



THE SOCIAL  
MEDIA  
MANAGEMENT  
PORTFOLIO



# *Hello there!*

I'm Alea, and I'm the creative mind behind Good Digital Studios. I create heart-led brand and website designs and bespoke social media content.

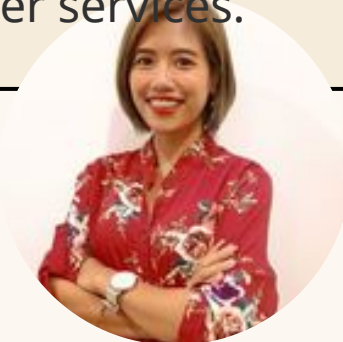
In this portfolio, you'll see more case studies, results, and testimonials of my social media management services. If you want to see some of my brand and web design works, please visit [www.gooddigitalstudios.com](http://www.gooddigitalstudios.com)!

# *Client Testimonials*

# Kind Words

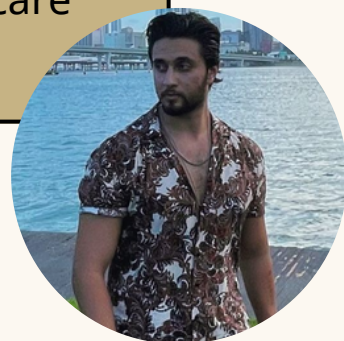
I'm grateful to Alea for helping me out with my Real Estate Business. I'm not that good at Digital Marketing & most of the time gets confuse on the technicalities of it but Alea is so patient and considerate enough to assist me and accommodate my needs. On top of that, her great dedication to her work amazes me and goes beyond my expectations. She gave me a lot of ideas that would help improve my social media accounts & make it more engaging to my target markets. That's why I have so much trust in her that she will deliver a great quality of service. She is kinda perfectionist and that's what I like about her as well. She doesn't settle for less. She's so talented and she really knows what she's doing. She has a great drive to improve more on her craft and keeps on innovating her services.

**KRIZTHEL SILAGAN.**  
REAL ESTATE AGENT  
ROBINSONS LAND CORPORATION



Working with Alea has shown an immediate increase in our Instagram Engagement. She has been a hustler since day 1 with us. Our expectations are high but thankfully Alea takes care of them at this moment.

**CARNBEK OZTURK**  
DIGITAL MARKETER  
STEPS CLOTHING INC.



Alea is a fast learner. I know we're on the same page all the time. Even with few explanations about the task, she gets what I mean immediately. She's also very creative, that's the most important skill a social media marketer must-have.

**KATHREEN CARILLO**  
COACH  
SOCIAL MEDIA MADNESS  
PROGRAM



Alea has been a great social media manager so far. She is very good at her craft. She is creative and attentive to the audience and my business has grown tremendously since working with her.

**LASHERELL WHITE**  
SERIAL ENTREPRENEUR  
LA LUXE COSMETICS



# What They Say

Hi Alea, I have made a few edits. Thank you so much. I am always impressed by your ability to speak in my "voice" and make such great content.

10:34 PM

Hi Alea! Loved the story you created! It got so much engagement! Just wanted to say thank you!!

6:22 AM

Alea, thanks so much again for the work you have done thus far. I loved everything you put in the social media strategy and have no changes or feedback on the branding, other than I LOVE IT

10:23

Yes! You're doing a great job by the way

2:16 AM

Glad I made the right choice 😊

2:16 AM

# *Client Results*

# Results - Reach

### Insights Overview

You received **+1,721%** more content interactions compared to Jun 11 - Jul 12.

Accounts Reached	10.5K <b>+355%</b>
Content Interactions	1,512 <b>+1,721%</b>

### Insights Overview

You reached **+113%** more accounts compared to Jun 18 - Jul 19

Accounts Reached	22K <b>+113%</b>
Content Interactions	2,928 <b>+68.1%</b>

### Insights Overview

You reached **+36.1%** more accounts compared to Oct 10 - Oct 31

Accounts reached	24.5K <b>+36.1%</b>
Accounts engaged	4,532 <b>+17.4%</b>

Custom ▾ Sep 4 - Oct 3

**268,370**  
**Accounts reached**  
**+87.9%** vs Aug 5 - Sep 3

Custom ▾ Sep 10 - Oct 9

**1,184,665**  
**Accounts reached**  
0% from ads

# Results - Followers

<b>Growth</b> <ul style="list-style-type: none"><li>Overall</li><li>Follows</li></ul> <div>1,667 2,203</div>	<b>Growth</b> <ul style="list-style-type: none"><li>Overall</li><li>Follows</li></ul> <div>48,781 55,383</div>
<b>Growth</b> <ul style="list-style-type: none"><li>Overall</li><li>Follows</li></ul> <div>1,316 2,102</div>	<b>Growth</b> <ul style="list-style-type: none"><li>Overall</li><li>Follows</li></ul> <div>36,026 37,665</div>
<b>Growth</b> <ul style="list-style-type: none"><li>Overall</li><li>Follows</li></ul> <div>527 594</div>	<b>Growth</b> <ul style="list-style-type: none"><li>Overall</li><li>Follows</li></ul> <div>439 517</div>



