it's at.



Portfolio



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01

THE CRAFTY WEKA BAR

The Crafty Weka Bar is a nutritional wholefoods muesli bar handmade in Christchurch. As a small business start up, it's enjoyed huge growth since its inception in 2018 and is popular with outdoor-loving folk and distance athletes.



Crafty Weka Bar

\\ \\ DIGITAL MARKETING

The Job

- EDMs: promos & campaigns
- Shopify & WordPress maintenance & optimisation
- Tracking & interpreting analytics
- Content planning & strategy
- Social Media Management & Content Creation
 - Instagram, Facebook, TikTok, LinkedIn
- Influencer marketing & collabs, event sponsorships
- Creating B2B promotional material
- Paid ads on Meta and Google

Achievements (18 months in)

- Shopify sales up by 30%
- Online store sessions up by 24%
- Returning customer rate up by 13%
- Instagram: 38% growth
- Facebook: 26% growth
- TikTok: 1200% growth (new account)
- Email list: 100% growth

Actioned

- Creation of Blog
- Email collector & welcome discount
- Homepage redesign
- Free shipping / notification bar on website
- Added subscription option on Shopify
- Automatic review collection
- Improved filtering in shop
- Installed FB & TikTok pixels
- Structured influencer program
- Multiple successful brand collabs
- Numerous event sponsorships
- New product landing page & launch campaign, managing several contractors (Crafty Weka Kids)

More craftiness



Crafty Weka Bar

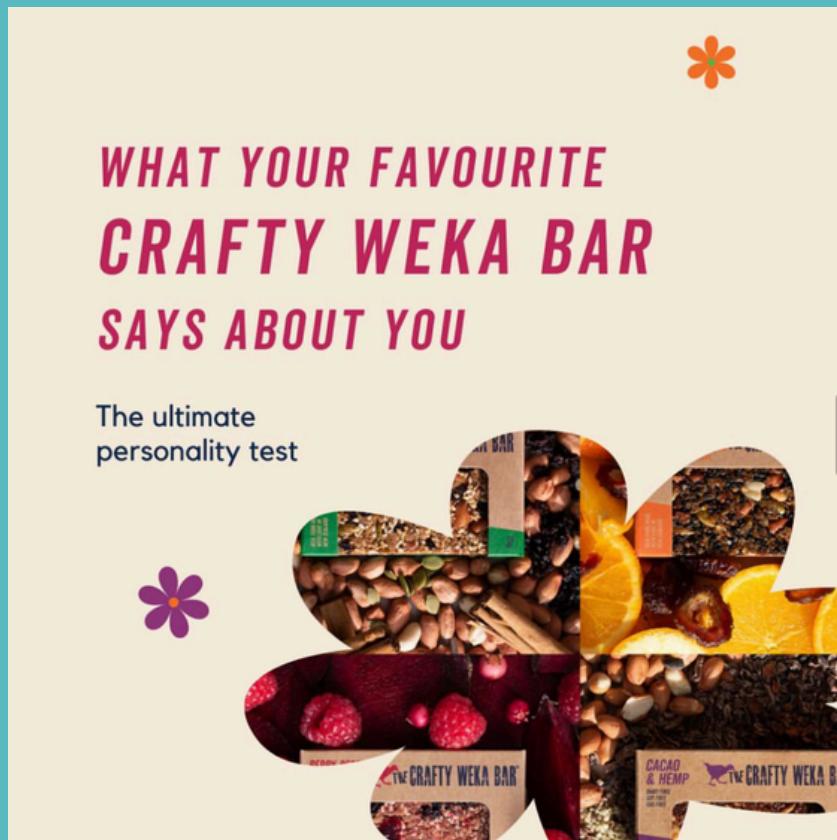
\\ \\ DIGITAL MARKETING

Social Content (click to view)

