



creative
PORTFOLIO

BY OLEKSANDRA ZELENVA

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welcome to
SMM PRESENTATION

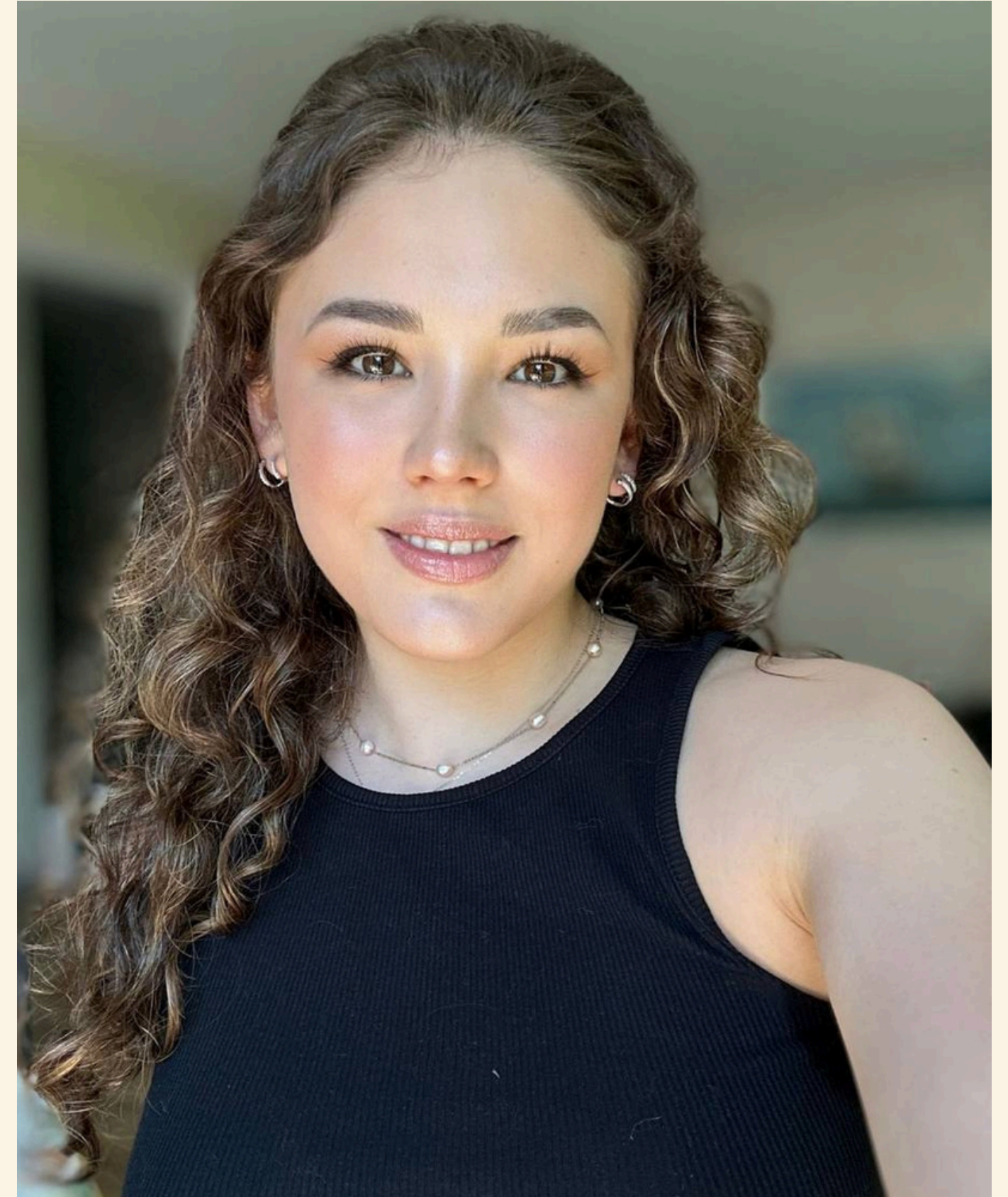
introduce

ABOUT ME

Hi! My name is Sasha, and I'm an SMM specialist and marketing expert with experience working in a large fast food company.

My main goal is to make content management easier for entrepreneurs by delegating it to a professional – and, in return, achieving strong results in all key areas: increasing brand awareness, promotion, and engagement, along with boosting performance metrics (likes, comments, shares, etc.).

Let's take your business to the next level – together!



social **MEDIA MENEEDGMENT**

◆ BRAND PROMOTION STRATEGY

DEVELOPMENT OF A CLEAR ROADMAP TO GROW YOUR BRAND ONLINE.

☞ GIVES STRUCTURE AND DIRECTION — NO CHAOTIC POSTING, ONLY PURPOSE-DRIVEN CONTENT.

◆ GOAL & TASK SETTING

DEFINING WHAT WE WANT TO ACHIEVE AND HOW WE'LL GET THERE.

☞ KEEPS EVERYONE ALIGNED AND RESULTS-FOCUSED.

◆ COMPETITOR ANALYSIS

DEEP DIVE INTO WHAT OTHERS ARE DOING IN YOUR NICHE.

☞ HELPS FIND YOUR EDGE AND AVOID REPEATING GENERIC CONTENT.

◆ TARGET AUDIENCE RESEARCH

UNDERSTANDING WHO WE'RE TALKING TO AND WHAT THEY CARE ABOUT.



social **MEDIA MENEEDGMENT**

- ◆ **TONE OF VOICE, CONTENT RUBRICS & VISUAL LANGUAGE**

DEFINING YOUR BRAND'S PERSONALITY, TYPES OF CONTENT, AND STYLE.