# Results - Engagements

**110,484**  
**Accounts engaged**

+2,198% vs Aug 11 - Sep 9

**12,745**  
**Accounts engaged**

+355% vs Apr 3 - May 3

**6,380**  
**Accounts engaged**

+1,728% vs Apr 15 - May 14

## Post Interactions vs Oct 12 - Nov 9

Likes

Comments

Saves

Shares

**10,554**  
**+364%**

8,731

1,021

405

67

## Post Interactions vs Apr 23 - Apr 30

Likes

Comments

Saves

Shares

**6,210**  
**+190%**

3,073

76

2,387

184

## Post Interactions vs May 27 - Jun 2

Likes

Comments

Saves

Shares

**6,676**  
**+50.8%**

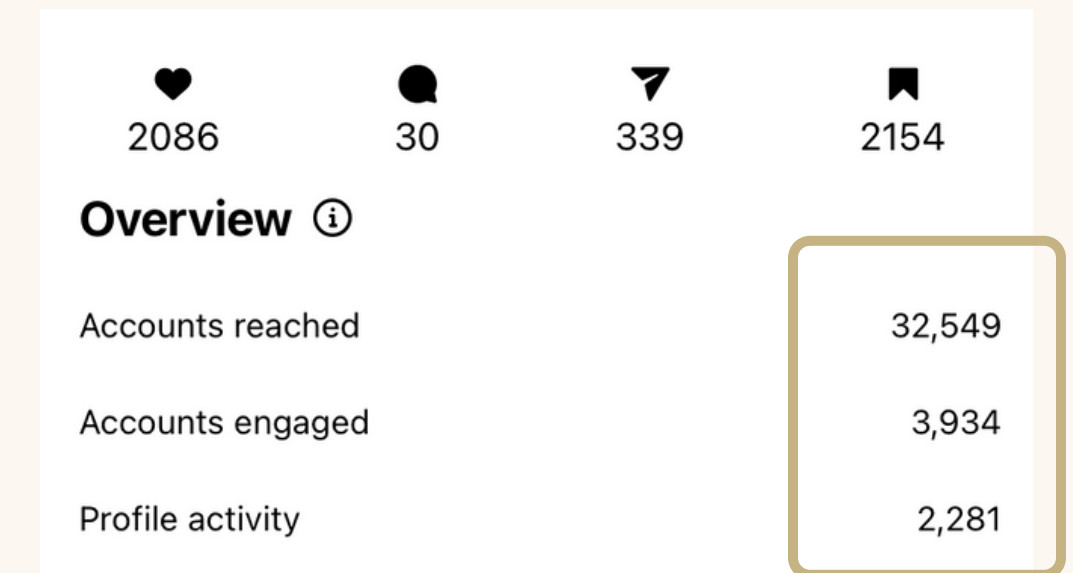
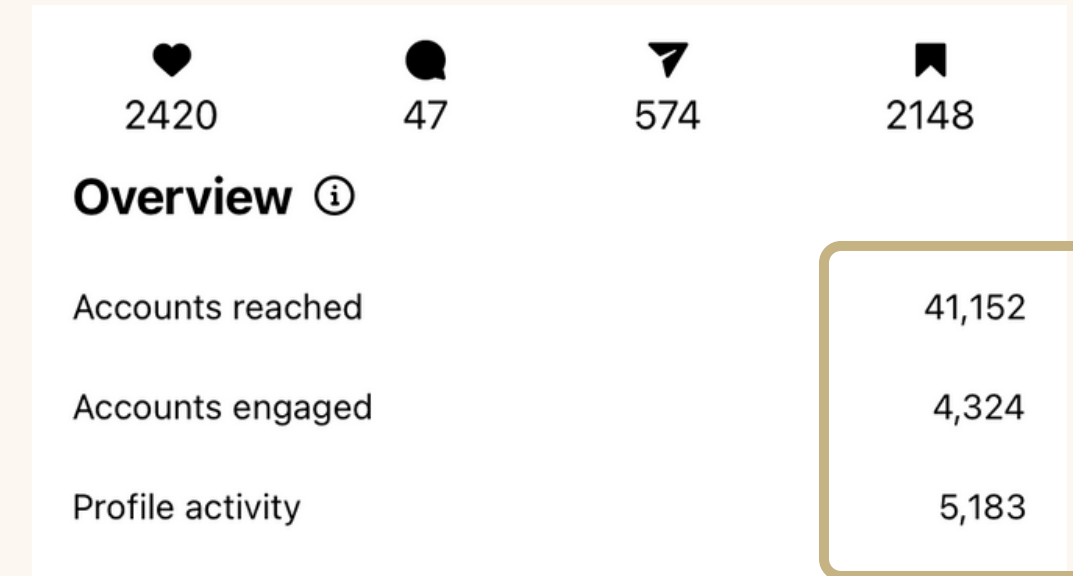
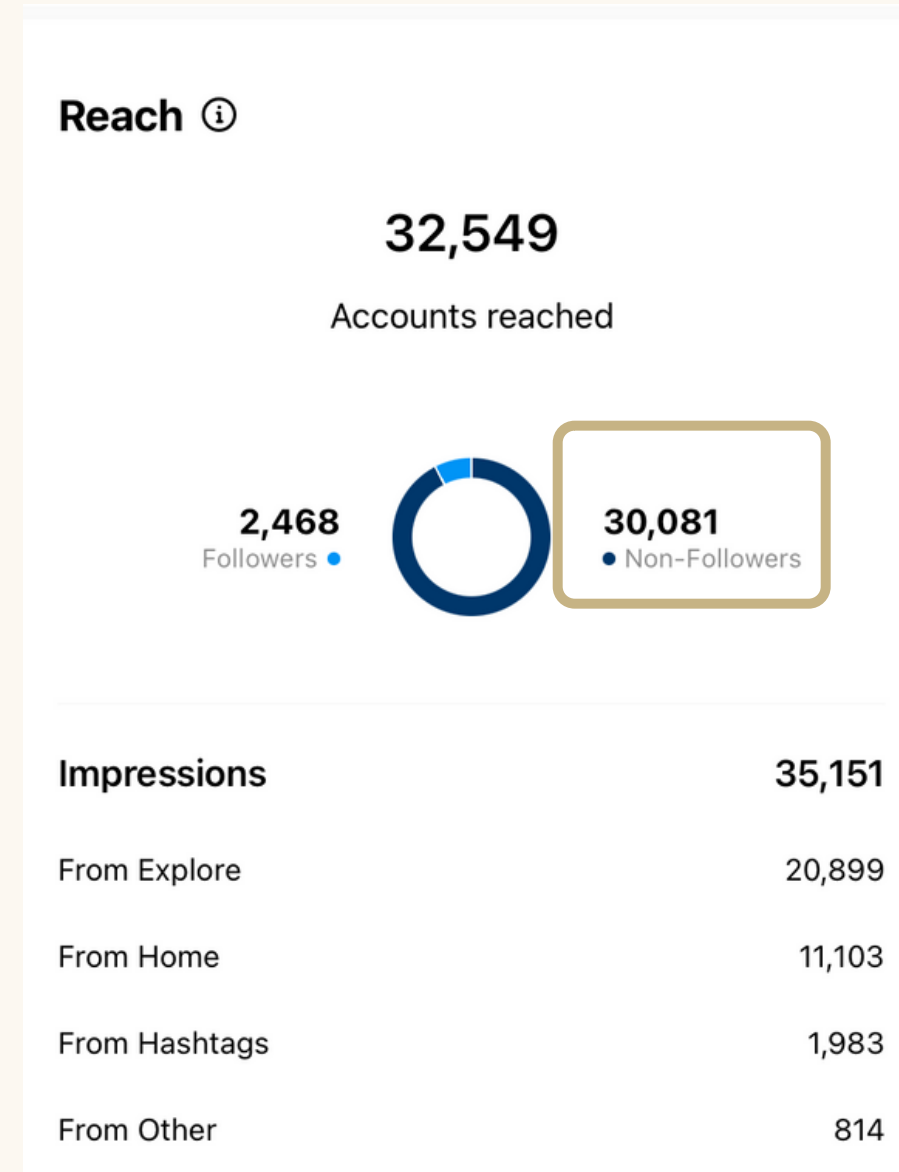
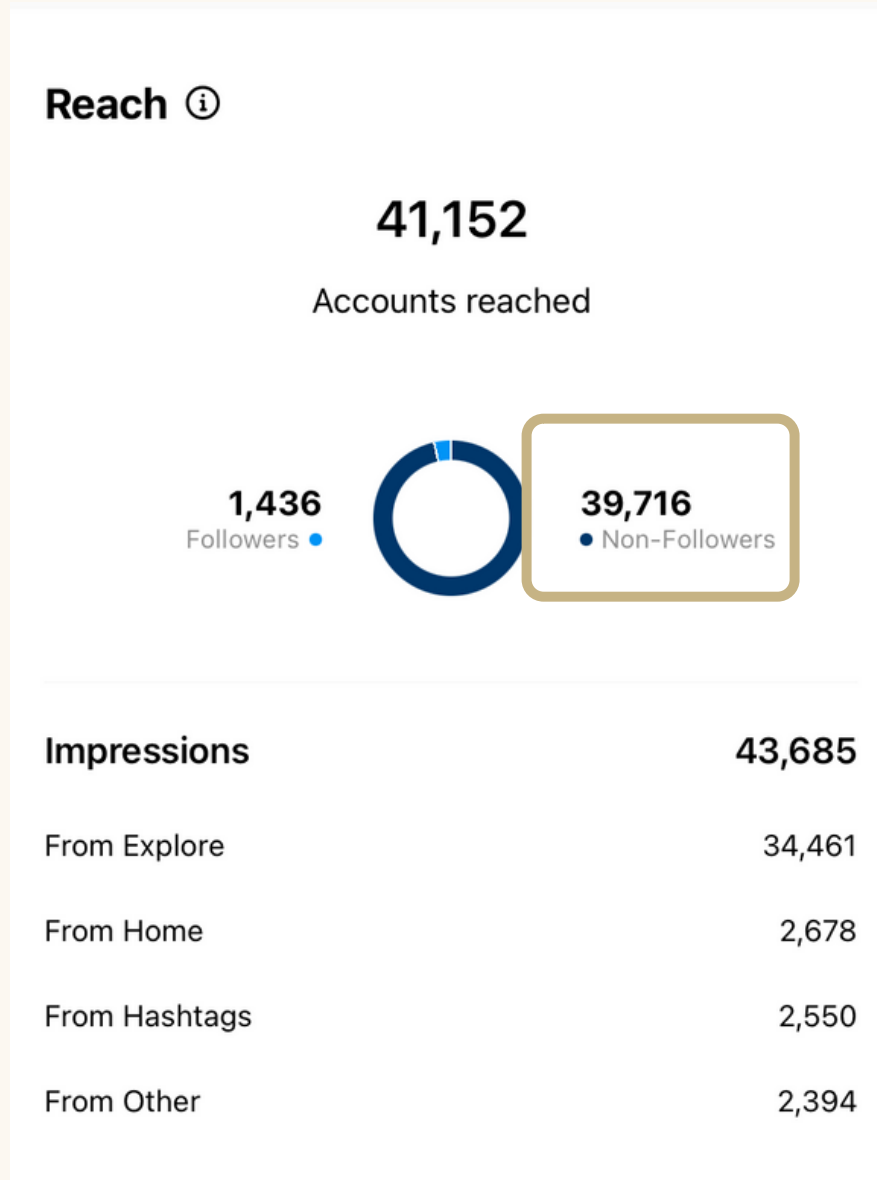
3,299

