

Terezie Faflikova



# PORTFOLIO

Social media manager, community manager, content creator.

[www.tfmarketingsolutions.co.uk](http://www.tfmarketingsolutions.co.uk)

My experience began to form at the beginning of 2023 when I finished the British Academy of Digital Marketing. I wasn't sure what area of digital marketing I wanted to focus on and it wasn't until September 2023 when I truly understood my calling.

I'm a creative individual and I found myself in content creation. Creating and implementing content strategy has been my focus when it comes to freelancing as a social media manager.

I was able to connect with multiple amazing clients whom I've provided with multiple services. Thanks to this, I've been able to gain experience in different areas.

## *Social media Management*

- creating and implementing a strategy
- competitor research
- keyword and hashtag research
- improving time management and organisation

## *Community Management*

- communication
- written and verbal skills
- understanding analytics
- utilising Excel Spreadsheets
- crisis management

## *Content Creation*

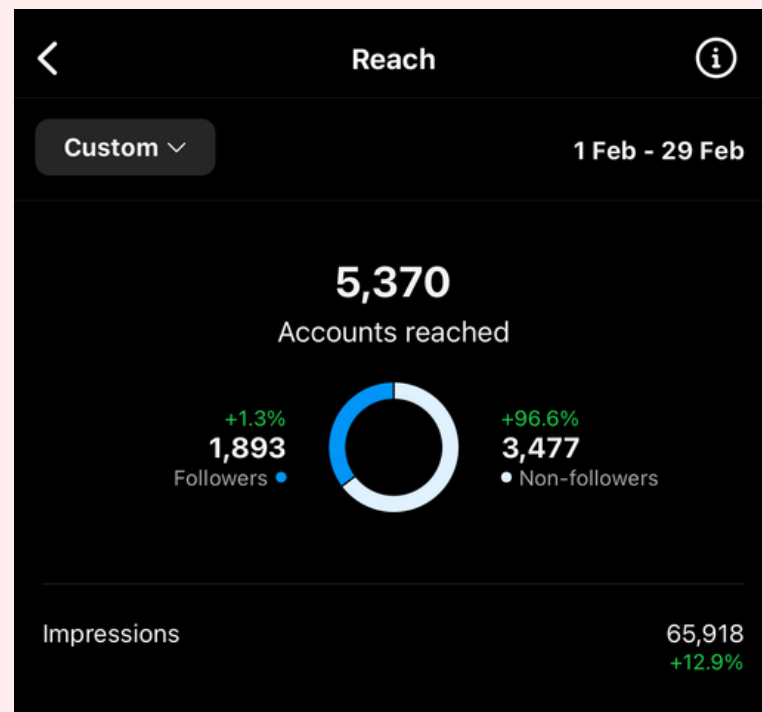
- utilising Canva
- leveraging Instagram and its features
- video editing
- project management
- storytelling, copywriting

# Clients' Results

# Social Media Management - Svoboda Tattooing

## Before:

Petra, a talented tattoo artist from Czechia, primarily showcases her work on Instagram. We've introduced playful editing, smooth transitions, trending audio clips, and embraced social media trends to enhance her profile. However, we've also incorporated static posts highlighting Petra's expertise to maintain the creative portfolio vibe she desires.



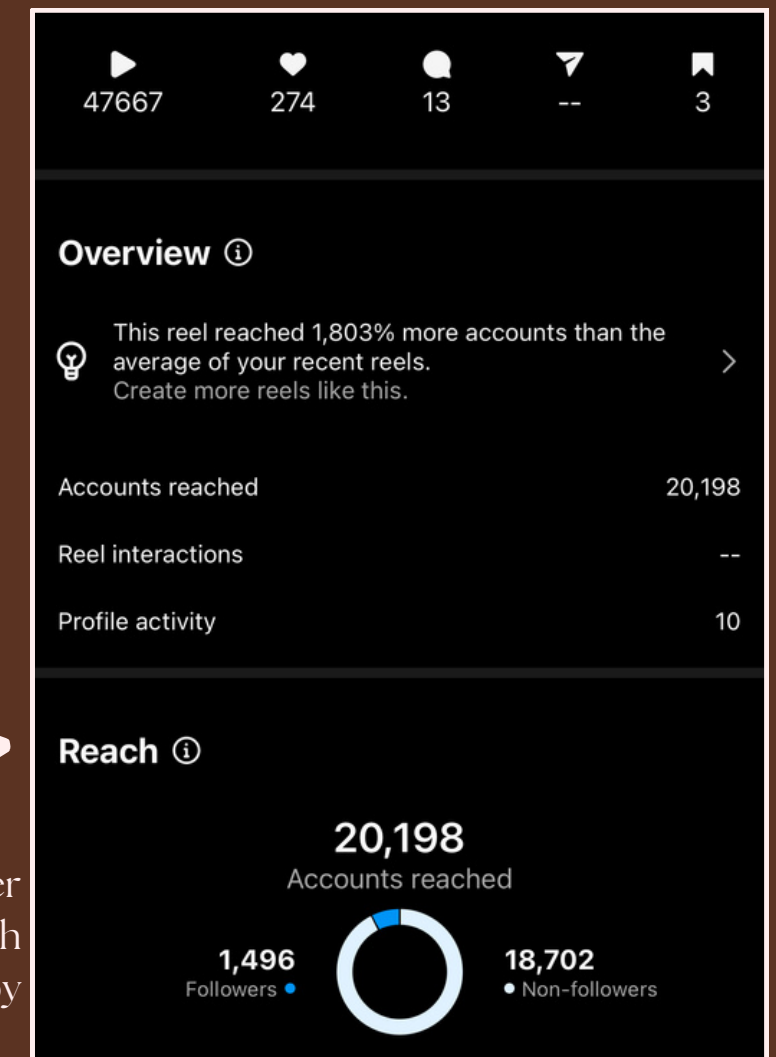
## After:

We have managed to increase the client's exposure while still keeping up the look of the portfolio. After introducing multiple trends and trending audios, we have managed to massively increase the client's reach.

Thanks to a cohesive strategy and diverse content mix, we were able to reach a wider audience.



Even though the account has a little over 2000 followers, we were able to reach over 20,000 viewers with one reel by incorporating a relevant trend.





