



My Portfolio

KEENA J. HERMAN

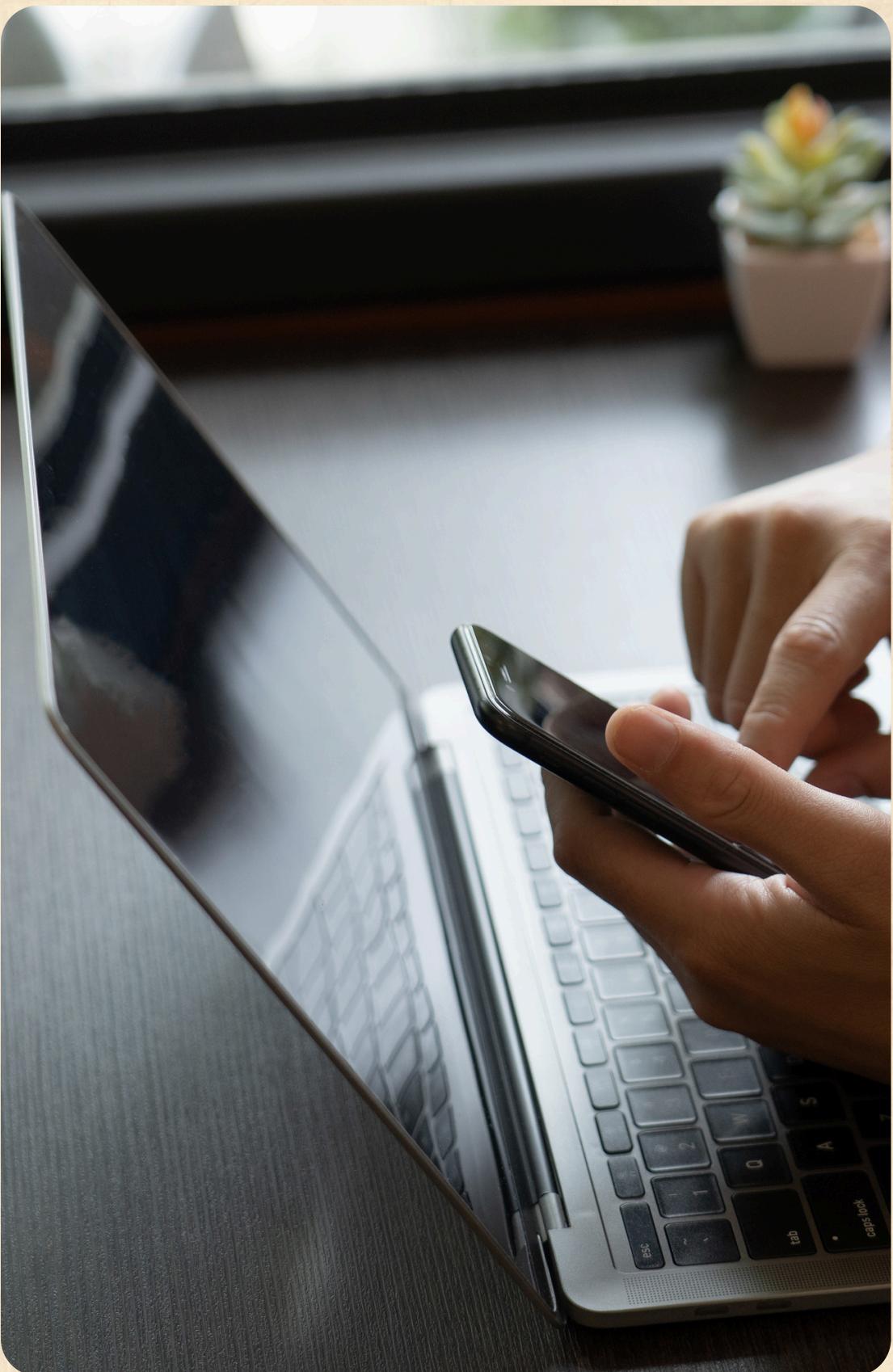
Social Media Manager

Growth and Community Building through
Strategic Social Media Marketing



About Me

I am a Graphic Designer and Marketing Specialist with 10+ years of experience in visual communications, content creation, and social media management. Strong record in brand strategy, video editing, B2B marketing, and campaign development. Proven ability to enhance online presence, develop client relationships, and manage cross-platform media with a results-driven approach.



