

KERTU RUSSAK ✪ **SOCIAL MEDIA MANAGER** ✪ **2020-2024**

PORT → FOLIO



ABOUT ME

In 2020, I embarked on an exciting journey, starting my travel account focused on capturing breathtaking sunsets through photos and videos.

Passionate about social media marketing, I have a knowledge of Instagram, Pinterest, Canva, and more.

From crafting captivating visuals to weaving engaging stories, I'm here to take your brand's online presence to new heights and foster genuine connections with your audience.



PROJECT 1

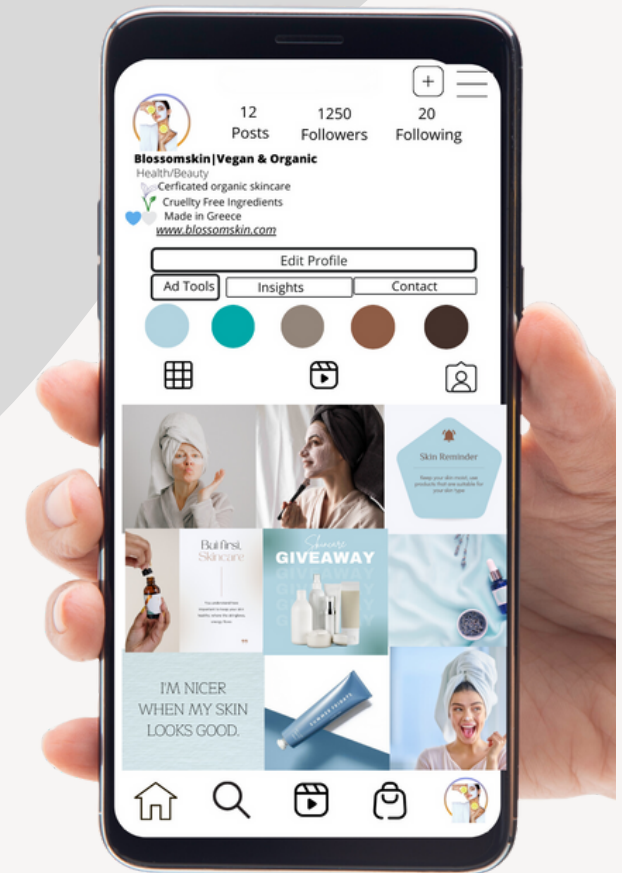
A skincare brand dedicated to sustainability. My responsibilities encompassed developing and implementing digital marketing strategies across platforms like Instagram and Facebook.

ROLES:

Social media manager

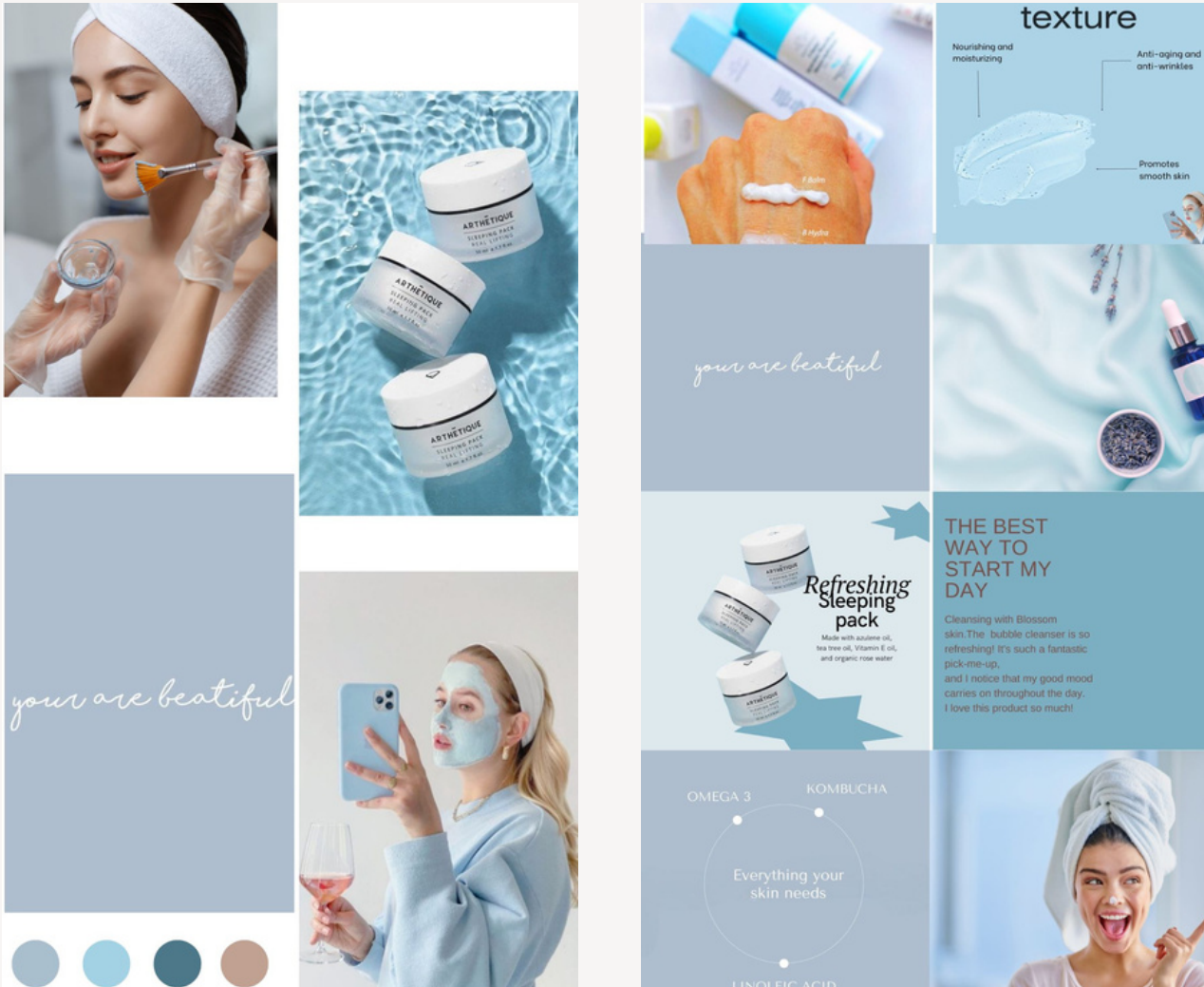
TOOLS:

Canva, Lightroom, Google Drive, Notion , Pinterest.



PROJECT 01

Moodboard, designs and insights



Overview

You reached **+670%** more accounts compared to Sep 16 - Oct 15

Accounts reached	24.8K	>
	+670%	
Accounts engaged	1,398	>
	+318%	
Total followers	2,105	>
	+68.4%	

PROJECT 2

Sensational bachata couple LUISMI & MARIANGELA, from Sevilla, Spain. An unforgettable event filled with their playful yet elegant dance performances and classes.

ROLES:

Photographer and content creator

TOOLS:

Fuifilm xt30 and Iphone 11

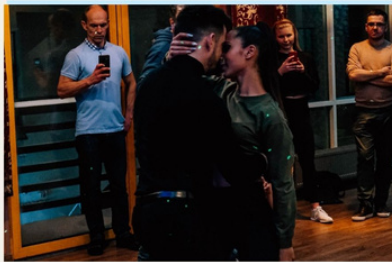


PROJECT 02

,Pictures for dance event

project

Latin Passion event -
Luismi & Mariangela
weekend



EVENT DESCRIPTION

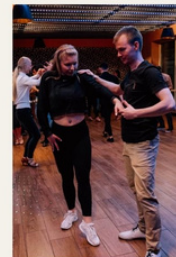
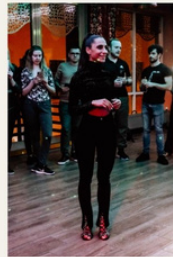
Sensational bachata couple LUISMI & MARIANGELA, from Sevilla, Spain. An unforgettable event filled with their playful yet elegant dance performances and classes.