# Clients' Results

# Social Media Management - Svoboda Tattooing

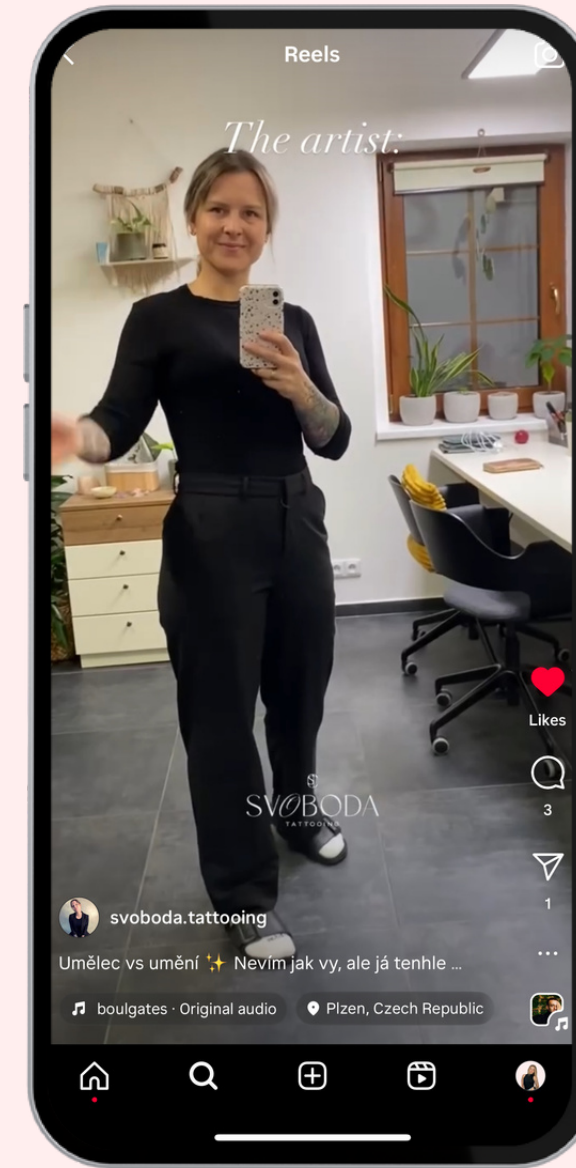
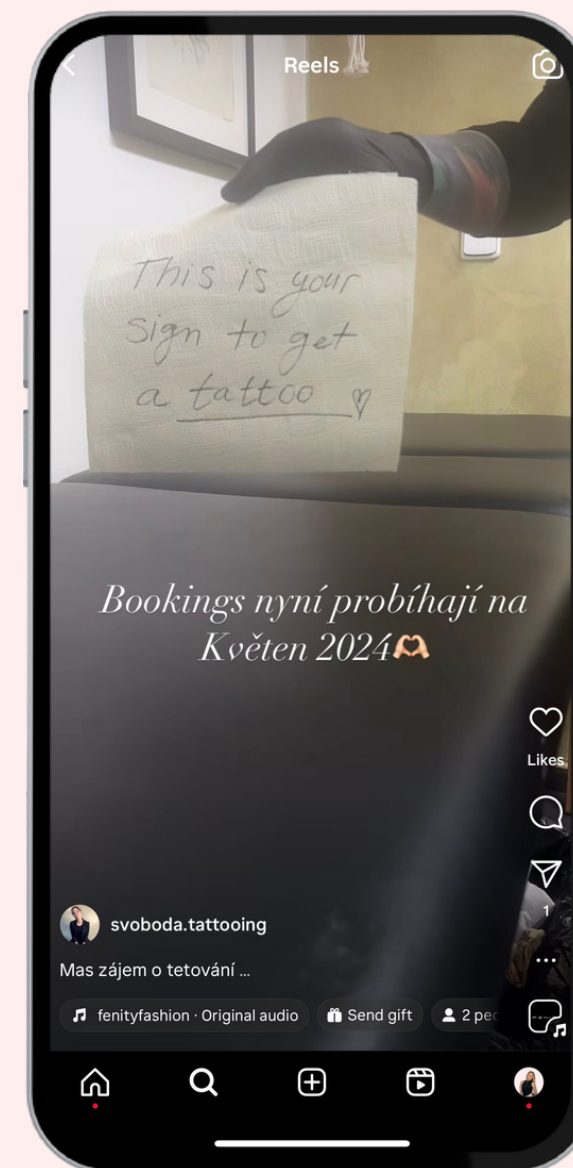
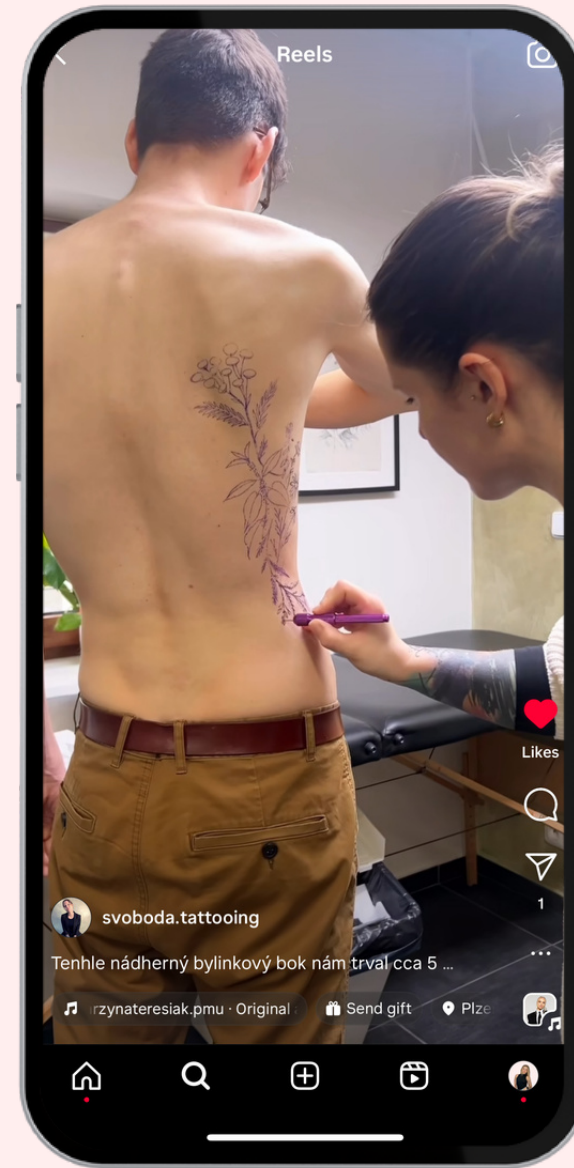
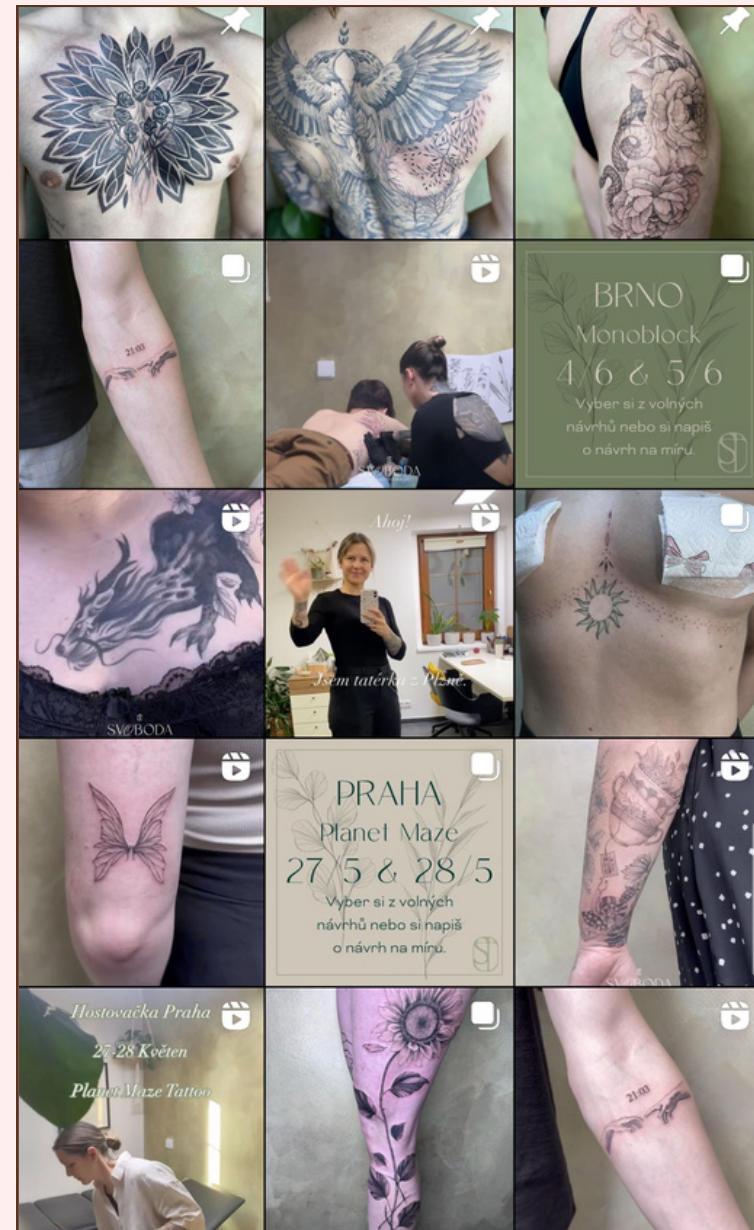
## Content Creation