@craftywekabar on FB, IG & TikTok



Multi-image post on plastic consumption: created using Midjourney AI



Multi-image post



'The Spark' team reel

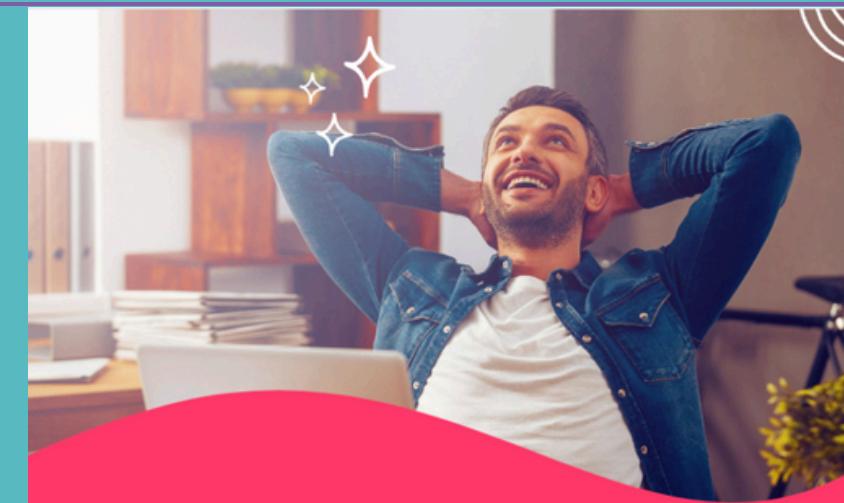


Reel: Our Story

02

SALEHOO

Salehoo is a suite of online tools to support e-commerce entrepreneurs with dropshipping, wholesaling, and private labelling.



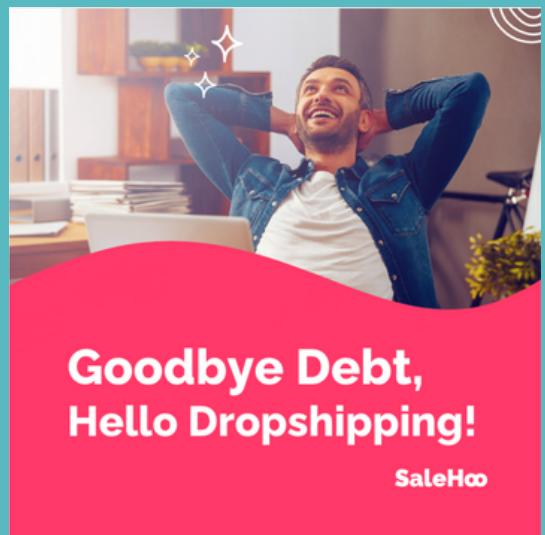
**Goodbye Debt,
Hello Dropshipping!**

SaleHoo

The Job

- Long-form copywriting, i.e. blog posts
 - extensive research
 - content structure & fleshing out
 - image sourcing
 - SEO keyword considerations.
- Omnichannel ad campaigns
- Copy for website redesign.

Samples



Ad campaign (2 of 15 options)



Oberlo Shutdown: Why It's Happening Plus 5 Top Alternatives

By SaleHoo Group · 7 min. read ·

ECOMMERCE BLOG > OBERLO SHUTDOWN

Click to read

Top 15 Profitable Products to Sell Wholesale Online (High Margins)

By SaleHoo Group · Monday September 18 · 19 min. read ·

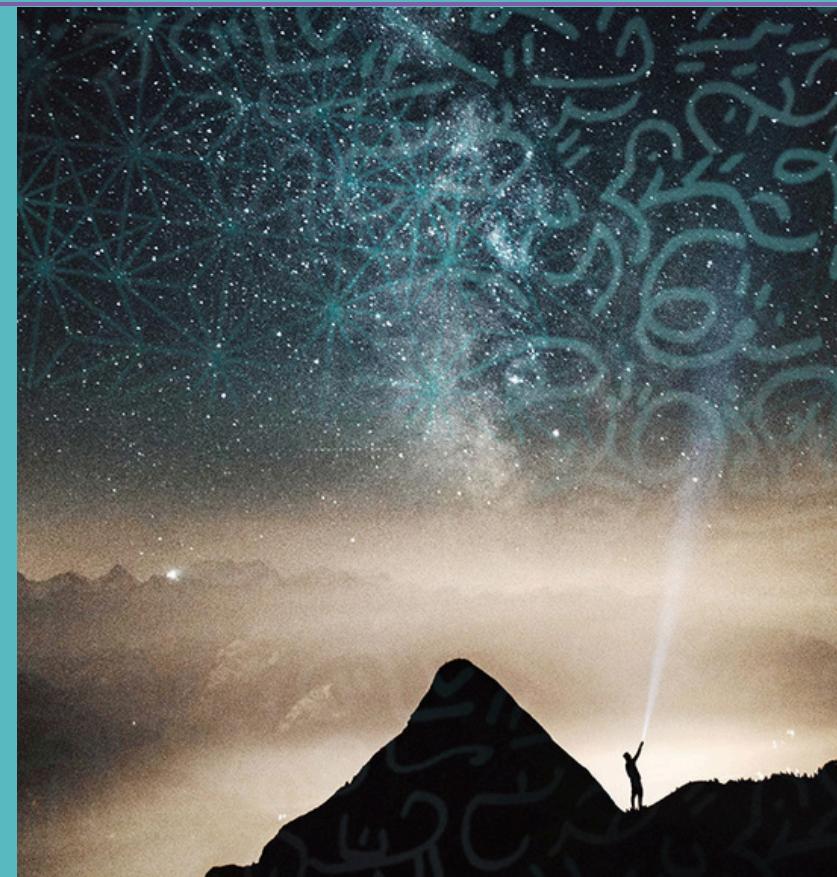
LEARN > HOW TO SELL ONLINE > PRODUCTS TO SELL > PROFITABLE PRODUCTS TO SELL WHOLESALE ONLINE