- ☞ **MAKES YOUR BRAND INSTANTLY RECOGNIZABLE AND RELATABLE.**

- ◆ **FEED & STORIES MANAGEMENT**

PLANNING, CREATING, AND PUBLISHING ALL CONTENT ACROSS POSTS AND STORIES.

- ☞ **KEEPS YOUR PAGE ALIVE AND BUILDS DAILY TRUST WITH YOUR AUDIENCE.**

- ◆ **PRESENTATION OF SMM STRATEGY**

A COMPLETE VISUAL AND STRATEGIC BREAKDOWN FOR APPROVAL.

- ☞ **YOU SEE THE WHOLE PLAN BEFORE WE START — TRANSPARENCY = TRUST.**



COMPANY CALLED “CHEBREAK”

In my very first month, I brought the business from a break-even point to zero losses by developing a tailored brand strategy and conducting a thorough environment analysis.

You can see my visual work as an SMM specialist in the upcoming slides of this presentation.

This is analytics for only one month of work in Instagram:

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📊 Monthly Analytics: What Performed Best?

July results:

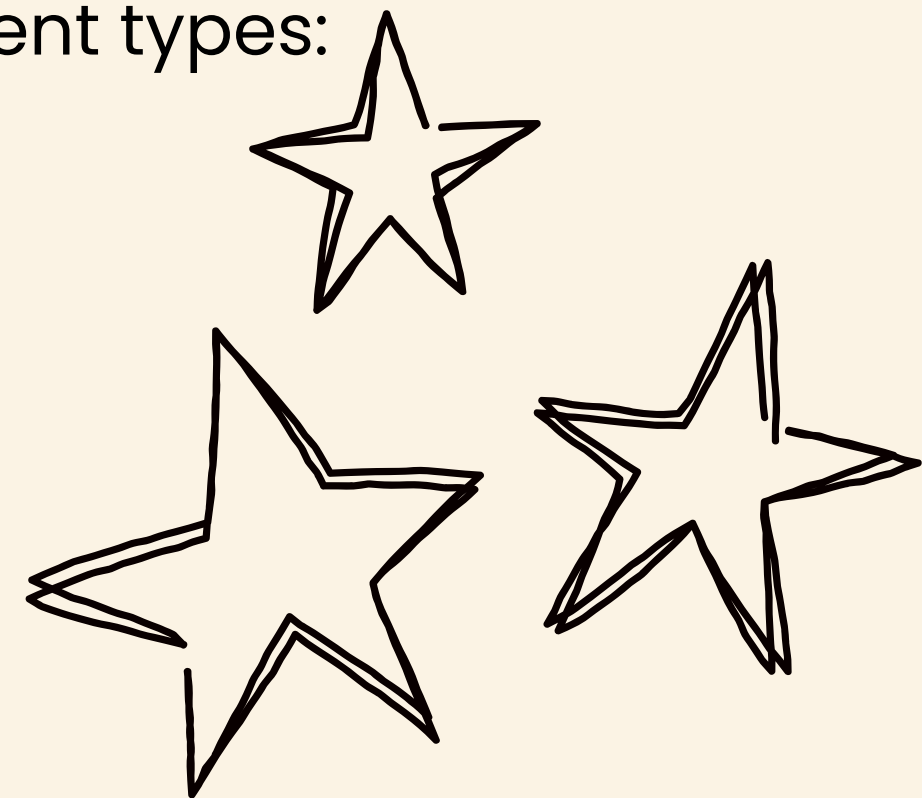
- ◆ 104,774 views
- ◆ +55.1% reach growth – organic content is working 💪

👤 75.9% of views came from followers

Your audience is engaged – great sign for deeper connection and offers!

🎯 Top-performing content types:

- 1.Stories – 44.2%
- 2.Reels – 37.5%
- 3.Posts – 18.3%



AIM OF THIS BUSINESS:

I managed this account as the marketer and lead SMM specialist on the team.

I provided clear guidance on what I needed to create content effectively.

Together with the team, we started creating and transforming this fast food page.



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Background:

This Instagram account had been inactive for 5 months.

No posts. No stories. No engagement.

 **Goal:**

Gently restart the page and gradually rebuild audience activity – fully organically, with no ads.

 Results after 1 month:

- ✓ Organic reach grew by +55.1%
- ✓ Total views: 104,774
- ✓ Only 3% from ads
- ✓ Audience reactivated without pushy tactics

 Conclusion:

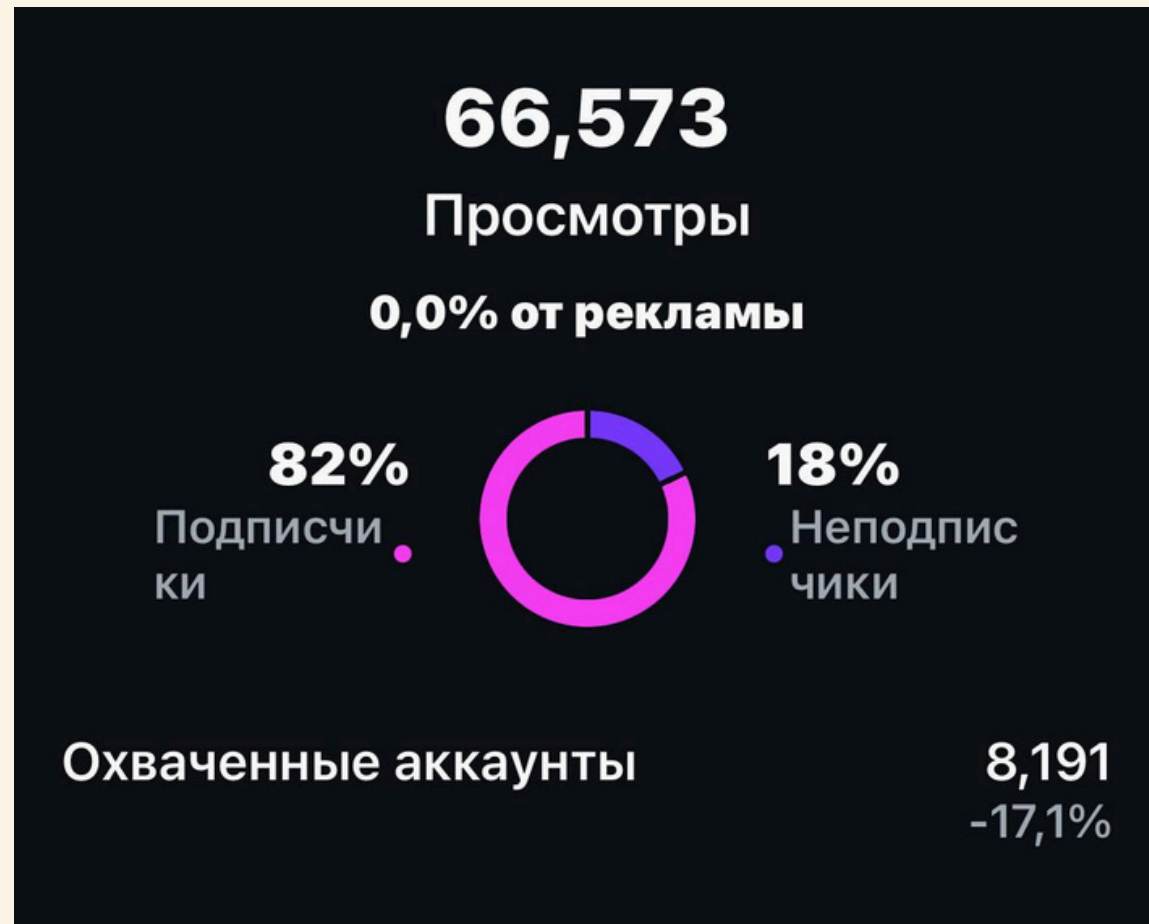
Even a "sleeping" account can wake up – with the right tone, consistency, and value-driven content.

PROJECT FAST FOOD

Instagram

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STATISTICS:



before



after

Статистика	С 1 июл по 30 июл
Просмотры	↗ 104,8 тыс. >
Взаимодействия	↗ 940 >
Новые подписчики	↗ 56 >
Контент, которым вы поделились	↗ 7 >

BEFORE

The account lacked brightness and didn't reflect the brand's positioning.

There was no engaging content for the audience — no promotions, giveaways, or interactive formats that typically boost engagement and generate interest in the brand.