I've effectively maintained a cohesive Instagram feed, preserving a creative portfolio aesthetic throughout.

During our long-term collaboration, I visited the studio multiple times and created interesting videos of Petra tattooing.

We've effectively incorporated Instagram trends to elevate clients' profiles while conveying a clear message to the target audience.

Highlighting the client's work has been a primary focus of our content strategy. We successfully incorporated various styles of videos and used Instagram trending audio to engage our target audience.





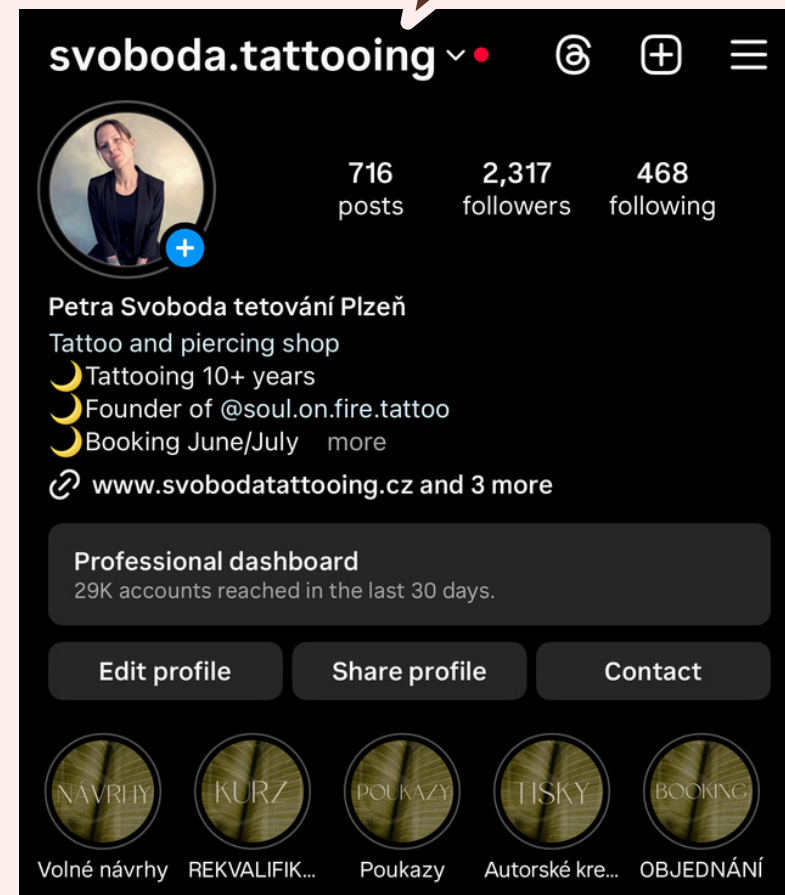
# Clients' Results

# Social Media Management - Svoboda Tattooing

## Profile Optimisation

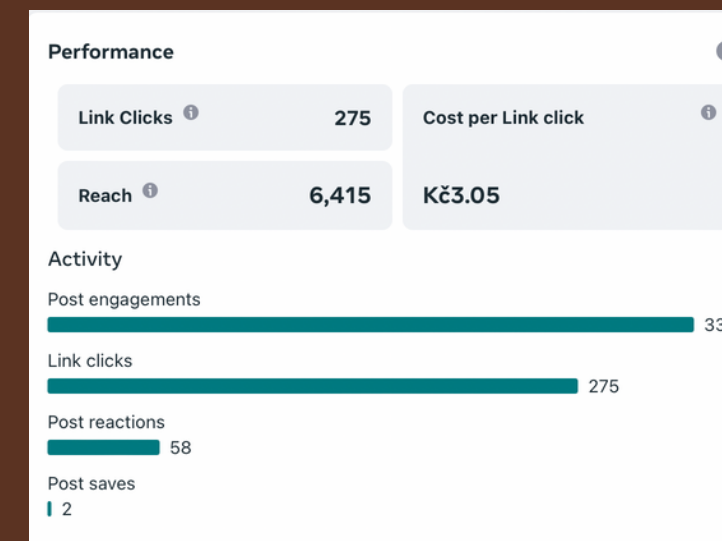
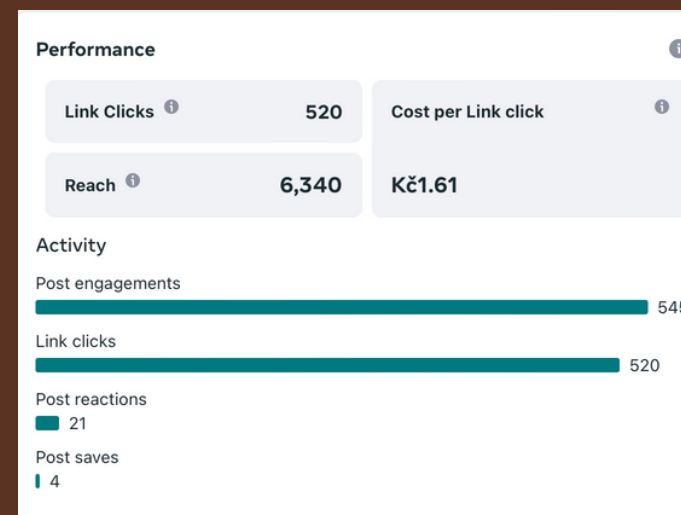
Profile optimisation was the first thing we did with Petra. It immediately drove traffic to her account and helped increase reach.