Click to read

03

ASCENSION LIBRARY

The Ascension Library is a digital subscription service for a library of spiritual / meditation videos and audio recordings.



Ascension Library

\\ \\ DIGITAL GROWTH MARKETING

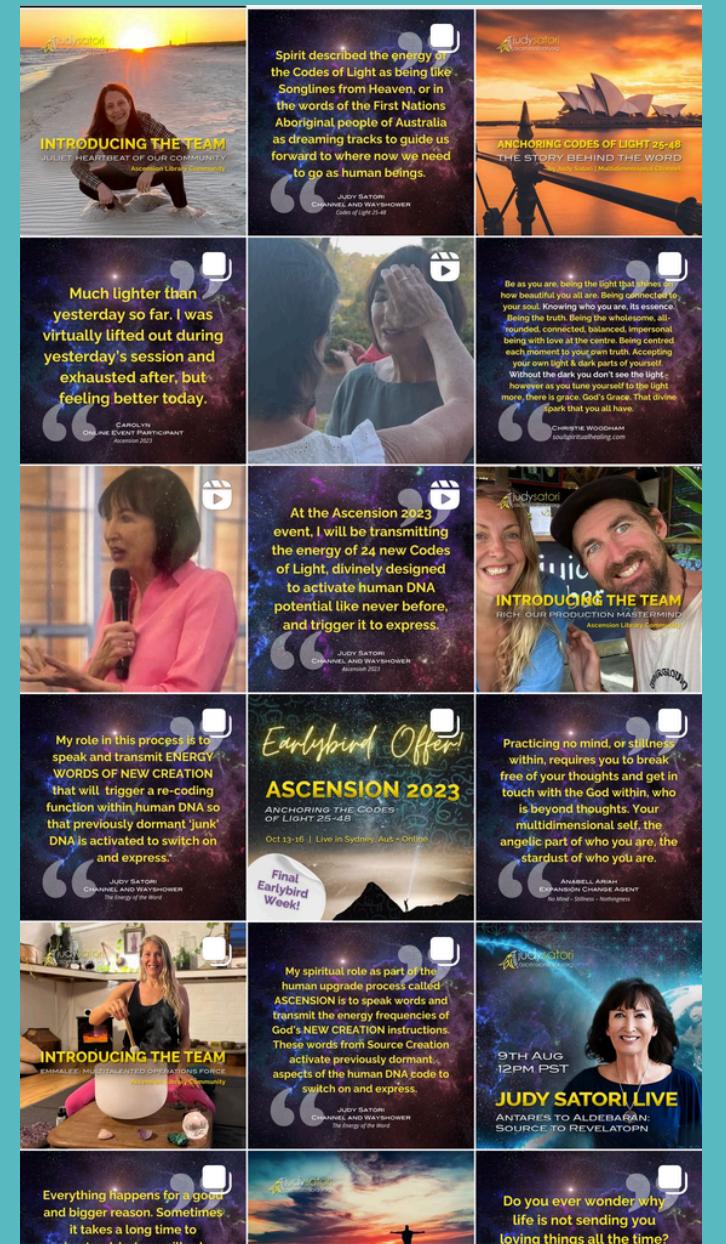
The Job

- Maintaining & growing 5x social media accounts
- Meta & Google ad campaigns
- Lead Generation
- EDMs: monthly newsletter, events promo, campaigns
- Blog: graphic design & posting up content
- Kajabi site maintenance
- Reporting & Analytics

