

A woman with long blonde hair, wearing dark sunglasses, is looking upwards towards a bright, clear blue sky. She is positioned in front of a large, light-colored rock formation. The overall scene is bright and airy.

SOCIAL MEDIA MARKETING

Alexa Ginsberg

SOCIAL MEDIA MANAGER PORTFOLIO

About Alexa Ginsberg

My name is Alexa Ginsberg and I am a passionate social media marketer and designer with a deep understanding of the constantly evolving digital landscape. Visual storytelling and its ability to connect individuals and brands have always fascinated me as a creative. I have spent years honing my social media marketing and design talents, helping businesses of all sizes generate engaging and efficient content that resonates with their target audience and other brands. I approach every project wholeheartedly, aligning content with a brand's voice and goals, from social media strategies to captivating visuals and videos.

I appreciate your time reviewing my portfolio and look forward to working with you on your future projects.

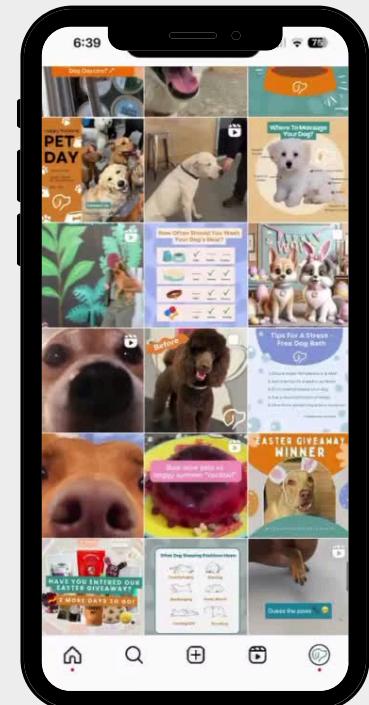


Recent Clients & Projects

I collaborate with a diverse clientele ranging from restaurants, fashion brands, and event coordination companies, to name a few. My aim is to authentically connect these brands with their target consumers and facilitate brand collaborations in the process.

I take pride in building personal relationships with my clients to attain these aims through a hands-on approach.

The website for KOOOOOS features a large graphic for "ME DADDY". Below it are three products: "Please" (R 190.00 ZAR), "Peaches" (R 2,500.00 ZAR), and "Peaches" (From R 3,800.00 ZAR). The website also includes sections for "Collections" (Limited Edition Prints, Original Artworks, Sculptures), "Commissions & Collaborations.", and a newsletter sign-up.