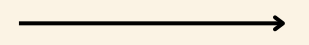
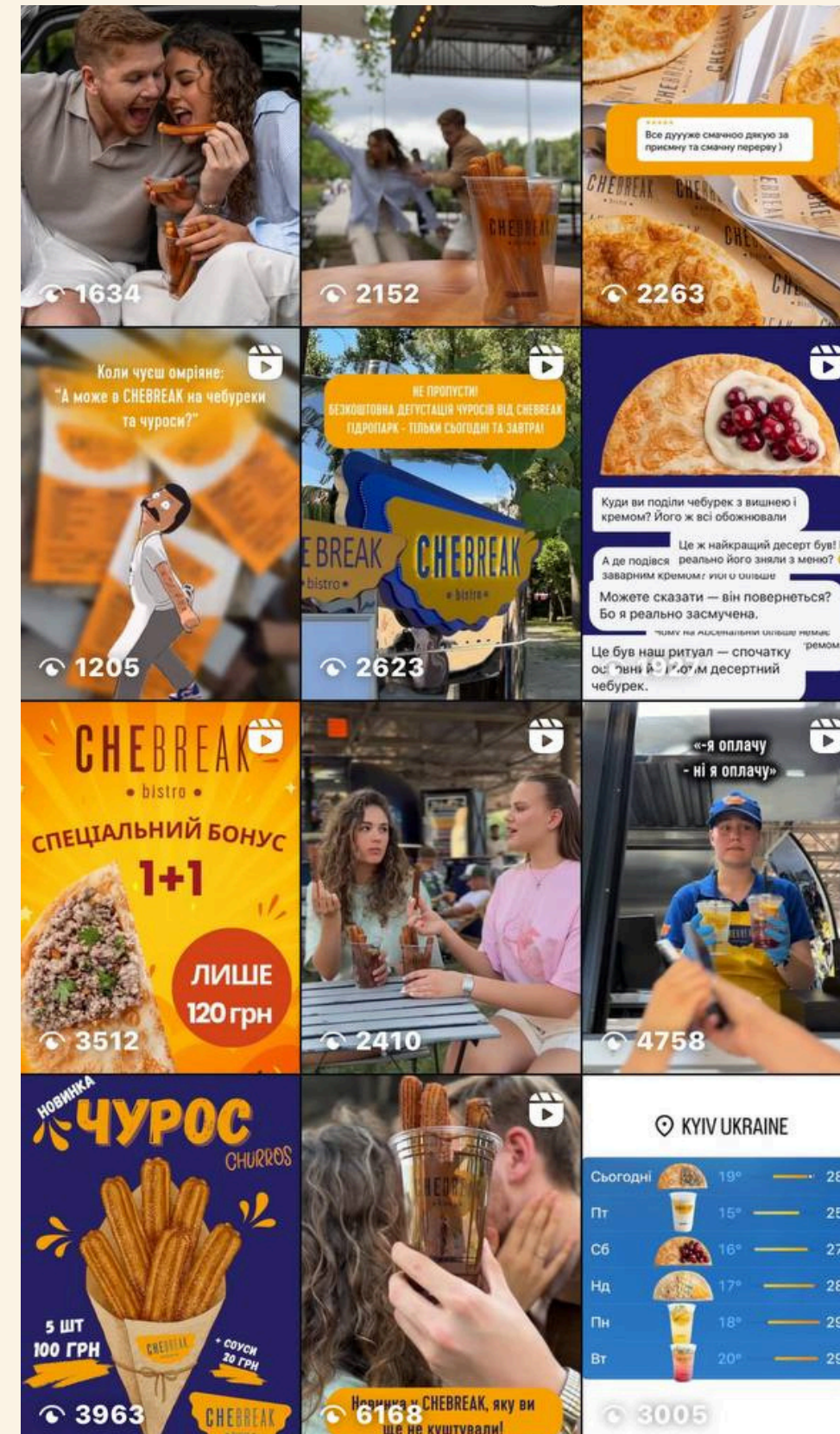
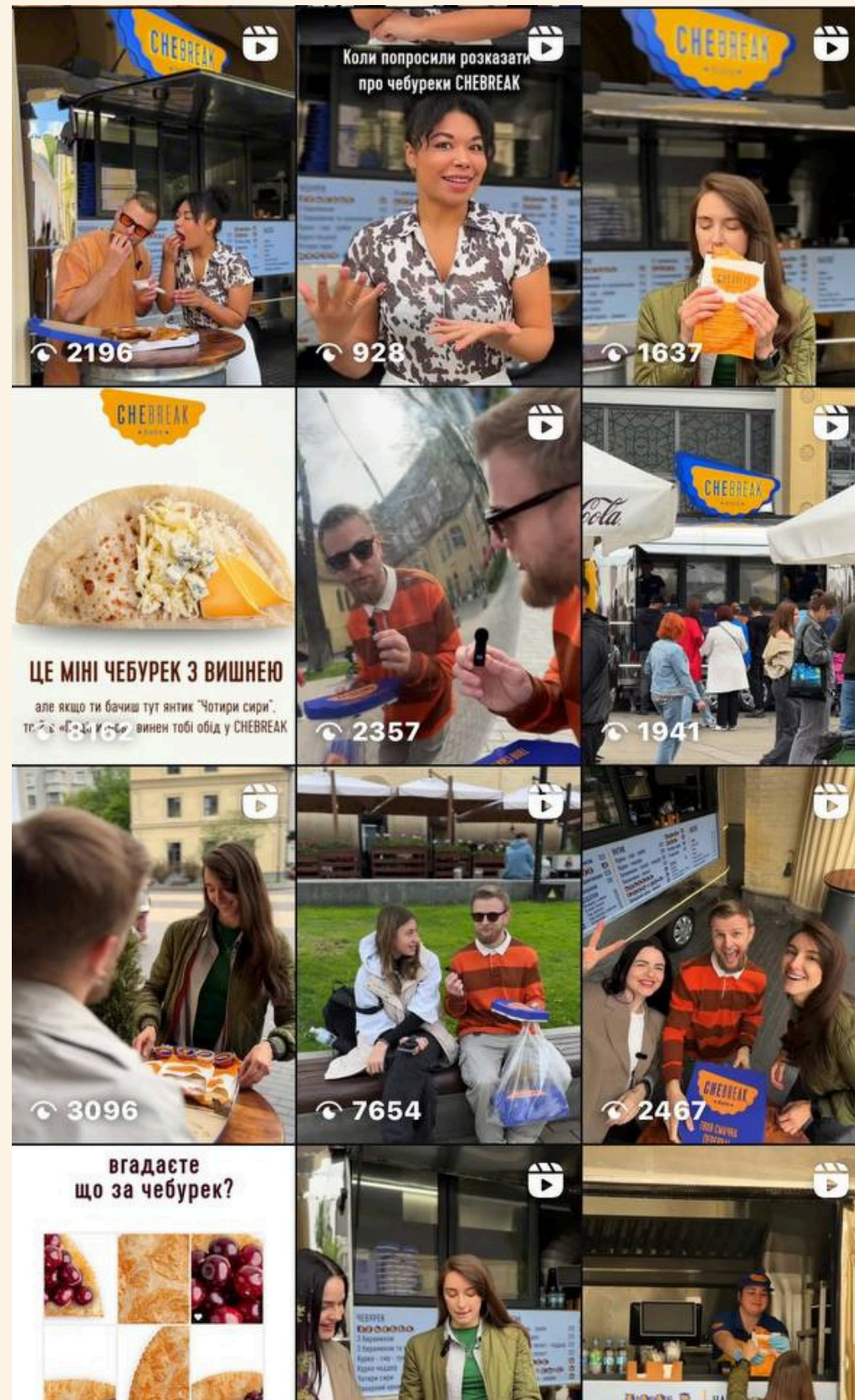


I managed this account as the marketer and lead SMM specialist on the team.