I approached Terezie because I was overwhelmed by the demands of today's social media. I needed a person to help me plan and create content to present and promote my work. Terezie met my needs perfectly by being flexible and open to communicate different ways of presenting my business. She is creative and inventive.



## Meta Advertising

In October and November 2023, we launched three distinct week-long ad campaigns on Instagram and Facebook. All of them produced impressive results, driving traffic to Petra's account and generating warm leads in the process.



The objective of the ads was to generate interest in Petra's tattoo flashes. Thanks to these campaigns, Petra not only had the opportunity to tattoo her favourite designs but also attracted new clients in the process.

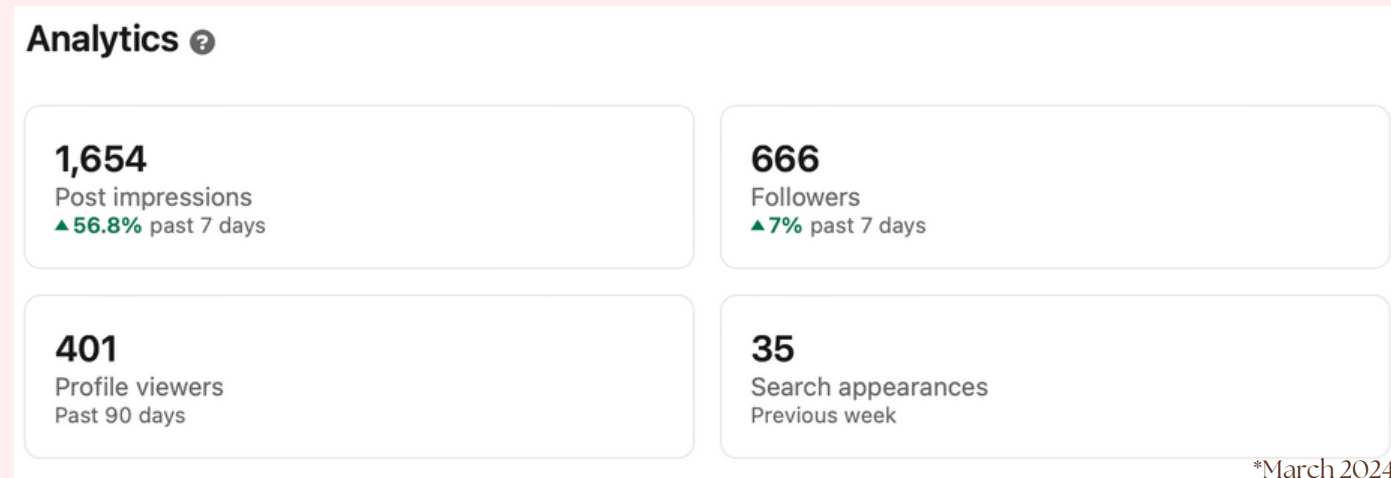
# Clients' Results

# LinkedIn Management - Joyce See

Joyce is a social media and brand strategist. She was too busy to be consistent on LinkedIn and connected with me to help her. Our strategy has focused on lead generation, with an emphasis on community engagement. Through our efforts, we've not only elevated various metrics but also fostered the creation of warm leads.

## Before:

Joyce didn't have much time to focus on LinkedIn and has been missing a strategy. They wanted me to create connections on LinkedIn and generate new leads.



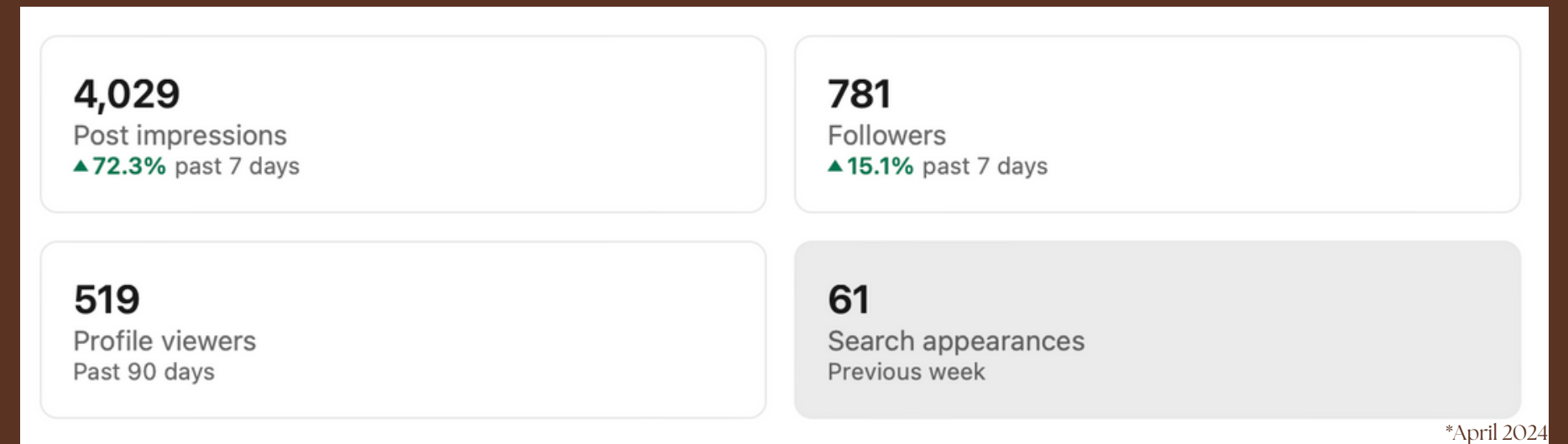
\*March 2024

Tracking progress was essential for adjusting a strategy. Thanks to this we have been able to perfect the content to align with the audience's needs.