ROLES: Photographer

TOOLS: FUJIFILM X-T30 II + XF15-45MM

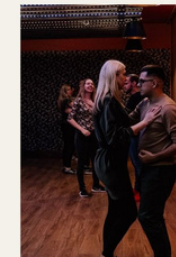
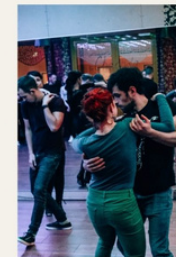
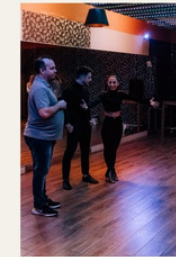
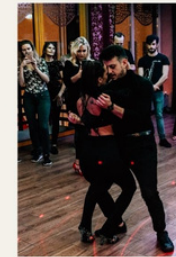
02

project



03

project



04

PROJECT 3

I had the opportunity to design visual photos for an entrepreneur hosting a podcast focused on the growth mindset. Tasked with creating visually compelling designs, I helped bring the podcast's brand identity to life across multiple platforms.

ROLES:

Social media manager

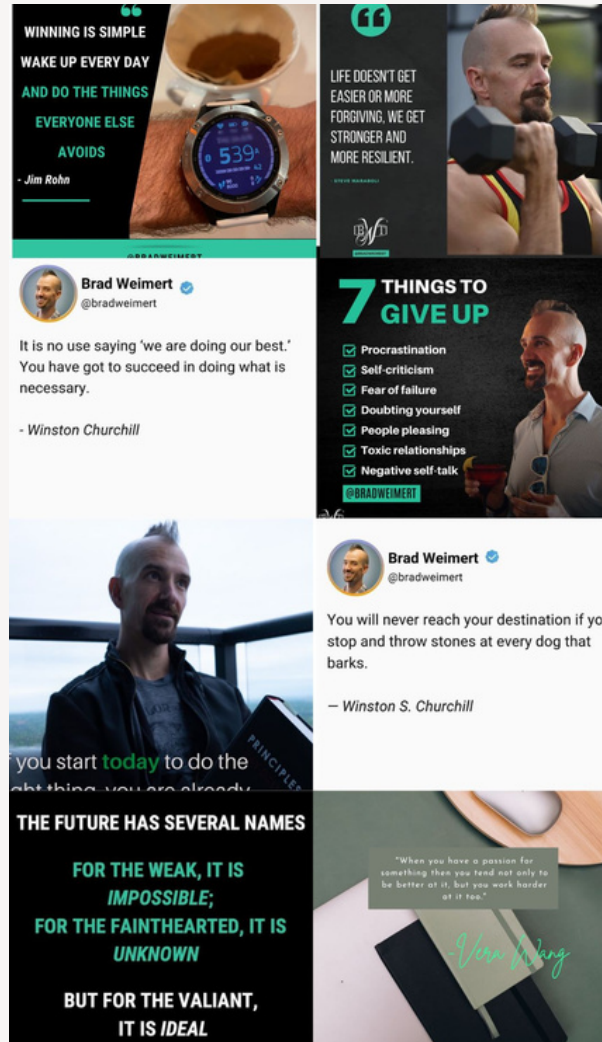
TOOLS:

Canva and Google Drive for captions and hashtags.



PROJECT 03

Brand colours, designs and insights



Insights Overview

You reached **+131%** more accounts compared to Jun 13 - Jul 12

Accounts reached	29.8K	>
	+131%	
Accounts engaged	2,014	>
	+22.7%	
Total followers	4,777	>
	+1.7%	

PROJECT 04

As a Social Media Manager, I provided actionable tips on business strategies and content editing. My client account was focused on about businesses tips and content writing.

ROLES:

Social Media Manager

TOOLS:

Canva, Lightroom, Google Drive, Notion , Pinterest



PROJECT 04

Brand colours, designs and insights



Overview

You reached **+8,005%** more accounts compared to May 8 - Jun 6

Accounts reached	1,378	>
	+8,005%	
Accounts engaged	176	>
	+1,500%	
Total followers	148	>
	+117%	