AFTER

We organized a series of photo shoots that reflected and highlighted the brand identity. We agreed to focus on more emotional, expressive photography.

We also launched a promotion that increased daily orders from 30 to 60 — one of our key goals in bringing the Kyiv location to a break-even point. We're still in the process of building and gradually refining the content.



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visual
PORTFOLIO

PSYCHOLOGIST

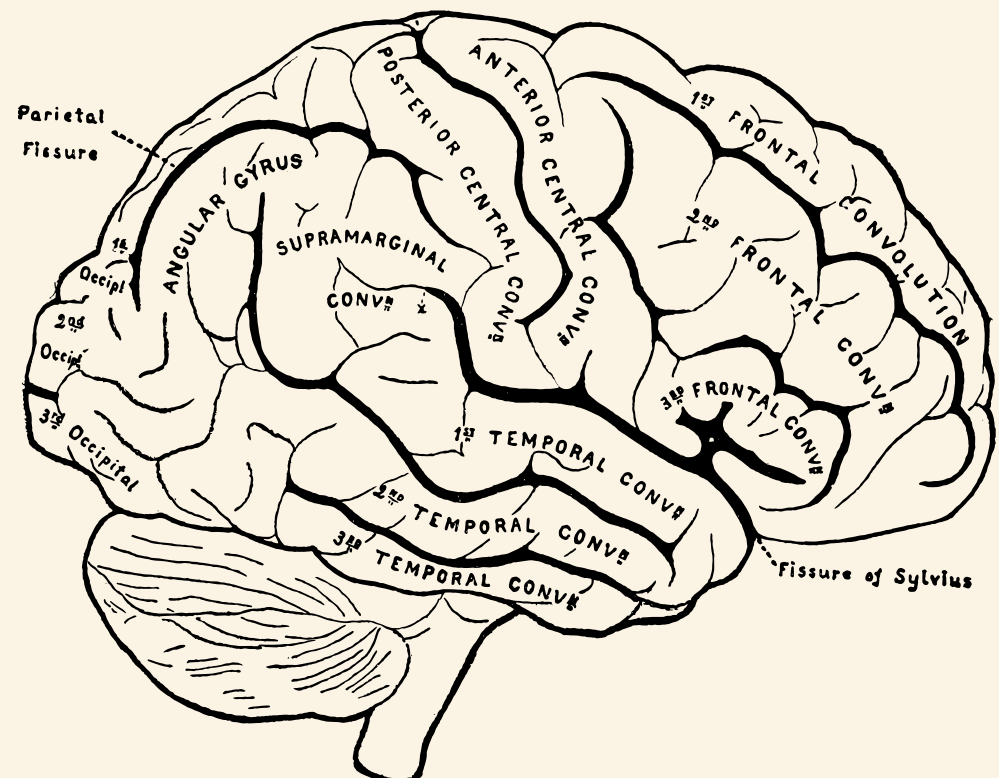
Examples of my work only as the SMM expert



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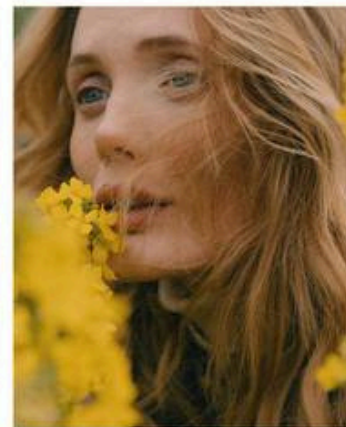
ZELENOVA OLEKSANDRA



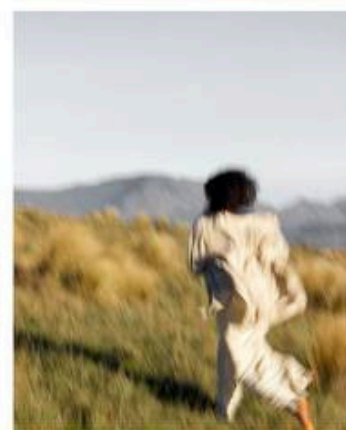
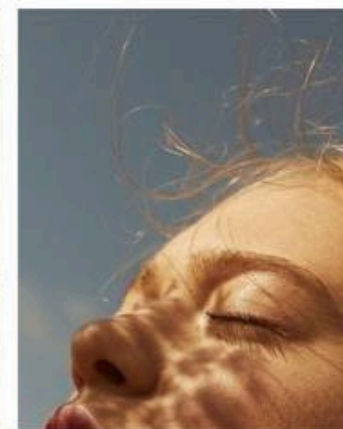
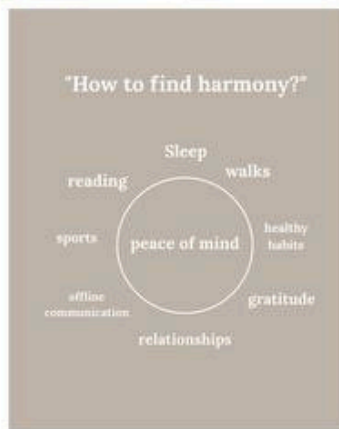
Living for Likes? How Others' Opinions Trap You

You say yes when you mean no. You shrink your voice to stay "readable." You second-guess your choices because someone might disapprove. Sounds familiar? This is the silent grip of seeking approval — a habit that feels polite, but often becomes a prison. Truth is: no matter what you do, someone will always have an opinion.

So why not choose your own? In this post, we'll explore why we crave validation, how it disconnects us from our true self — and most importantly, how to break free. Because peace starts where people-pleasing ends.