Date	Followers	N.1 Demographic	Post Impressions	Post Engagement	Search appearances	Profile views (90 days)
30/11/2023	423	Founder (5.6%)	289	10	38	136
04/12/2023	432	Founder (5.5%)	526	5	38	147
11/12/2023	442	Founder (5.4%)	394	8	27	173
18/12/2023	454	Founder (5.4%)	320	13	72	197
8/1	488	Founder (5.4%)	314	15	28	237
15/1	498	Founder (5.4%)	291	9	60	249
22/1	516	Founder (5.4%)	486	12	32	264
29/1	526	Founder (5.4%)	880	24	33	289
5/2	536	Founder (5.4%)	778	21	31	321
12/2	544	Founder (5.4%)	872	41	22	338
19/2	564	Founder (5.4%)	1402	59	49	362
26/2	575	Founder (5.4%)	750	30	33	391
04/03	595	Founder (6.5%)	1320	40	59	380
11/03	627	Founder (6.7%)	971	45	44	382
18/03	666	Founder (6.5%)	1654	68	35	401
25/03	697	Founder (6.5%)	2106	81	46	449
01/04	781	Founder (6.3%)	4026	195	61	518

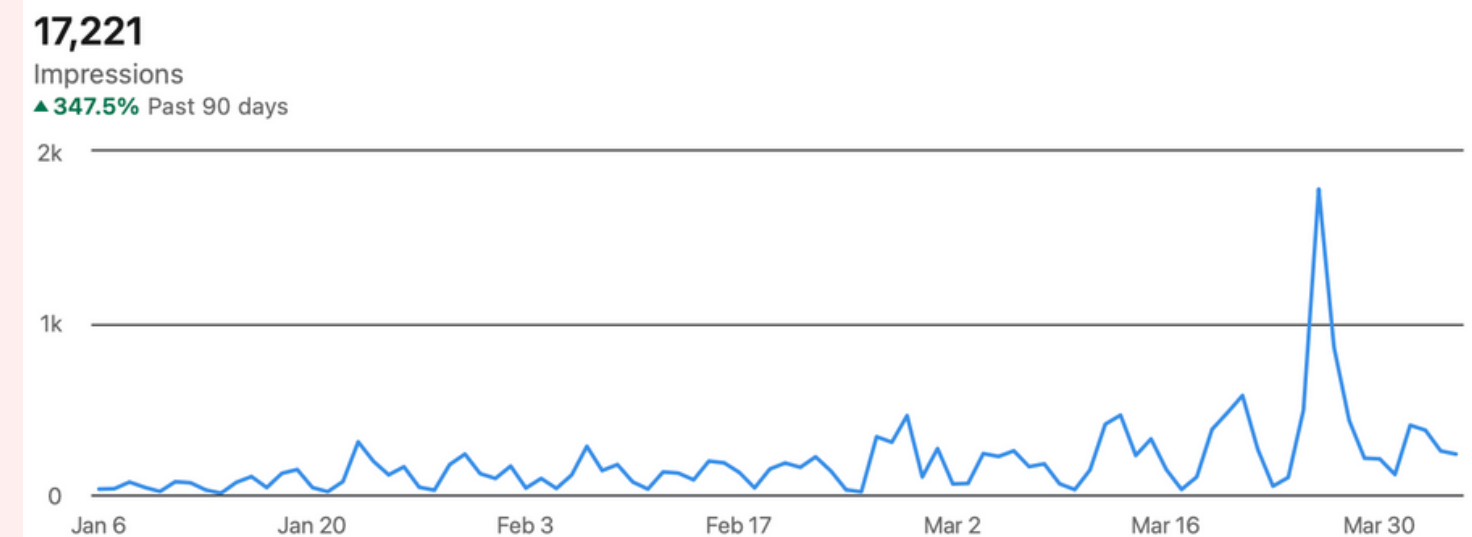
## After:

Within 3 months we've managed to increase the impressions twelve times. We have also increased the number of followers by more than 300. I have created multiple genuine connections and generated warm leads.



\*April 2024

## Content performance





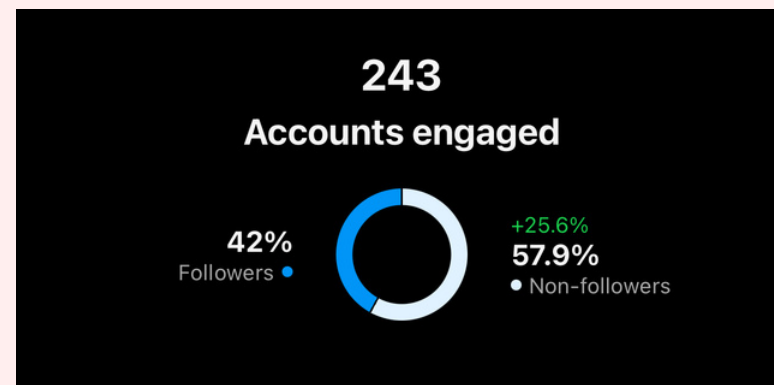
# Clients' Results

# Community Management - LAB Pilates

I have experience with community engagement not only on LinkedIn, but also on Instagram. With this particular client, our emphasis has been on generating new leads and reaching a diverse clientele. Our strategy incorporates industry engagement, collaborations, and direct interaction with potential clients.

## Before:

The client's engagement was primarily industry-focused due to a lack of strategy. The LAB Pilates studio began collaborating with a local social media manager, but there wasn't an emphasis on community management. As a result, both the engagement rate and reach remained low.