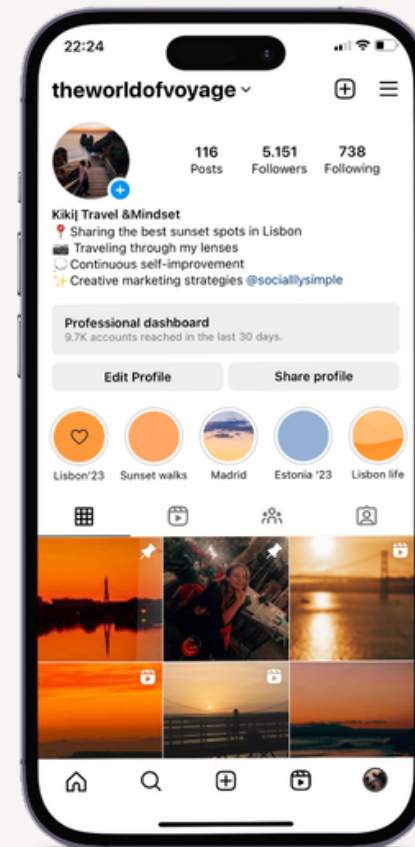
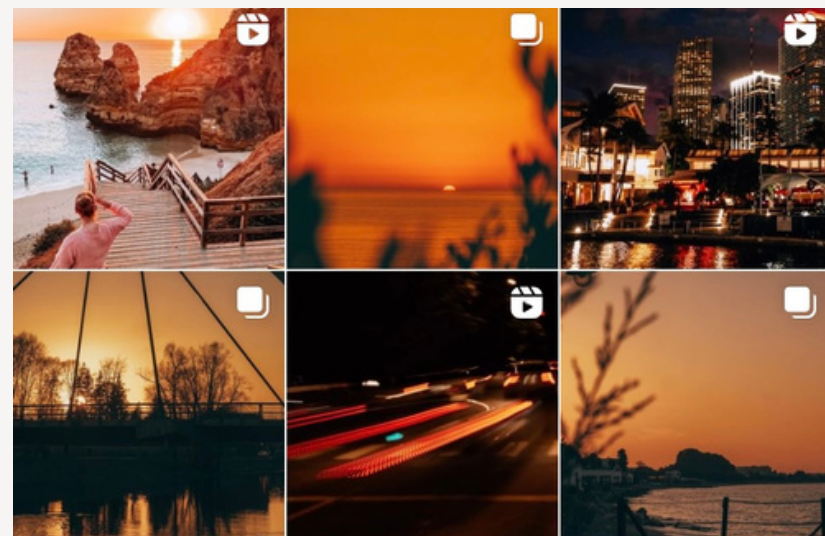


MY TRAVEL ACCOUNT

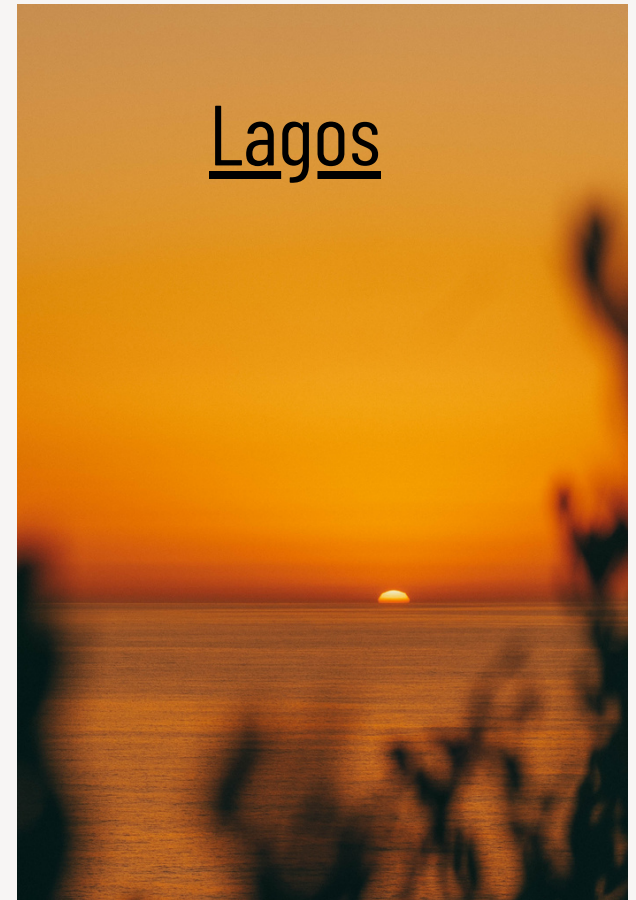
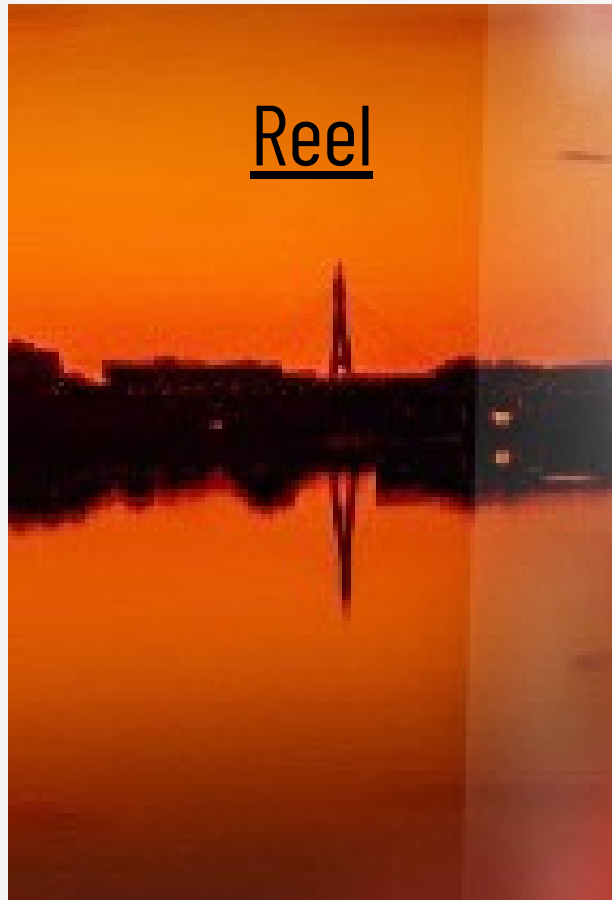
My social media manager journey started being content creator and photographer. I still like to create content of this account.