59

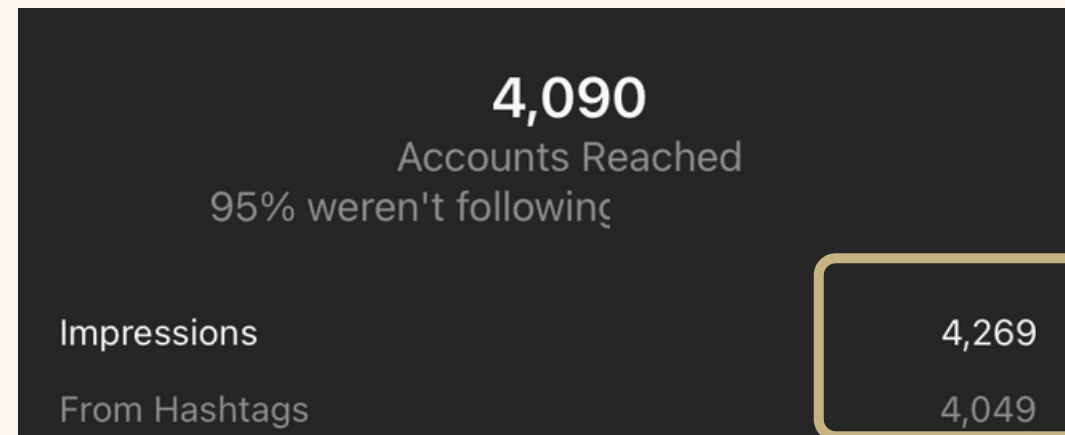
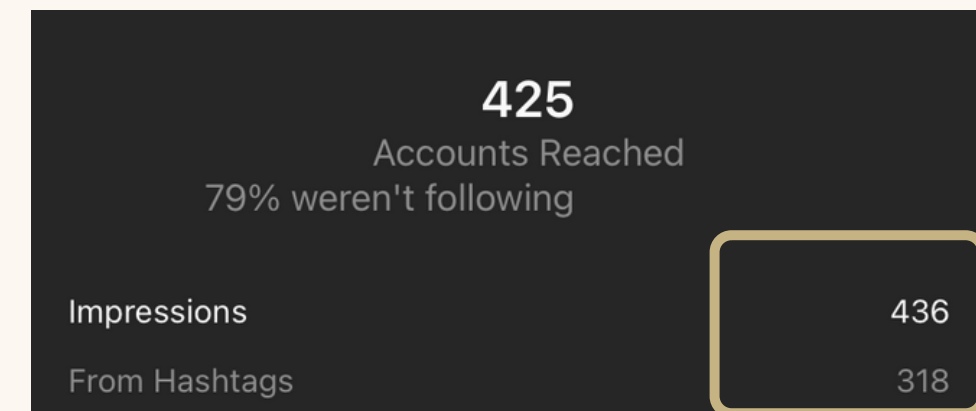
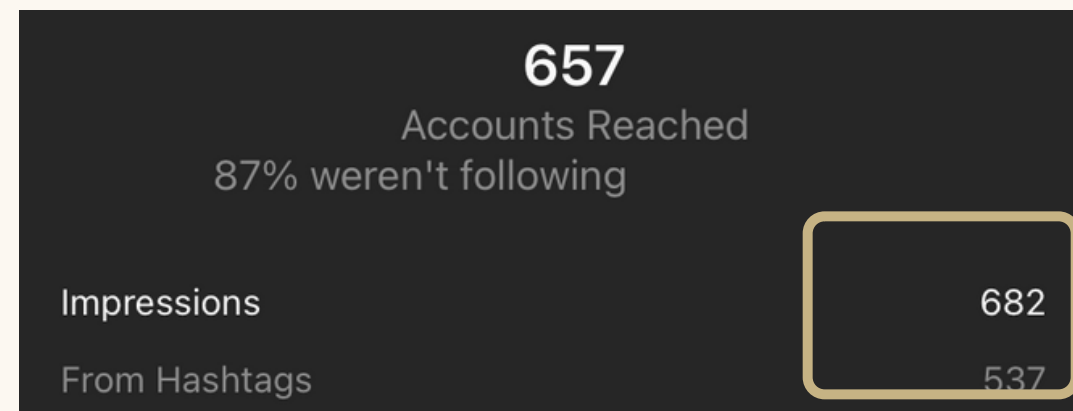
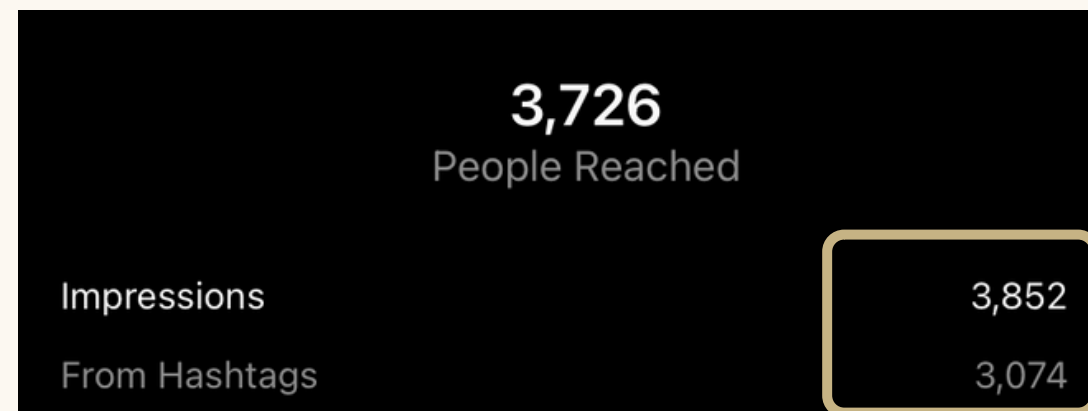
2,867

73

# Results - Engagements



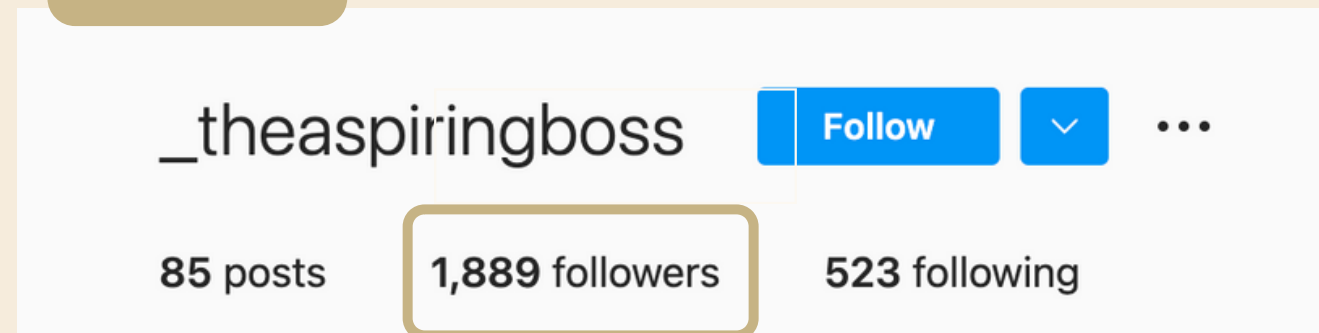
# Results - Engagements



# *More Case Studies*

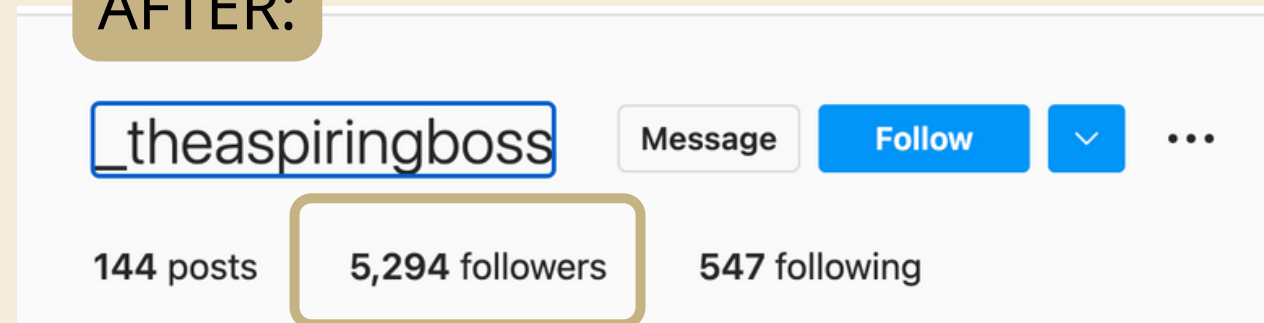
# From 1k to 5k followers in just 2 months!

BEFORE:



Instagram profile for @theaspiringboss. The profile shows 85 posts, 1,889 followers (highlighted with a brown box), and 523 following. The 'Follow' button is visible.

AFTER:



Instagram profile for @theaspiringboss. The profile shows 144 posts, 5,294 followers (highlighted with a brown box), and 547 following. The 'Follow' button is visible.