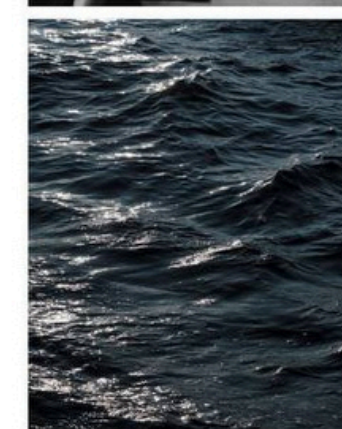
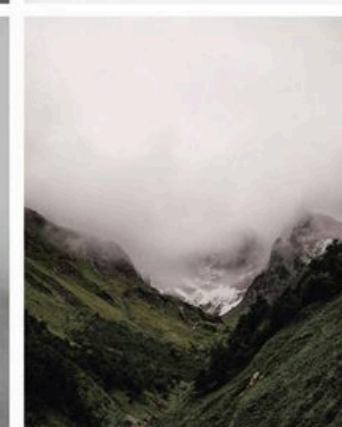


The Path to Your True Self



Дружба - искусство дистанции

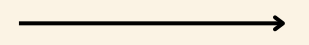
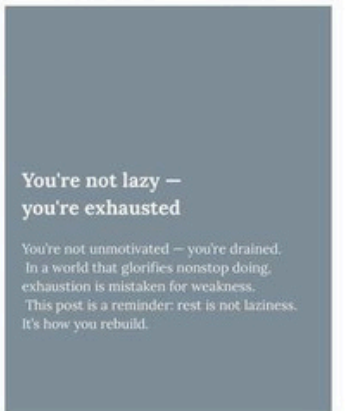
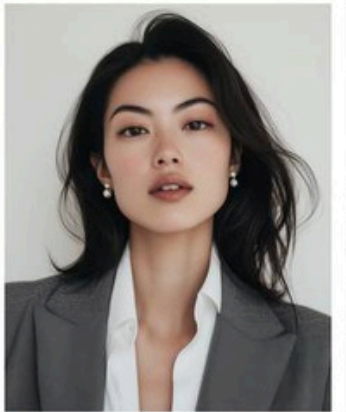
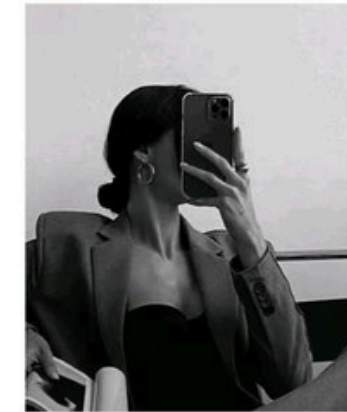
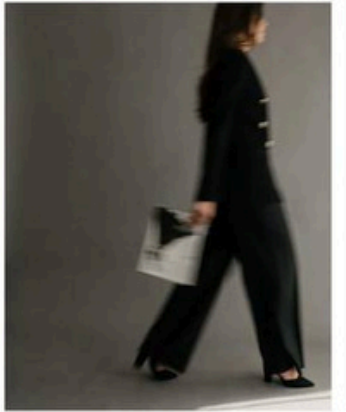
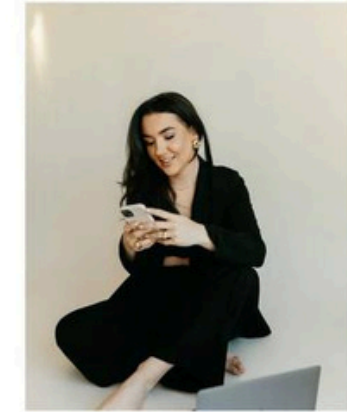
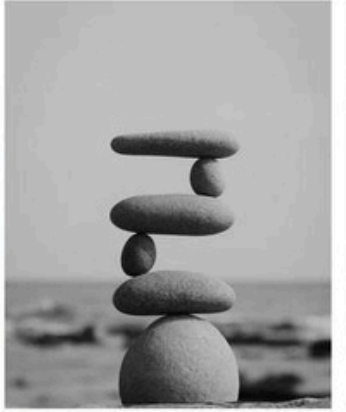
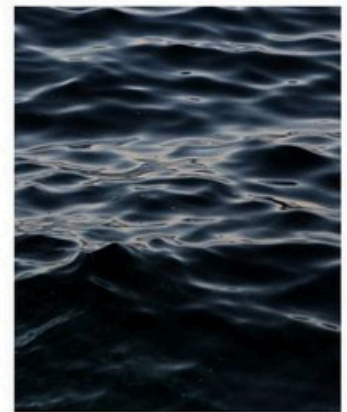
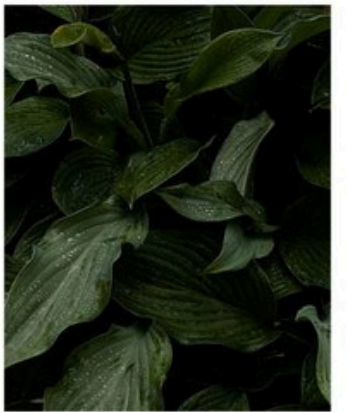
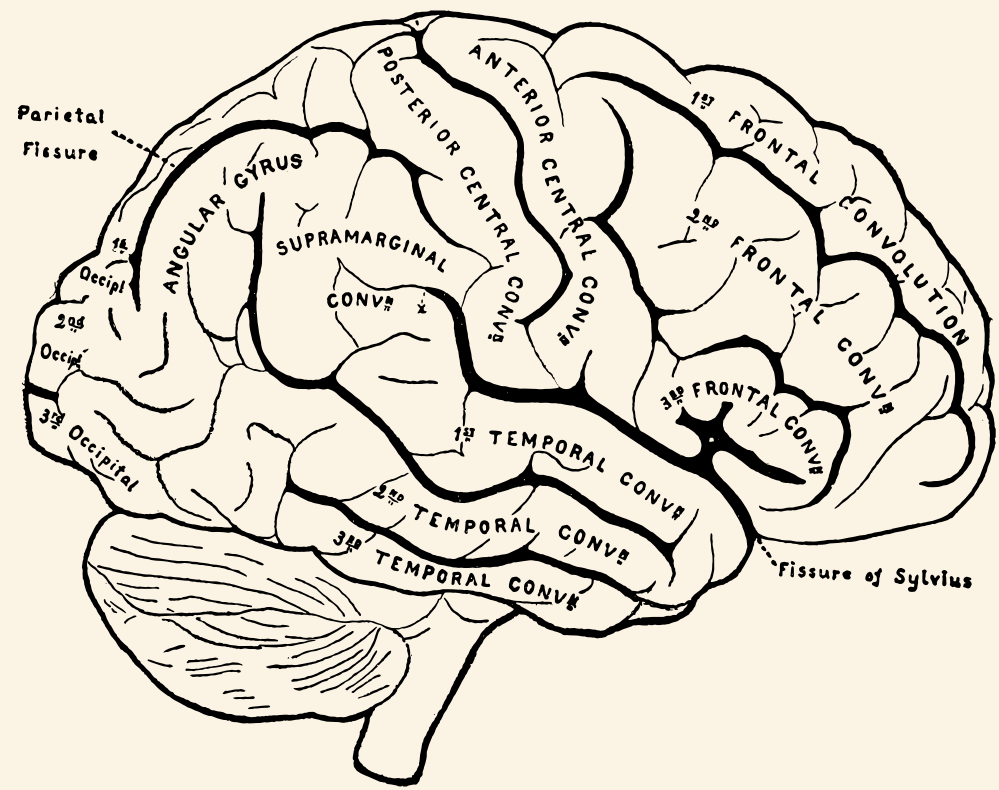
СЮБТИЛЪ КОМПАНИ
РЕКЛАМНОЕ АГЕНСТВО