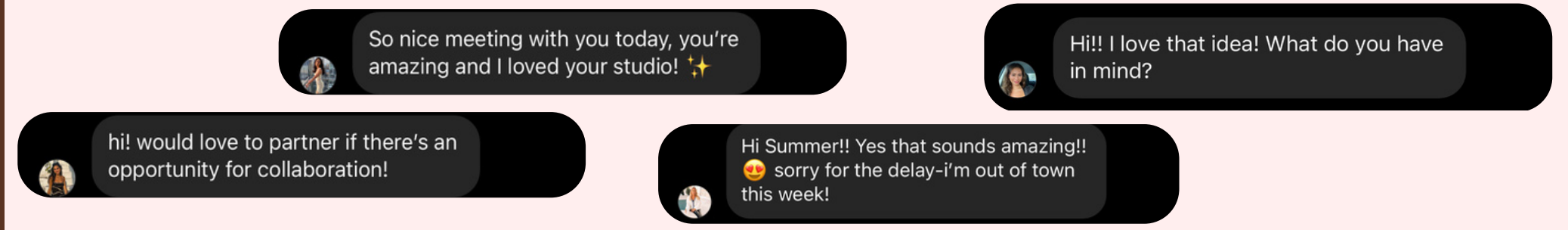
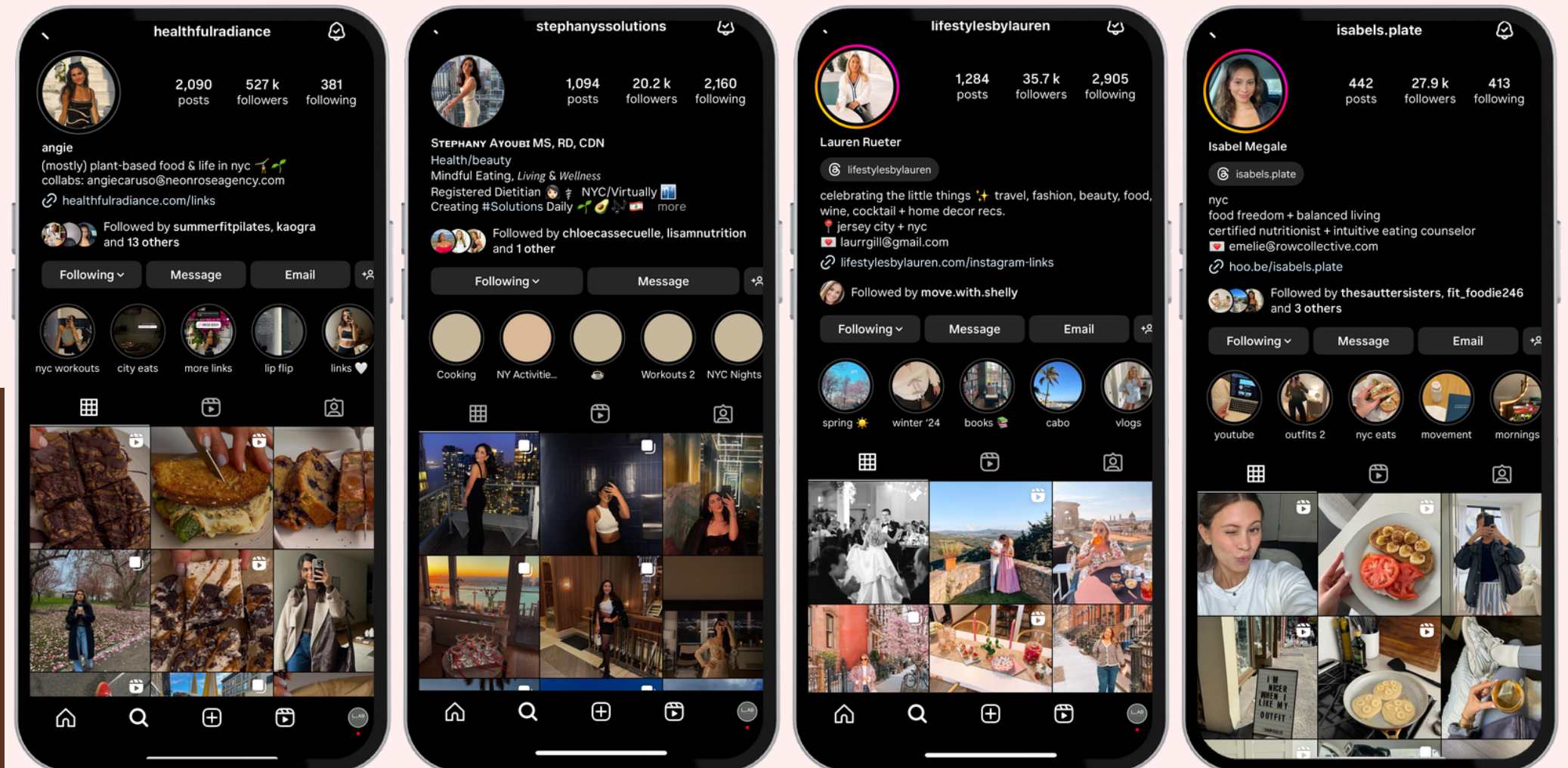


## After:

After implementing an engagement strategy with a focus on attracting new clientele to the studio, we've not only increased our engagement rate but also expanded our audience reach. This required effective communication with the LAB Pilates' social media manager and adjusting strategies according to the client's specific needs.



We've recently launched our influencer marketing initiative. As the community manager, I'm responsible for identifying suitable accounts for collaboration. So far, we've successfully connected and collaborated with several micro-influencers. This partnership has significantly expanded LAB Pilates' reach, attracting a more diverse clientele.



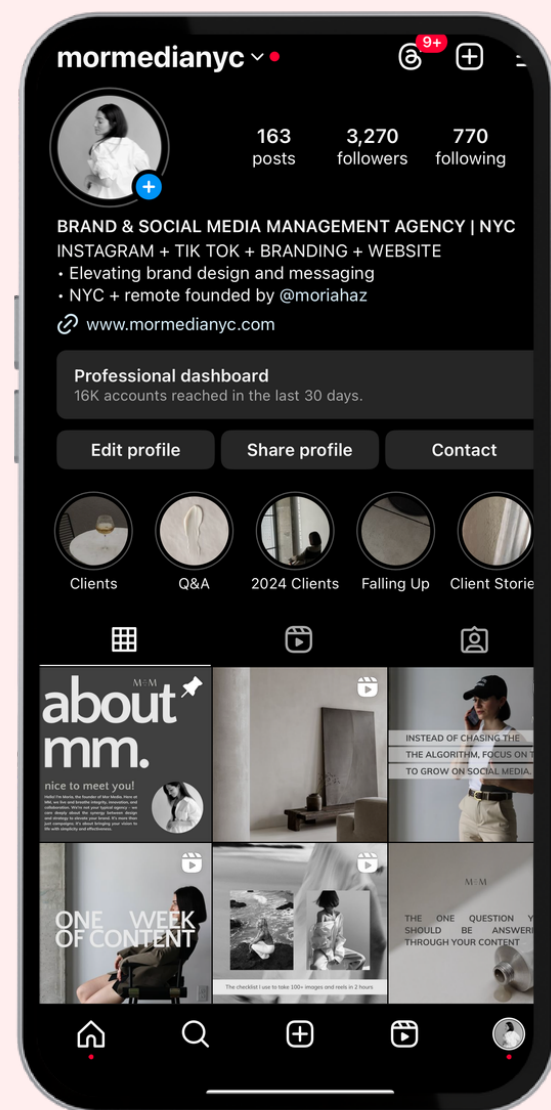
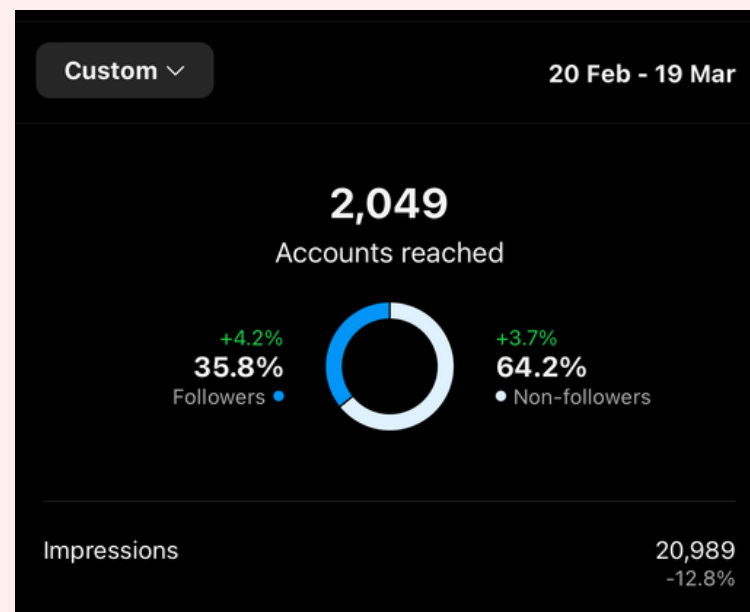
# Clients' Results

