

Portfolio Presentation

TANIA DENDERENKO

YOUR PERSONAL
SMM MANAGER

@taniavorobiovaa

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ABOUT ME

I'm Tania Denderenko, a dedicated Social Media Manager with a year of experience helping businesses grow their online presence. Originally from Ukraine and now living in Spain, I bring a unique international perspective to my work.

My passion lies in creating engaging, visually appealing, and impactful content that resonates with audiences and drives results!

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SERVICES

PROFILE HEADER DEVELOPMENT

Designing and optimizing profile headers for maximum appeal and professionalism.

SMM STRATEGY DEVELOPMENT

Creating customized social media strategies to meet your business goals.

SERVICES

VISUAL BOARD DEVELOPMENT

Designing cohesive visual strategies to elevate your brand's aesthetic.

COPYWRITING

Crafting compelling captions, posts, and other written content tailored to your brand voice.

CONTENT CREATION AND EDITING

Producing high-quality photos, videos, and graphics, as well as polishing existing materials.

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PORTFOLIO

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PROFILE

HEADER

DEVELOPMENT

Superfoods 🍀 Healthy lifestyle 💪 Richmond, VA

Entrepreneur

Nutritious Superfoods 🥬

100% Organic 🌺

Sharing my family's life and
building healthy community 🌱

Become a part of my team 📧

Your wellness is here ⬇️

linktr.ee/jessicakeegan

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SMM STRATEGY DEVELOPMENT

Instagram Strategy Plan for SUNI Skincare

Target Audience

- Sensitive or health-challenged skin clients
- Oncology patients and survivors
- Women focused on anti-aging and holistic care

Content Pillars

- Education: Skin tips, product benefits, before-and-after results
- Inspiration: Testimonials, transformation stories
- Engagement: Polls, Q&A, interactive reels
- Promotion: Product launches, special offers

Visual Style & Branding

- Soothing colors: white, green, neutrals
- Consistent branding: logos, watermarks
- High-quality visuals: products, treatment setups

Posting Schedule

- Frequency: 3-4 posts/week, 5-7 stories daily
- Timing: Based on audience activity (use Insights)

Hashtag Strategy

- Branded hashtags: #SUNISkincare, #SuzanneNicholsonSkincare
- Niche hashtags: #SensitiveSkinCare, #OncologySkincare
- Blend of high-volume and niche-specific tags

Reels & Video Strategy

- Tutorials: Product usage guides
- Testimonials: Client stories
- Behind-the-scenes: Treatments, product creation

Engagement Tactics

- Respond promptly to comments and DMs
- Collaborate with influencers and bloggers
- Host live Q&A sessions

Analytics & Optimization

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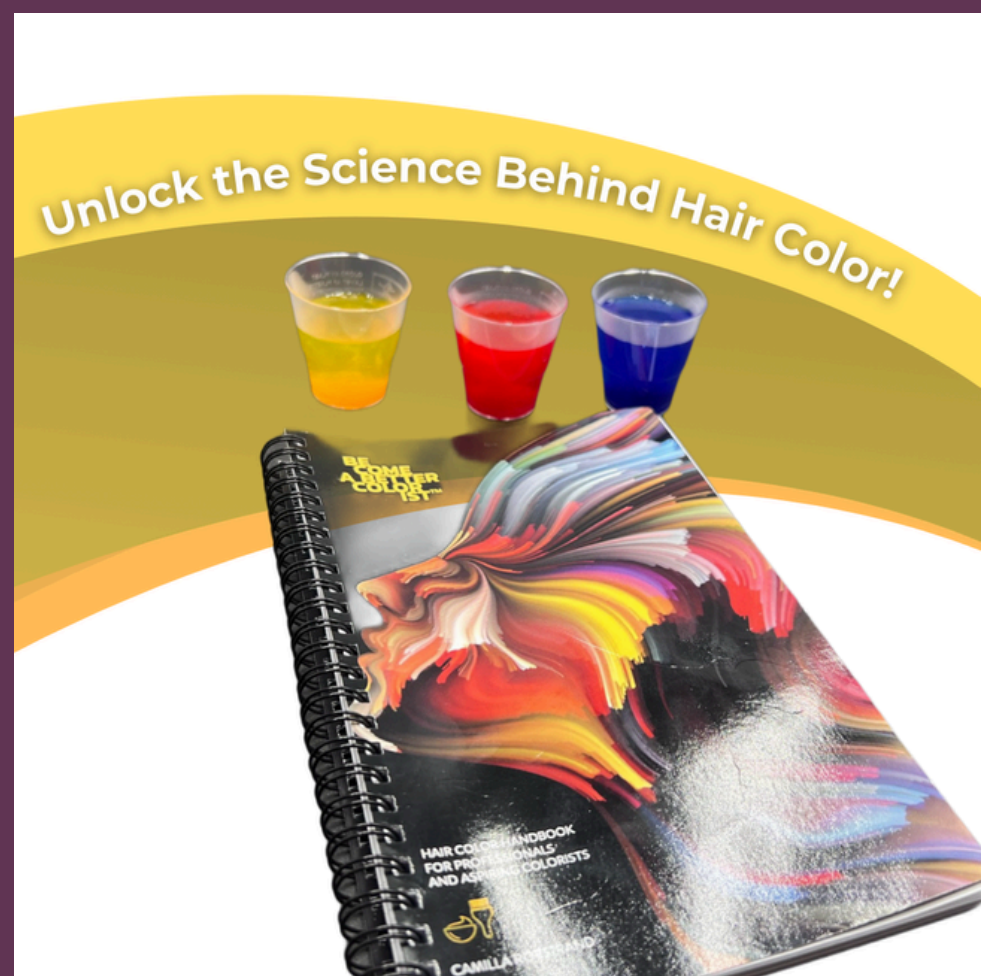
VISUAL BOARD

DEVELOPMENT



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CONTENT CREATION AND EDITING



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PACKAGES

BASIC PACKAGE

- 8 posts + 24 stories per month (captions + visuals)
 - Basic profile audit
 - Content calendar
 - 1 round of edits
- (Ideal for startups or small businesses)*

STANDARD PACKAGE

- 12 posts + 36 stories per month (captions + visuals)
 - Profile audit and optimization
 - Content calendar
 - Monthly analytics report
 - 2 rounds of edits
- (Perfect for growing brands looking to increase engagement)*

PREMIUM PACKAGE

- 16 posts + 48 stories per month (captions + visuals)
 - Profile audit and optimization
 - Content calendar + visual board
 - Monthly analytics report
 - 3 rounds of edits
- (Best for established businesses aiming to scale their social media presence)*

LET'S
WORK
TOGETHER

CONTACT ME

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Portfolio Presentation

LET'S CREATE
SOMETHING AMAZING
TOGETHER!
THANK YOU!

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