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BEAUTY SALON

Examples of my work only as the SMM expert



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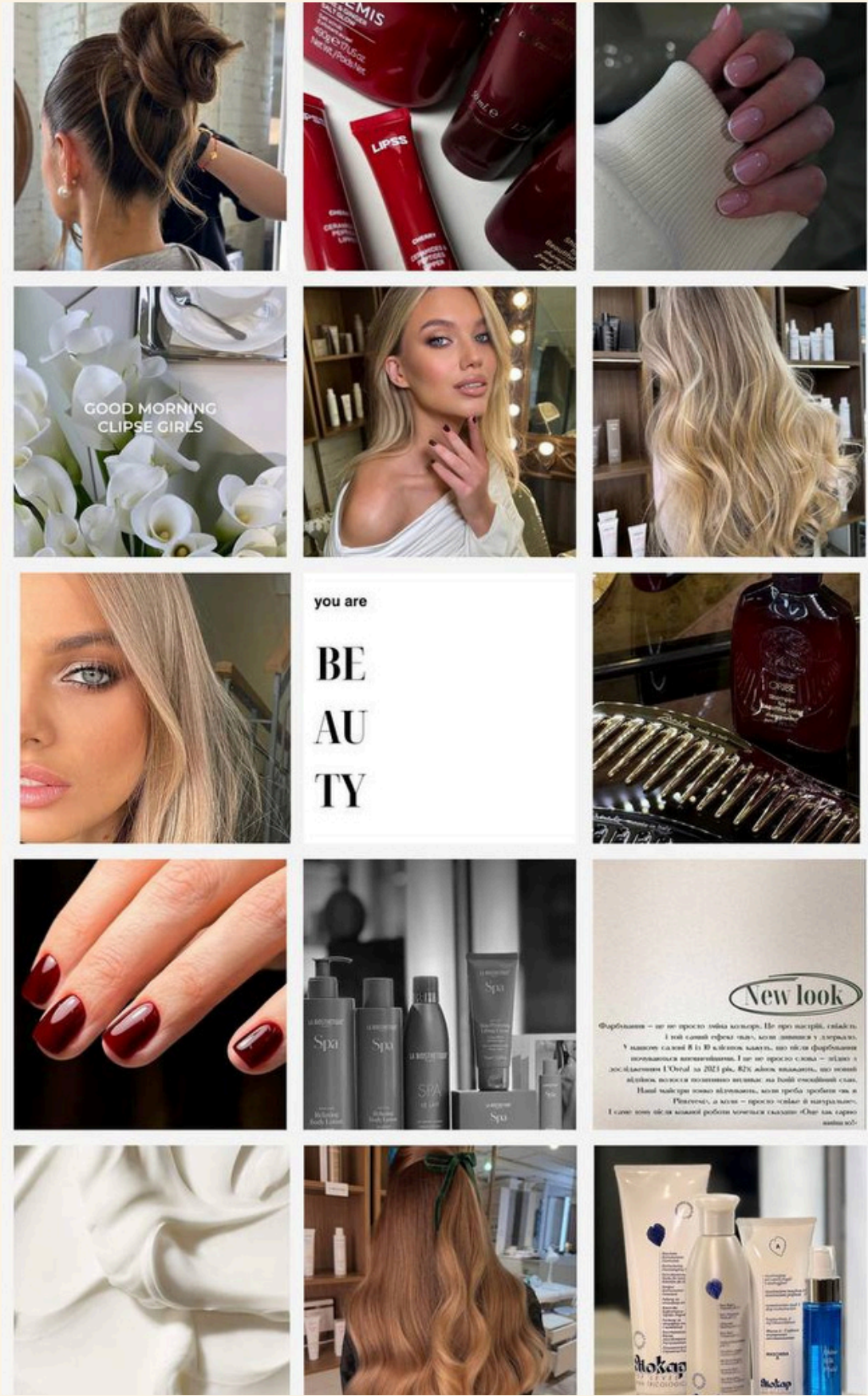
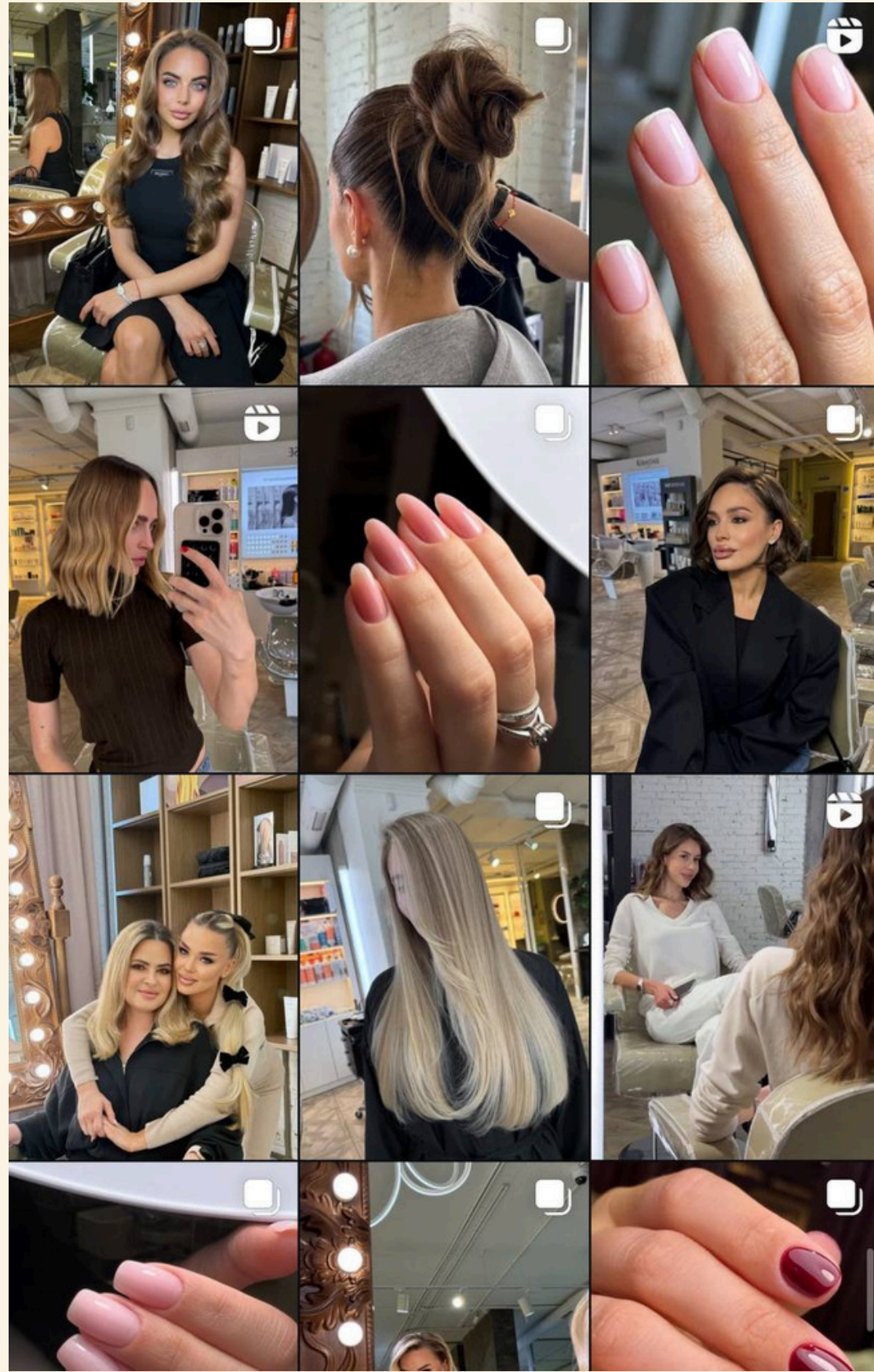


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before



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after



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STORIES



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3 Step Facial Routine

01.

Cleanser

Cleanser is the first step to get a clean, bright and healthy face.

02.

Serum

Serums are designed to nourish, protect and hydrate the skin.

03.

Moisturizer

Moisturizer is an effective type of skincare to slow down the signs of skin aging.

www.reallygreatsite.com

FACE CARE

**GLOWING RADIANCE RESURFACING:
RENEW AND REVITALIZE**

This procedure focuses on exfoliation and skin resurfacing to improve the texture and tone of aging skin. It may involve chemical peels, microdermabrasion, or laser treatments to promote cellular turnover and reveal a fresh, radiant complexion.

www.reallygreatsite.com

NUTRITION

HYDRATES

SKIN RADIANCE

IMPROVES SKIN TEXTURE

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Let's work
TOGETHER