# Community Management - Mor Media

## Before:

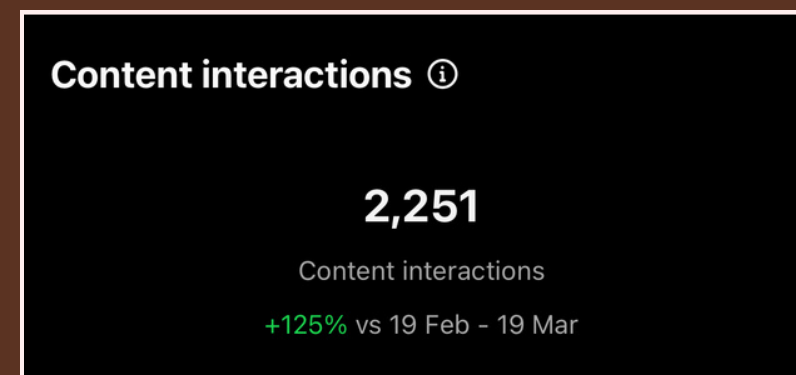
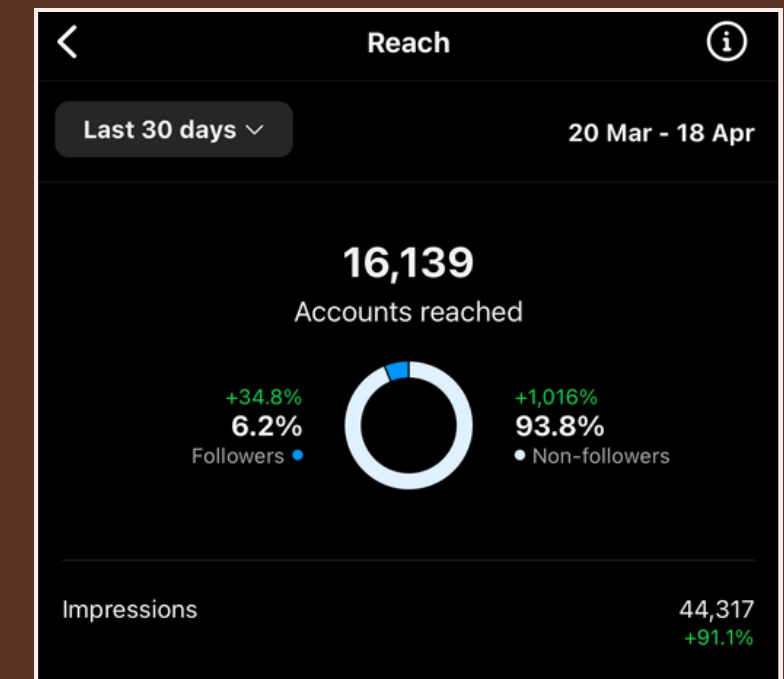
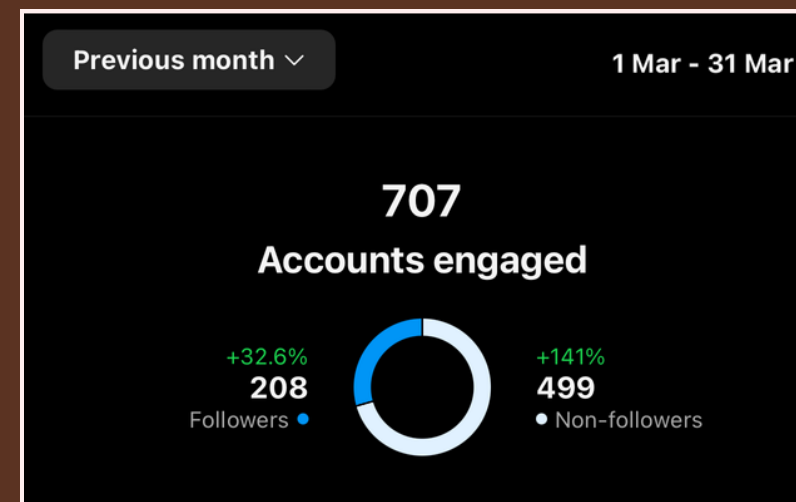
Moria is a social media manager herself. She had everything under control but simply didn't have time for community engagement on Instagram.

We have decided to start engaging for 30 minutes 4 times a week. The focus was on creating genuine connections and possibly generating fresh leads. The strategy consisted of fostering existing community, creating new connections with people in the industry and sparking conversations with potential clients.



## After:

We've started engaging with accounts in the industry and within the first month, we have created a community. The engagement was then targeted mainly at fostering those connections and creating genuine relationships. We've also started to establish some warm leads with Moria's dream clients. After a month of working together, we have managed to double the engaged accounts. This has also helped Mor Media to reach a wider audience and increase visibility.