ROLES:

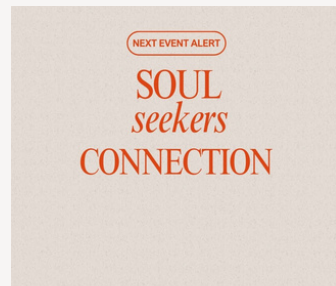
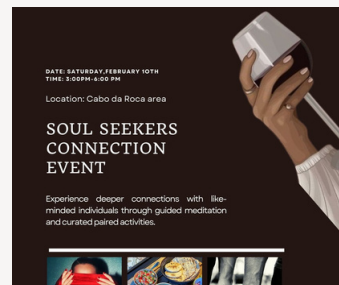
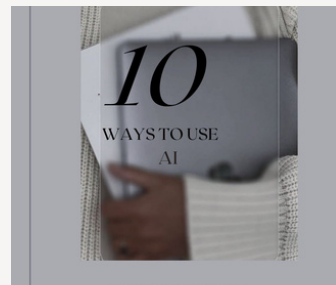
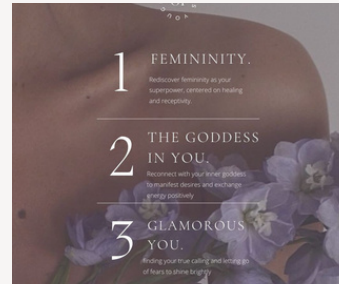
Content creator and goldne hour photographer



PHOTOS AND VIDEOS



MORE DESIGNS



SOCIAL MEDIA PACKAGES

Minimum 3-month contract. Prices are per month.

Stand out

perfect for building a brand presence on socials.

- Profile audit & strategy
- Weekly content calendar
- Feed planning
- 2 Feed posts per week
- 2 reels per week
- 5x sets of stories per week
- Content creation
- 60 min engagement per week
- Content scheduling
- Continuous support Mon- Fri
- Monthly insight report

Price
500€

Stand out vol2

perfect for building a brand presence on socials.

- Profile audit & strategy
- Weekly content calendar
- Feed planning
- 2 Feed posts per week
- 3 reels per week
- 7x sets of stories per week
- Content creation
- 90 min engagement per week
- Content scheduling
- Continuous support Mon- Fri
- Monthly insight report

Price
750€

Business growth

perfect for business growth on socials.

- Profile audit & strategy
- Weekly content calendar
- Feed planning
- 3 Feed posts per week
- 3 reels per week
- 9x sets of stories per week
- Content creation
- 120 min engagement per week
- Content scheduling
- Continuous support Mon- Sat
- Monthly insight report

Price
1000€

THANK YOU!

Contact:

WhatsApp: +37 256352533

Gmail: keturussak@gmail.com

LinkedIn: Kertu Russak