EXPERIENCE

Freelance Designer & Digital Marketing Consultant

I create branding, websites, and social media assets, while managing content calendars and video campaigns across platforms like Instagram, TikTok, Facebook, and LinkedIn. With expertise in digital strategy and end-to-end project management, I deliver polished results that strengthen brand identity, boost engagement, and keep clients satisfied.

Accounts Manager - Evolve Business Group

I managed multiple client accounts, developing custom strategies supported by market research and ongoing campaign optimization. By producing and analyzing monthly analytics reports, I tracked performance and identified opportunities to improve results and drive growth.

EDUC- ATION

Graphic Design in Visual Communications for Advertising

Alberta University of the Arts - Calgary, AB

Certificates in Performance Studies

The Neighborhood Playhouse - New York, NY
Playhouse North School of Theatre - Calgary, AB



SKILLS

1. Graphic Design & Branding
2. Social Media Strategy
3. Adobe Creative Suite
4. Videography & Editing
5. Project Management
6. B2B Marketing
7. KPI & Analytics Reporting
8. SEO & WordPress
9. Public Speaking & Sales

SOCIAL MEDIA STRATEGY DEVELOPMENT

I've led end-to-end social strategies for sponsor activations and multi-platform campaigns, creating brand-aligned video and content assets across YouTube, LinkedIn, Instagram, and more. From social engagement to B2B client campaigns, I've delivered creative content backed by performance tracking to drive measurable results.

-  Social strategy: sponsor activations
-  Content creation: brand-aligned videos
-  Content creation: graphics
-  Content creation: copywriting
-  Multi-platform campaigns
-  Analytics: performance tracking



SAMPLE PITCH DECK

(Supply Chain Podcast/Host Brand)

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I managed social media accounts across LinkedIn, Instagram, and Twitter, creating and scheduling content while editing videos for YouTube. By delivering regular performance analytics and leveraging market research, I developed targeted campaigns that improved brand awareness and drove measurable results.



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2023 End of Year Goals



Followers: 38,990

Av. Engage Rate: 5%

Av. Impressions: 200k



Followers: 3069

Av. Engage Rate: 4%

Av. Impressions: 16k



Followers: 1603

Av. Engage Rate: 6%

Av. Impressions: 15k

- Become a micro digital creator/Influencer (Idea is not to aim for celebrity status but be a more accessible creator that people can trust, connect with, and want to engage/do business with)
- Get a verified check mark where applicable
- Further establish Sarah as a leader in the supply chain community, women in supply chain, and an ally for diversity/inclusion in the industry

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in LinkedIn Monthly KPI's

MONTH	FOLLOWERS	ENGAGEMENT RATE	IMPRESSIONS	IMPLEMENT
Jan	31290	2%	110k	Focus on short caption posts
Feb	31990	2%	110k	A/B testing posts: Image vs video vs carousel
Mar	32690	2%	110k	Determine trending content styles and test
Apr	33390	3%	125k	Reduce video snippets to 30 seconds, compare metrics to last month
May	34090	3%	125k	Focus on user-generated content
Jun	34790	3%	125k	Determine trending content styles and test

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Instagram Monthly KPI's

MONTH	FOLLOWERS	ENGAGEMENT RATE	IMPRESSIONS	IMPLEMENT
Jan	998	3%	6k	Revamp Highlights collection and integrate LTSC brand colors into icon design
Feb	1053	3%	6k	Determine trending content styles and test
Mar	1108	3%	6k	Test low content/high engagement vs. high content/low engagement
Apr	1163	4%	9k	Focus on user generated content
May	1218	4%	9k	Determine trending content styles and test
Jun	1273	4%	9k	A/B test boosted posts

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Monthly Calendar Example

Content adaptable based on holidays, celebratory moments, events, and keeping in mind monthly KPI's

Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
EST	EST	EST	EST	EST	EST	EST	EST	EST	EST	EST	EST	EST	EST
7:00 AM	10:00 AM	Twitter	LinkedIn	Instagram	Twitter	LinkedIn	Instagram	Twitter	LinkedIn	Instagram	Twitter	LinkedIn	Instagram
8:00 AM	11:00 AM				Use								
9:00 AM	12:00 PM				episode post								
10:00 AM	1:00 PM	LTSC Episode Release	Education Consult	episode post Additional 4 posts		Community	Personal Post Additional 4 posts	Personal Post Additional 4 posts	Community	Personal Post Additional 4 posts	Community	Personal Post Additional 4 posts	Community
11:00 AM	2:00 PM				Repost								
12:00 PM	3:00 PM					LTSC Promo Post							
1:00 PM	4:00 PM												
PST	EST	2	3	4		5		6	7	8		9	
7:00 AM	10:00 AM	Twitter	LinkedIn	Instagram	Twitter	LinkedIn	Instagram	Twitter	LinkedIn	Instagram	Twitter	LinkedIn	Instagram
8:00 AM	11:00 AM				Use								
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1:00 PM	4:00 PM												
PST	EST	9	10	11		12		13	14	15		16	
7:00 AM	10:00 AM	Twitter	LinkedIn	Instagram	Twitter	LinkedIn	Instagram	Twitter	LinkedIn	Instagram	Twitter	LinkedIn	Instagram
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Reporting Updates