INSIGHTS AFTER WORKING WITH ME:

## Insights Overview

You reached **+2,134%** more accounts compared to Mar 13 - Apr 12

Accounts reached	73.6K	>
	+2,134%	
Accounts engaged	7,983	>
	+2,761%	

Client's problem: She is a YouTuber and a full-time lawyer who has no time to repurpose her content on Instagram. She wants to gain authority online and start warming her audience before she launches her coaching program.

Solution: I repurposed her content from youtube into educational and inspirational carousel posts to spread her reach on Instagram. I implemented a content strategy that enabled her to grow from 1k to 5k followers in just 2 months!

# Building a community with 1k+ members



**BEFORE:**

[View Insights](#)

113 Post Reach >

❤️ [Profile] and 2 others

👍 Like

💬 Comment

**AFTER:**

[View Insights](#)

638 Post Reach >

❤️👍 54

19 Comments

👍 Like

💬 Comment

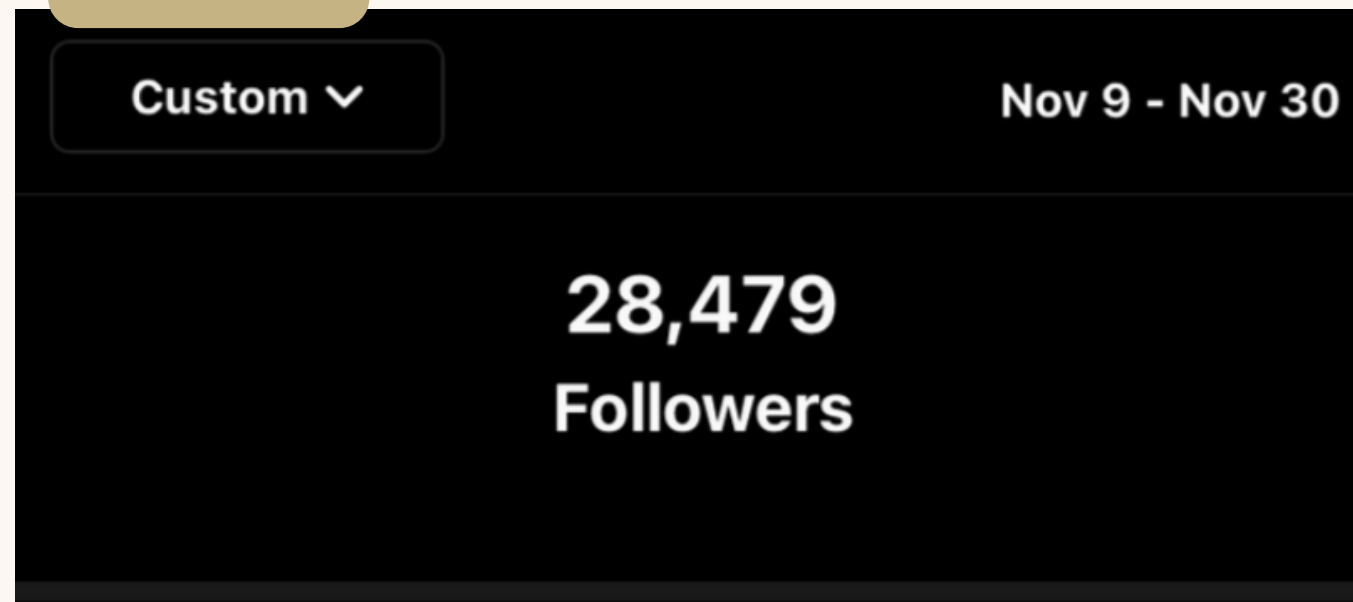
Client's problem: She is a coach who uses Tiktok to attract her audience. She has a Facebook group to warm up her leads but she has no time to nurture her audience.



Solution: I repurposed her content from Tiktok and created a content strategy to keep her audience engaging with her. She was able to attract her leads and grow her community.

# *From 28k followers to 110k!*

BEFORE:



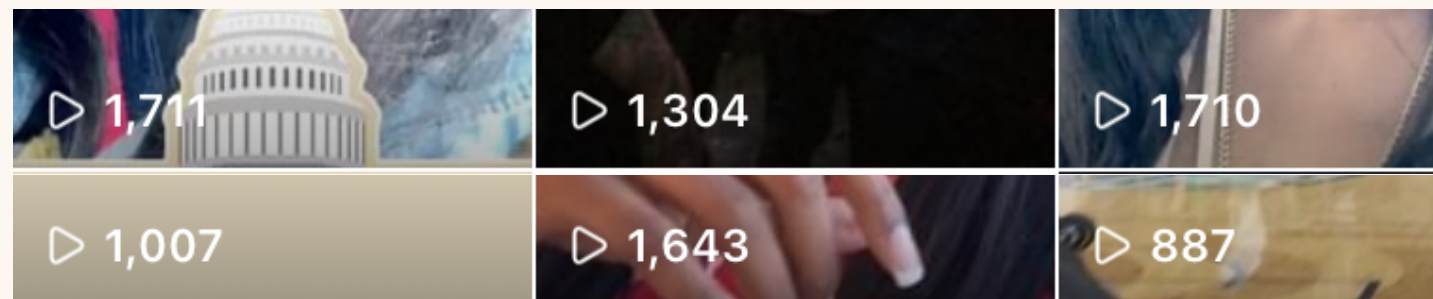
AFTER:



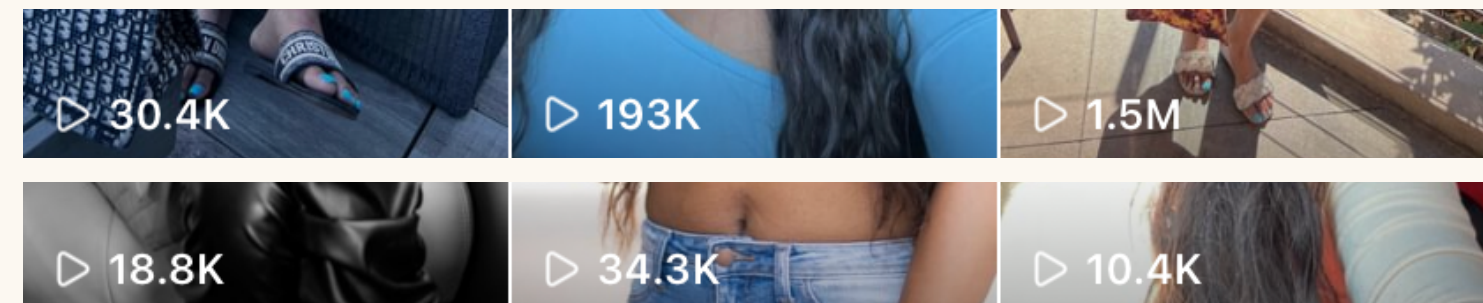
From 20k+ to 110k+ followers after a year of working with me!