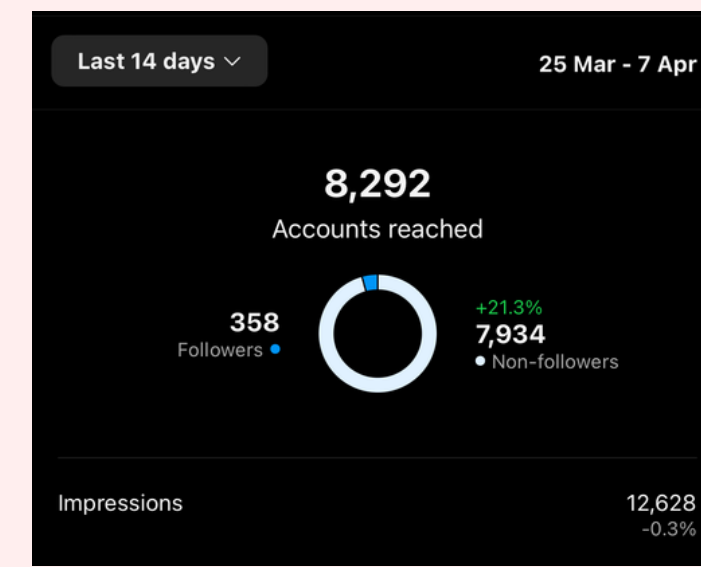
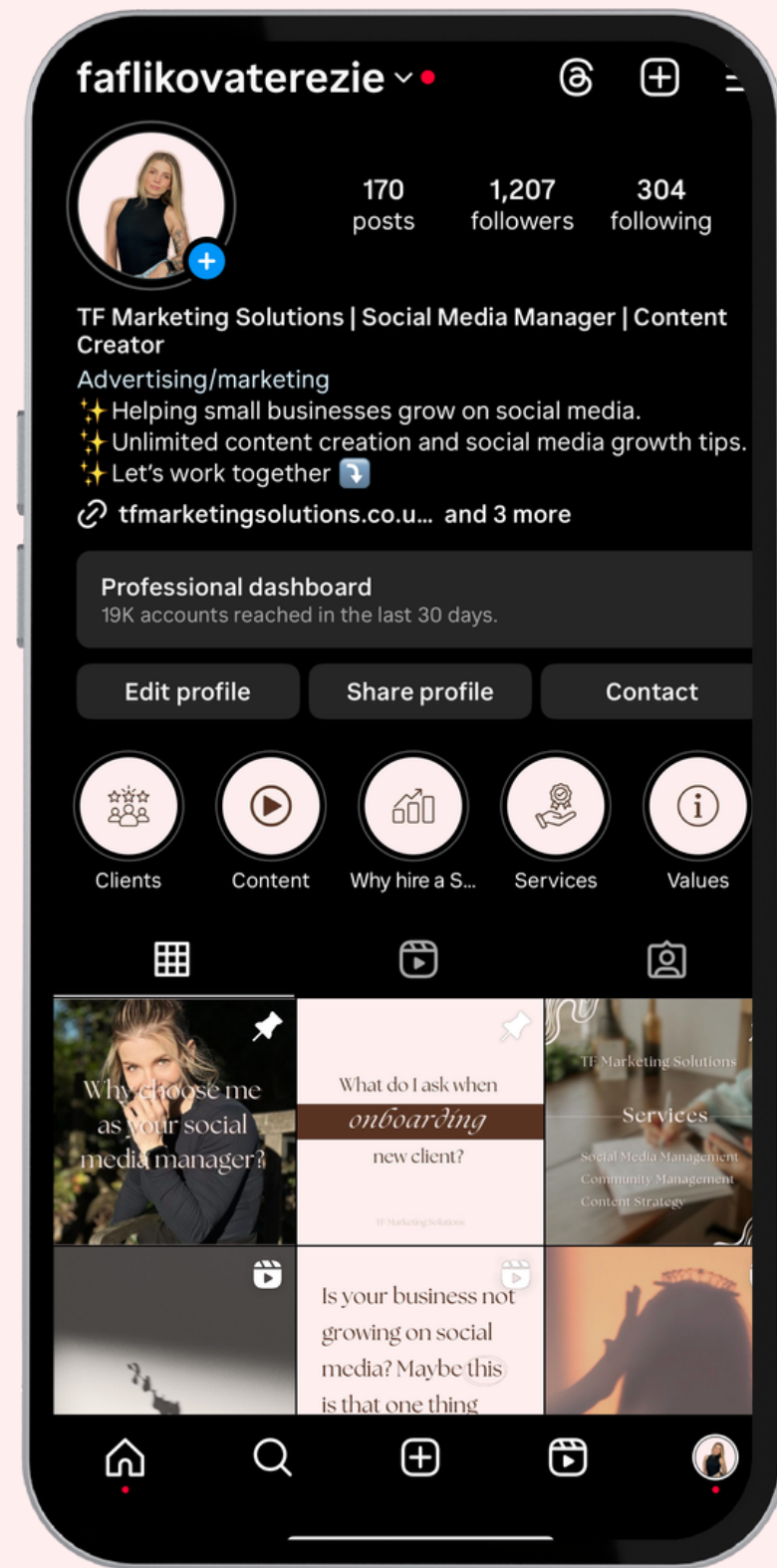


# Social Branding

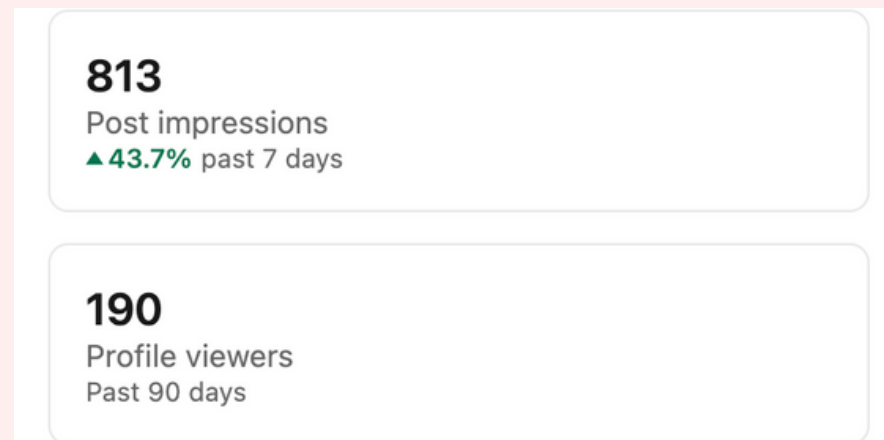
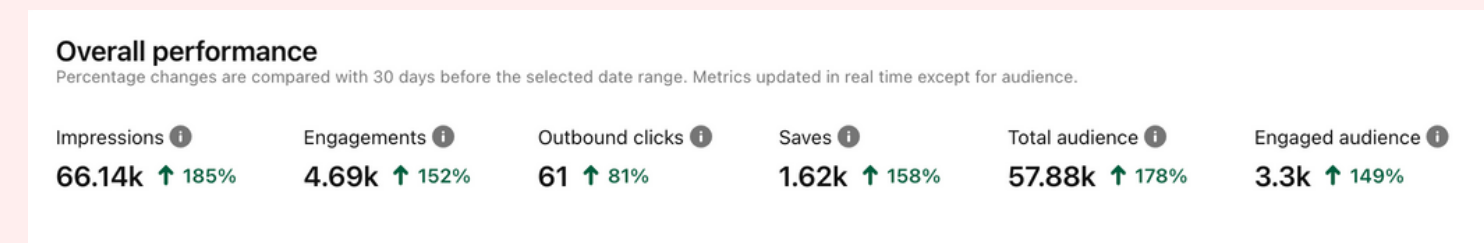
As a social media manager, I focus on establishing my presence across multiple platforms. Instagram serves as my primary platform, where I've successfully grown a following of over 1000 followers within just 4 months. Most importantly, I've fostered a community and boosted engagement rates through consistent interaction.

My Instagram page is dedicated to educating my audience on social media marketing and content creation, with the ultimate goal of promoting my business. This platform has not only helped me secure my initial clients but also continues to be a significant source of leads in my freelance journey.

Furthermore, I strategically utilise LinkedIn as a powerful tool for lead generation. This platform has potential to further expand my professional network and business opportunities.



In addition to Instagram, I maintain an active presence on multiple platforms, including Pinterest. This platform serves as an effective tool for driving traffic to my website.



# Conclusion



Reach out today for social media marketing services from a skilled young professional.

