



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)

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.

03

Educate

01

- Education around podcasting, tech, and supply chain
- Create awareness for Blended, Let's Talk Supply Chain, and Women in Supply Chain

02

Community

- Bringing together Women and BIPOC entrepreneurs
- Highlight how Sarah provides safe spaces for open dialogue

03

Leadership

- Showcase thought leadership through highlighting best of existing video content
- Inspire entrepreneurs through sharing personal stories and background

04

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

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- 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

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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

SAMPLE PITCH DECK

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Monthly Calendar Example

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

WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
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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.

04

01

Convenience

- Showcasing the convenience that comes with using BookIt.
- Emphasize the ability to book appointments anytime, anywhere, and the elimination of long waiting times or phone calls.

02

Community

- By focusing on community-centric content, BookIt can foster a strong sense of local pride, build relationships with users, and further establish itself as an integral part of the Calgary community and beyond.

03

Empowerment

- Portraying BookIt as a tool that enables users to take control of their schedules and appointments.
- Success stories, and testimonials to demonstrate how BookIt empowers individuals to manage their lives more effectively.

04

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05

 Square

01

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

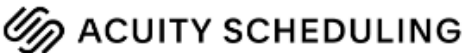
- Business Growth and Success
- Time Management and Productivity
- Industry-specific Best Practices
- Customer Experience and Satisfaction
- Platform Updates and Features
- Small Business Success Stories.

 mindbody business

02

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

03

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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Page 12

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Monthly Calendar Example

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

[illegible]

18

Reporting

- 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

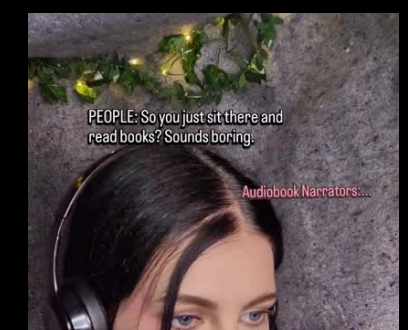
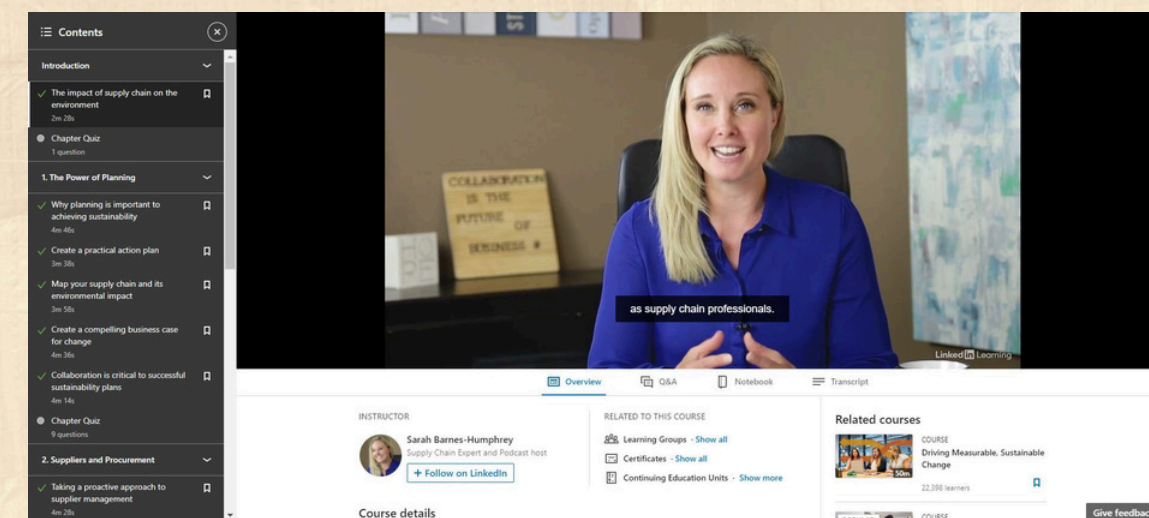


CONTENT EXAMPLES

Page 13

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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