# *From 1k+ reel plays to 1.5M!*

BEFORE:



AFTER:



Client's problem: She is a business coach who wants to consistently show up on Instagram. The problem is, her market is saturated and wants her personal branding to stand out by using short-form video content.

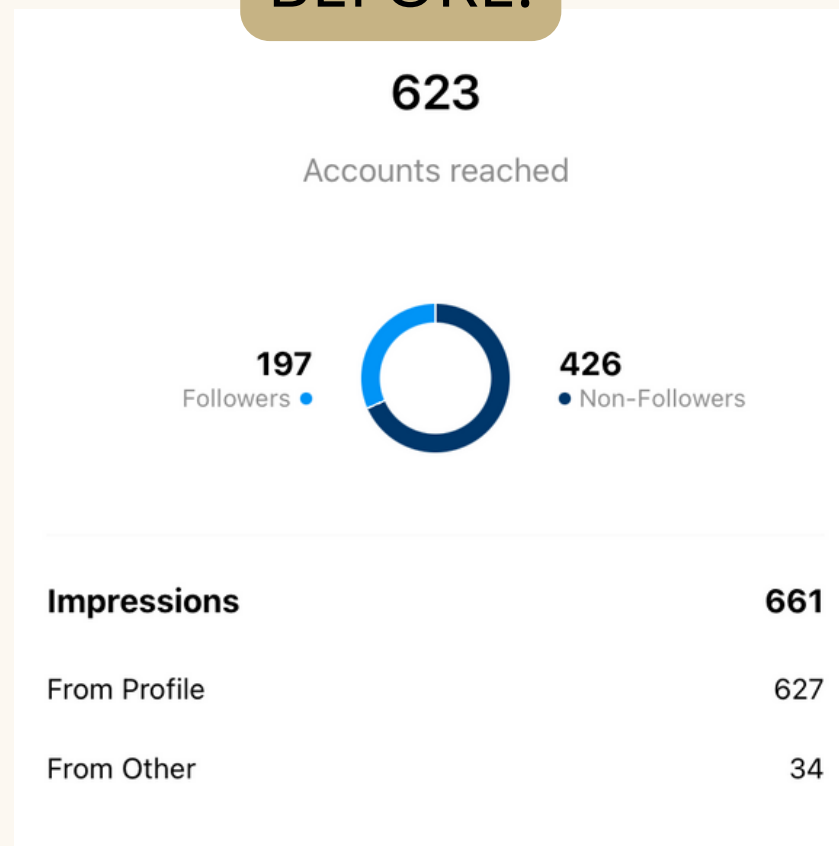


Solution: I collaborated with her and edited her raw videos and transform them into interesting and fun-to-watch reels. Because of this, she was able to build authority in her industry and grow her audience from 1k average plays to up to 1.5 plays!

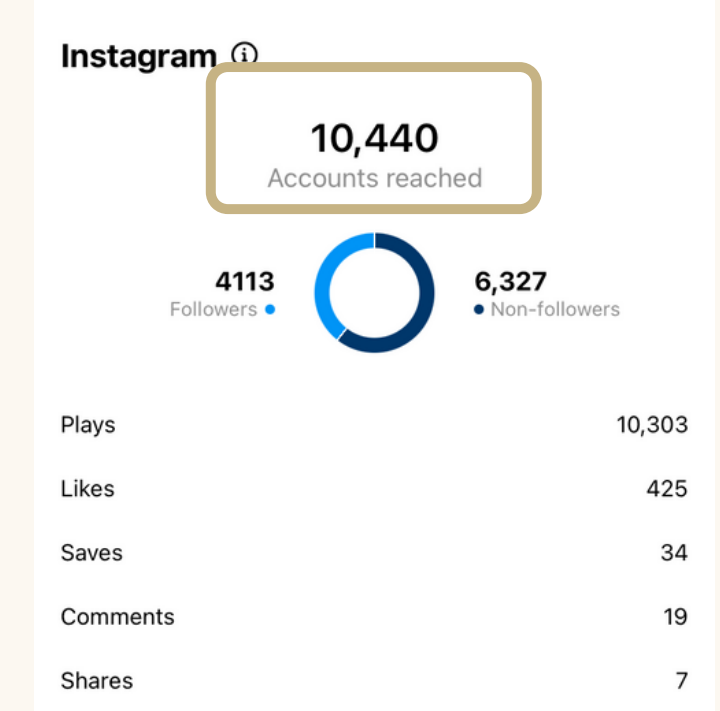
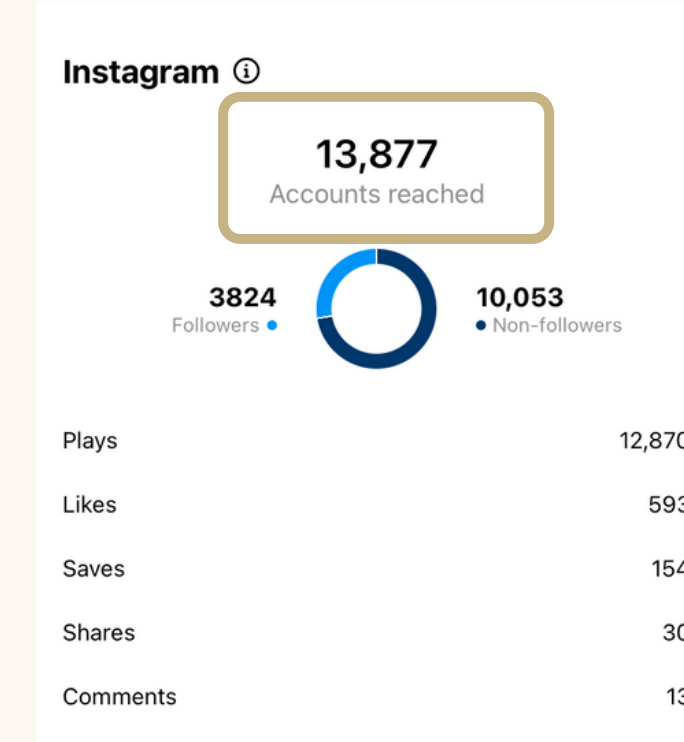
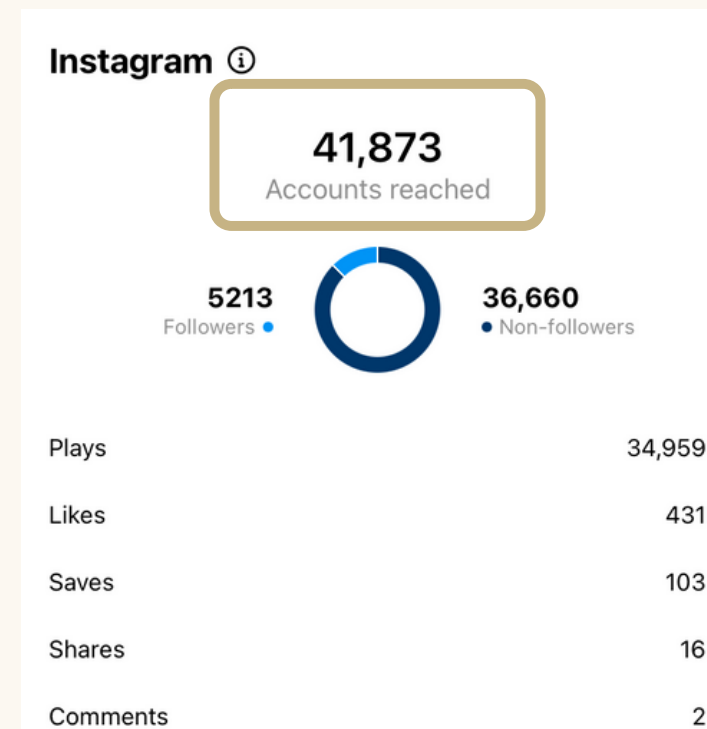