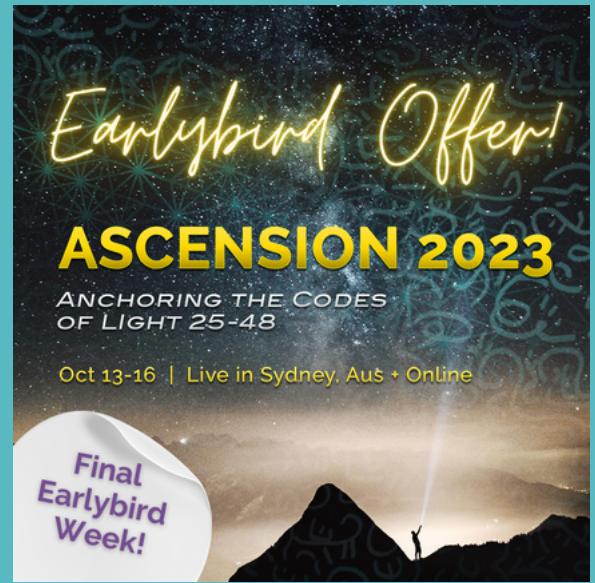
Achievements

- IG #1: 19.6% growth
- IG #2: 603% growth (new account)
- FB #1: 1.3% growth (slowing down content here to focus on the product account)
- FB #2: 465% growth (new page)
- Membership growth: 5%
- Reels up to 10k views

Samples



IG grid design



Event campaign



Reel

03

MALA'S MEALS

Mala's Meals is a baby food blog documenting our journey of food exploration with my daughter Mala, from weaning to toddlerhood. This also promotes an e-commerce store selling silicone baby dinnerware.



What does connection look like?

Mala's Meals

\\ \\ BRAND, WEBSITE, CONTENT, DIGITAL MARKETING

The Job

- Passion project
- Brand creation (including look & feel)
- WordPress website creation
- WooCommerce store
- Regular content creation (stories, posts, reels)
- e-commerce management (marketplaces + own website)
- Canva
- Meta Ads
- Omnisend

Achievements

- @malasmeals IG & FB: steady growth
- 2x successful giveaway competitions
- High engagement rate: 14.04%
- Working e-commerce store & blog: malasmeals.com
- Up to 2k views on reels

