## **Cheerful Buddha – Social Media, Paid Ads & Marketing Automation**

### **Project Overview**

Cheerful Buddha is a wellness brand offering functional food and beverage products. My role spans **social media strategy, content production, paid ad management, and marketing automation**. I direct photoshoots, optimize campaigns, ensure the brand’s presence is engaging, visually consistent, and performance-driven.

### **The Challenge**

Cheerful Buddha wanted to stand out in the crowded wellness market with fresh, on-brand content while also running efficient ad campaigns and maintaining consistent customer communication. The challenge was balancing **creative output** with **data-driven marketing** and ensuring that all channels worked seamlessly together.

### **Breaking Down the Project**

**1. Social Media Management**

* Develop and execute monthly content calendars for Instagram, Facebook, and TikTok.
* Write engaging captions, manage posting schedules, and interact with the audience to maintain an active community.

**2. Creative Direction & Content Production**

* Plan and art direct all content shoots to align with the brand’s aesthetic and seasonal messaging.
* Personally shoot product and lifestyle photography, ensuring visuals are optimized for both organic and paid campaigns.

**3. Paid Advertising**

* Manage and optimize ad campaigns in **Meta Business Suite** and **Google Ads**.
* Run A/B testing for creatives, copy, and targeting to improve click-through and conversion rates.
* Allocate budgets strategically to maximize ROI across channels.

**4. Marketing Automation**

* Build multi-step automations in **Zapier** to connect e-commerce, CRM, and email platforms.
* Automate customer follow-ups, lead nurturing, and promotional sequences to reduce manual workload.

**5. Data & Performance Tracking**

* Monitor analytics for both organic and paid campaigns to identify top-performing content.
* Use insights to refine creative direction and ad targeting.

### **Solution Strategy**

I combined **hands-on creative production** with **automation-driven marketing**. By keeping the brand’s content pipeline full while optimizing campaigns and streamlining backend processes, I ensured consistent visibility and measurable results.

### **Impact & Results**

* Increased social media engagement through consistent, high-quality content and interactive posts.
* Improved ad performance with targeted creatives and ongoing optimization.
* Reduced manual campaign setup time through automated workflows.
* Established a cohesive brand aesthetic across organic and paid channels.