# Instagram - Reel Insights

BEFORE:



AFTER:



Client's problem: She has no content strategy and has no time to research the current reel and content trends in her industry. Plus, she has no time to do lengthy talking reels.



Solution: I research short and trendy reels and content for her so all she has to do is to batch create them.

# *Sample Work*

# Content Samples

## BENEFITS OF BUSINESS CREDIT

- 1) Easily separate personal from business expenses
- 2) Higher spending limit
- 3) Receive better terms from suppliers
- 4) Business-related perks



## HAVE YOU CHECKED YOUR CREDIT?



### signs your *mental health* may be declining

- feeling always tired/exhausted
- finding it hard to focus
- losing interest in your hobbies
- having problems sleeping
- isolating oneself more often than usual
- feeling always irritated

ITSJESS.LIFE

### TIPS ON HOW TO BE A BETTER VERSION OF YOURSELF

- 1 Meditate.
- 2 Read books/listen to audiobooks.
- 3 Exercise regularly.
- 4 Find a new hobby.

ITSJESS.LIFE



LA LUXE AIR

PASSENGER NAME: Outside Palette  
DATE: 08-09-2  
TIME: 21:25  
FROM: Atlanta, Georgia  
TO: Waldorf, Maryland  
FLIGHT: I124  
GATE: D4

BOARDING PASS

PASSENGER: Outside Palette  
FROM: Georgia, USA  
TO: Maryland, USA  
FLIGHT: I124  
ATL → DCA

LA LUXE AIR



EMERGENCY  
Need Lip Silk High Gloss

### Which pair of false is your bestie? based on your zodiac

LA LUXE

### How to clean your magnetic lashes:

**WHAT YOU NEED:**  
Lintfree Q-tips / cotton rounds  
Oil-free makeup remover

- STEP 1**  
Be sure to wash your hands thoroughly before removing your falsies & cleaning them.
- STEP 2**  
Dab the q-tip with oil-free makeup remover. Be sure it's oil free since oil-base makeup removers might weakened the bond on your lashes causing them to shed.
- STEP 3**  
Brush the q-tip on the micro magnetics of your lashes.
- STEP 4**  
Put back your lashes on its box/ case.

# Content Samples

Plan ahead, maximize your deductions and lower your tax bill.



Get your tax planner now!

PROFESSIONAL TAX SERVICES

PROFESSIONAL TAX SERVICES

## WITH **lendio**

THOMAS FINANCIAL LLC IS HAPPY TO ANNOUNCE ITS BUSINESS LOAN PROGRAM IN PARTNERSHIP WITH LENDIO.

KEEP TRACK OF YOUR MILEAGE!

Starting January 2022, business owners can deduct 58.5 cents per mile driven for business use.

PROFESSIONAL TAX SERVICES

PENALTIES ELIGIBLE FOR PENALTY RELIEF:

- ✓ Failing to file a tax return
- ✓ Failing to pay on time
- ✓ Failing to deposit certain taxes as required
- ✓ Other penalties as applicable

SELF-CARE TIPS FOR LAW STUDENTS

Remember that mental health is just as important as physical health.

Practice self-compassion and offer yourself kind and supportive words.

Find a support system. Reach out to friends or family who can understand what you're going through or join a community.

Allow yourself to play, relax and have fun.