- Bi-weekly Reporting
- Compare metrics month to month
- Includes best-performing posts, reels, and tweets for each bi-weekly period
- Will now include:
 - bi-weekly updates on KPI progression
 - Monthly updates on KPI's
 - SSI score each month for LinkedIn



SOCIAL AUDIT PITCH DECK

(Appointment Booking Software—SaaS)

This pitch deck provides a social media audit and growth strategy for an appointment booking service, focusing on sustainable follower growth, increased engagement, and content aligned with the brand's voice. It also showcases my approach to monthly content calendars, scheduling and tracking KPIs with bi-weekly and monthly analytics to guide ongoing strategy.



2023 Social Goals



Followers: 38,990



Followers: 65,000



Av. Engage Rate: 5%



www.EngineerHelp.com



Av. Impressions: 200k Av. Impressions

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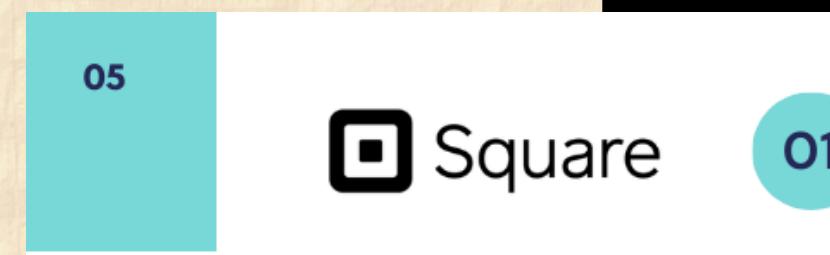
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Square Appointments offers an integrated appointment-scheduling solution for businesses across different industries. Shares content on...

- Business Growth and Success
- Time Management and Productivity
- Industry-specific Best Practices
- Customer Experience and Satisfaction
- Platform Updates and Features
- Small Business Success Stories.



MindBody allows users to schedule appointments, manage classes, and process payments. Shares content on...

- Wellness/Fitness
- Industry Insights, and Trends
- Client Success Stories
- Business Spotlights
- Events and Workshops
- Tips for using the app.



Acuity Scheduling is an appointment scheduling software that enables users to book and manage appointments online. Shares content on ...

- Efficient Scheduling Solutions
- Business Management Tips
- Client Experience Enhancement
- Online Booking Optimization
- Appointment-Based Business Insights
- Integrations and Enhancements

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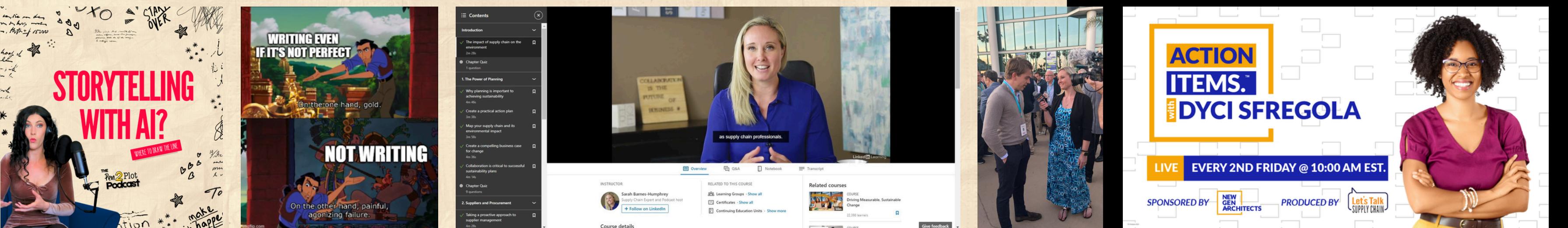
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CONTENT EXAMPLES

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Content Snapshot (video, graphics, shorts/reels, trends)

I focus on balancing evergreen content with timely trends that fit the brand's voice, while prioritizing posting consistency, optimization, and active audience engagement to build trust and increase visibility across platforms.



Thank You

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