dream.recovery

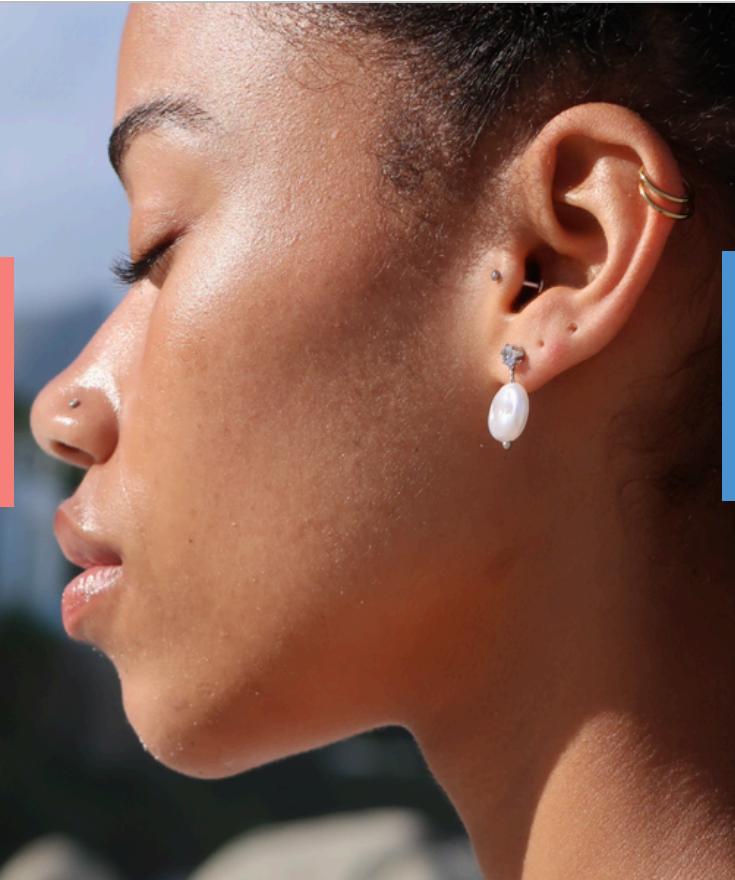


Happy **Valentine's Day**

DREAM RECOVERY



nooosh



supernovamusic

Dairy Free Coconut
Banana Flavoured



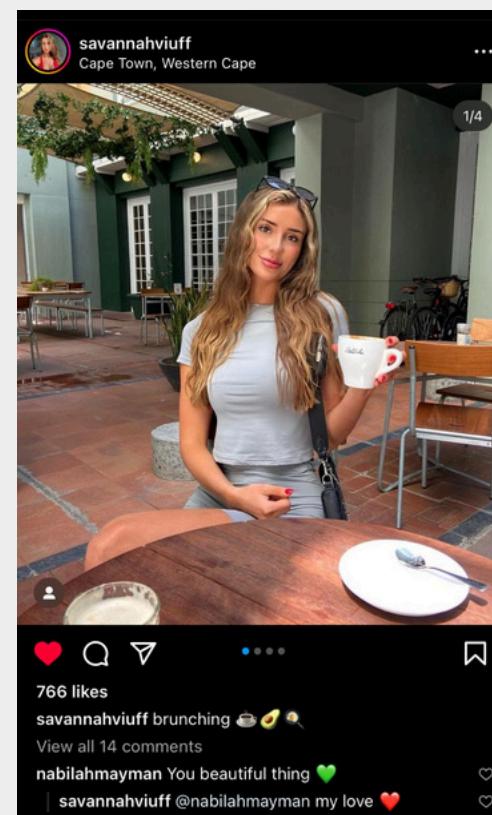
yokos™
BANANA FLAVOURED CULTURED COCONUT



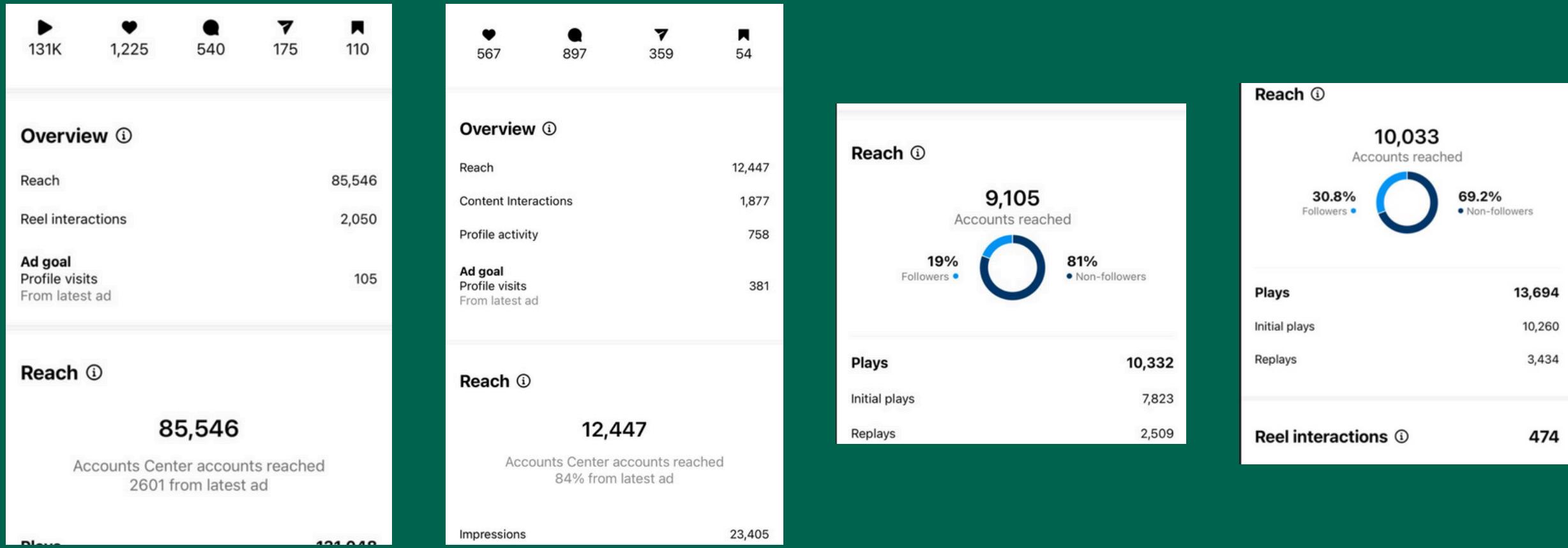
DAIRY FREE
NEW
UNSWEETENED 500 g



Brand Collaborations & Influencer Marketing



Client Results:



Project / Timeline:

1. Strategy & Kick Off

In this initial phase, working closely with the client or team to define the overarching social media strategy such as understanding objectives, audience analysis, competitor analysis, and platform selection. Most importantly setting key performance indicators (KPIs) for the client

2. Content Planning

Once a clear strategy is in place for the client, the next stage is planning the content calendar that will align with the client's goals. Creating a schedule for when and what content will be posted. This helps maintain consistency and ensures you're covering a variety of topics.

3. Content Creation

Once the content calendar is in place. This stage consists of creating or sourcing images, graphics, and videos that complement the client's brand. Visuals play a crucial role in capturing the audience's attention and contribute to the brand's essence.

4. Client Approval

This step involves sharing drafts of content with the client for review and feedback. This ensures that the content aligns with the client's expectations and brand guidelines.

5. Posting!

Using social media management tools to schedule posts at optimal times for the target audience, monitor postings for comments, likes, shares, and messages, and respond in due time. Implementing analytics tools to track post performance after posting.

CONTACT DETAILS:

Email
alexaerin.ginsberg@gmail.com



PHONE NUMBER:

+27 722554899

Let's Work Together!