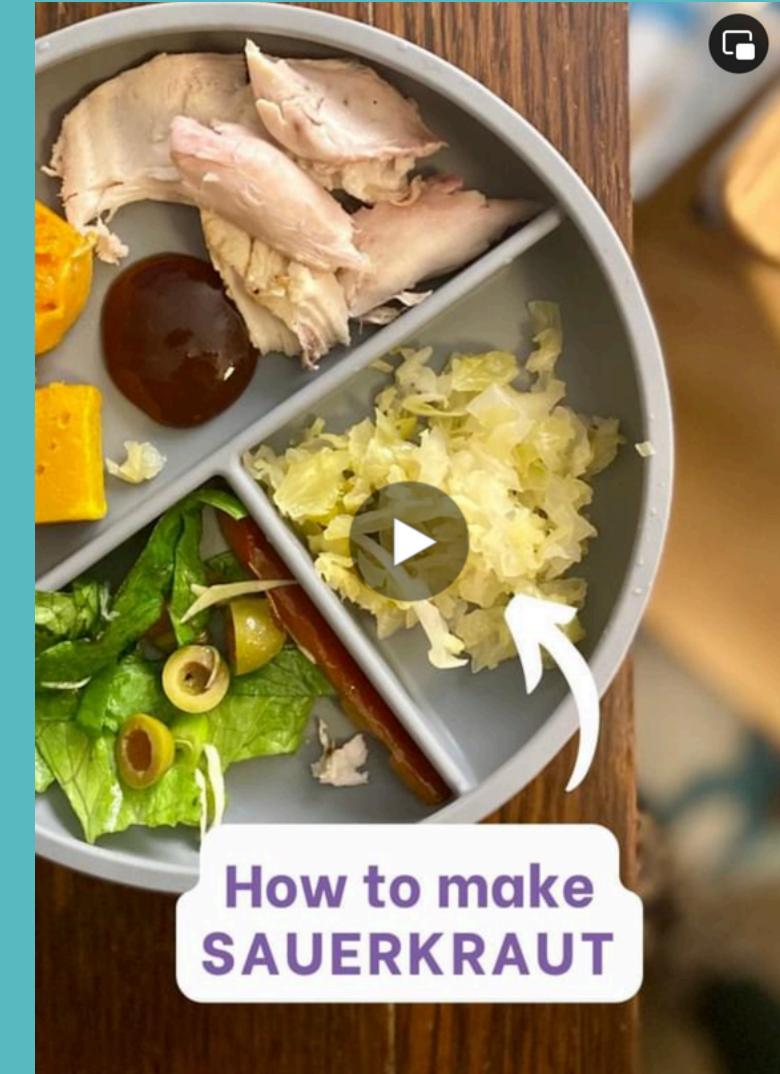
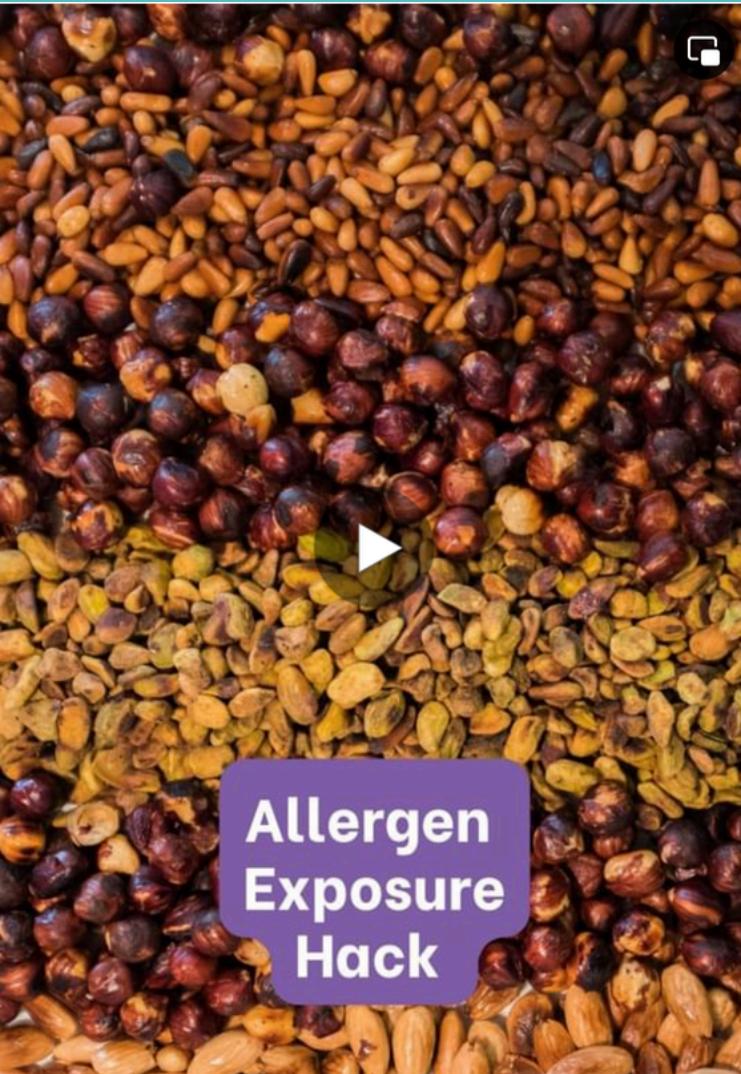
Examples this way



Mala's Meals

\\ \\ BRAND, WEBSITE, CONTENT, DIGITAL MARKETING

Reels (click to view)



Mala's Meals

\\ \\ BRAND, WEBSITE, CONTENT, DIGITAL MARKETING

Posts (click to view)



Multi-image post



Steak marinade recipe:
Multi-image & video



Multi-image post



Our week in review
Multi-image & video

Thanks for reading.

LET'S
WORK
TOGETHER

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