@\_theaspiringboss



Ab

## HOW TO ACTUALLY BE PRODUCTIVE WHILE WORKING FROM *home*

@\_theaspiringboss

SWIPE >

## THE WORST FINANCIAL *mistakes* I MADE IN MY MID 20'S

@\_theaspiringboss



## HOW TO BE CONFIDENT IN STARTING A *new job*

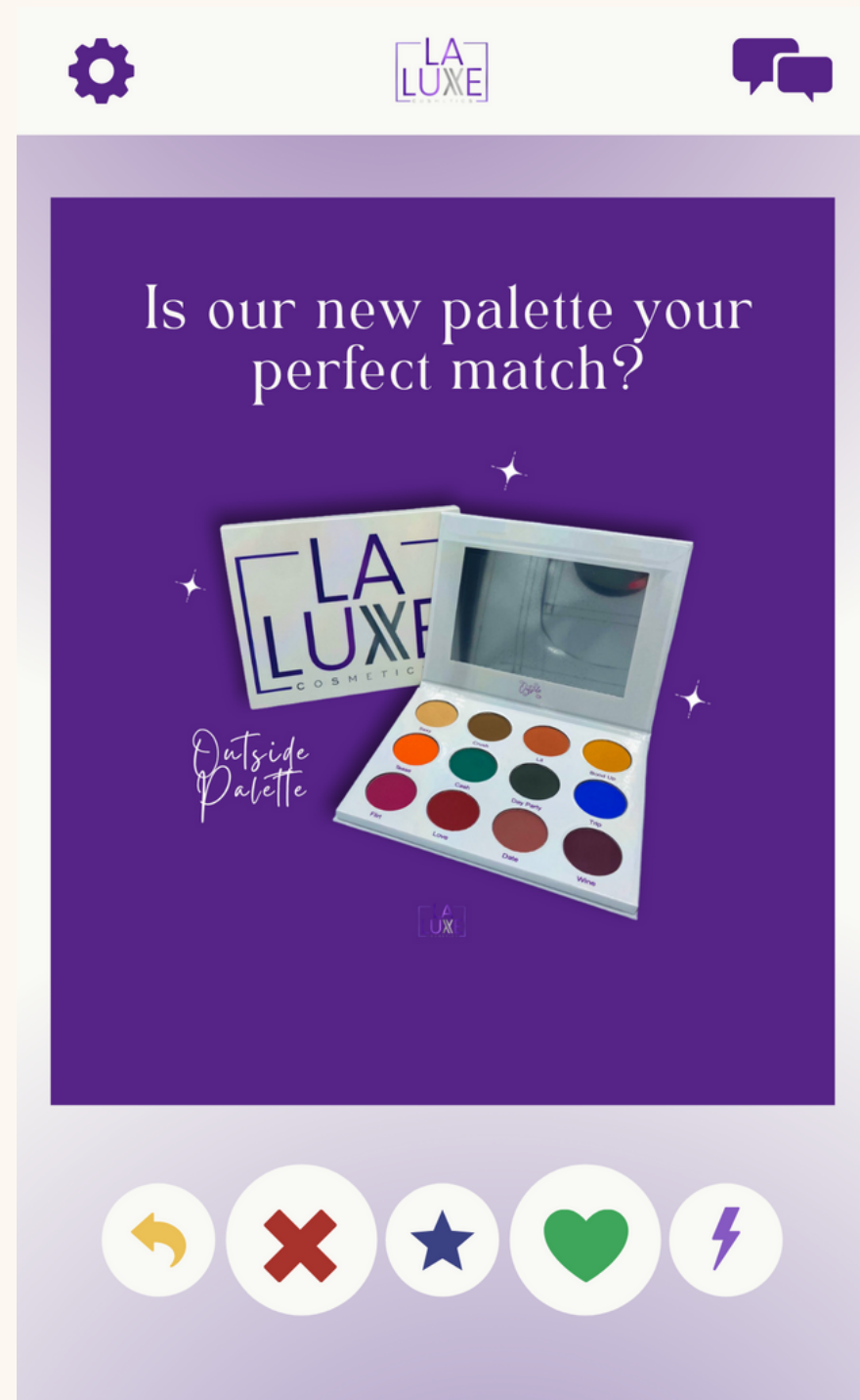
@\_theaspiringboss



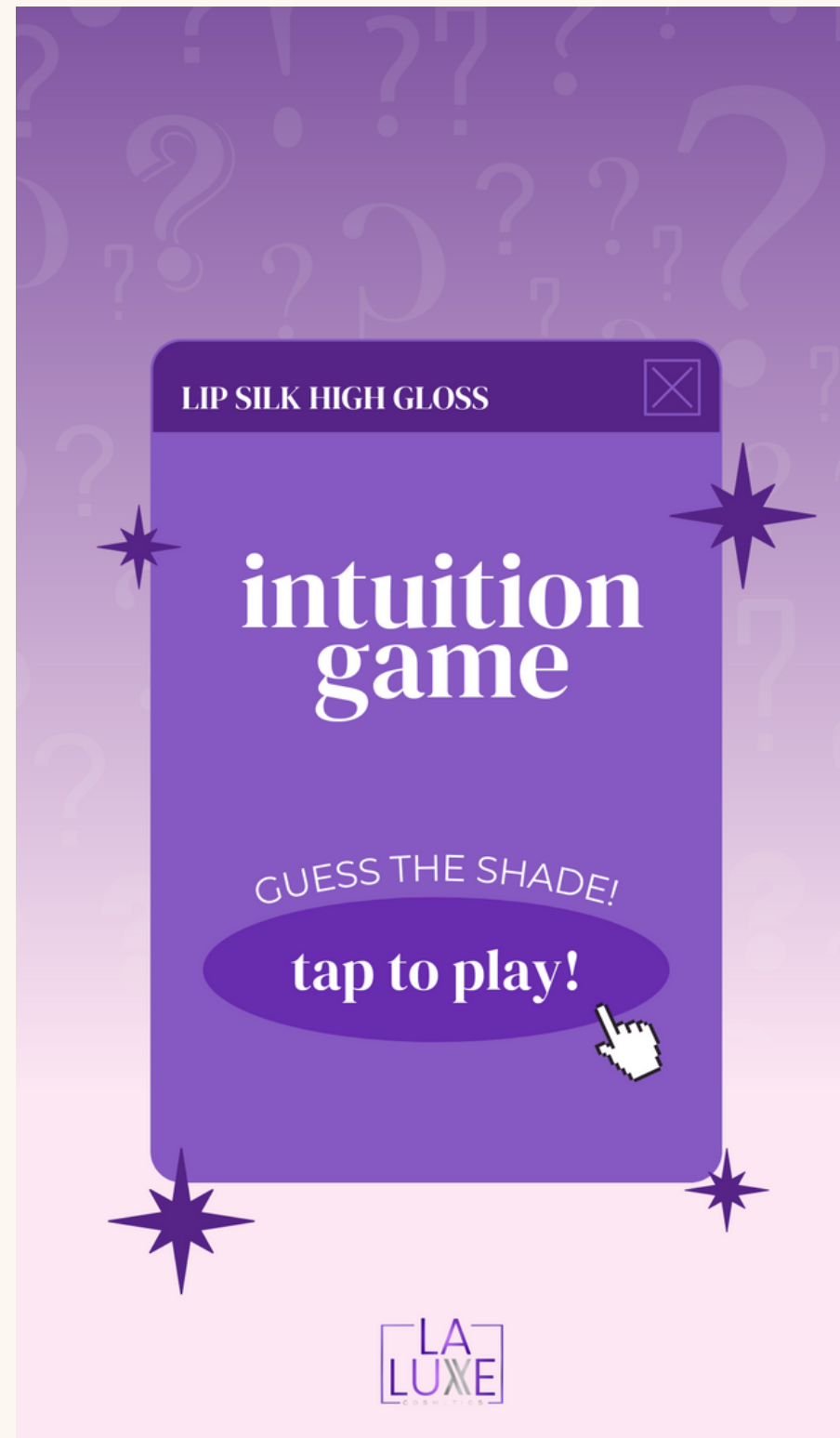
# Content Samples



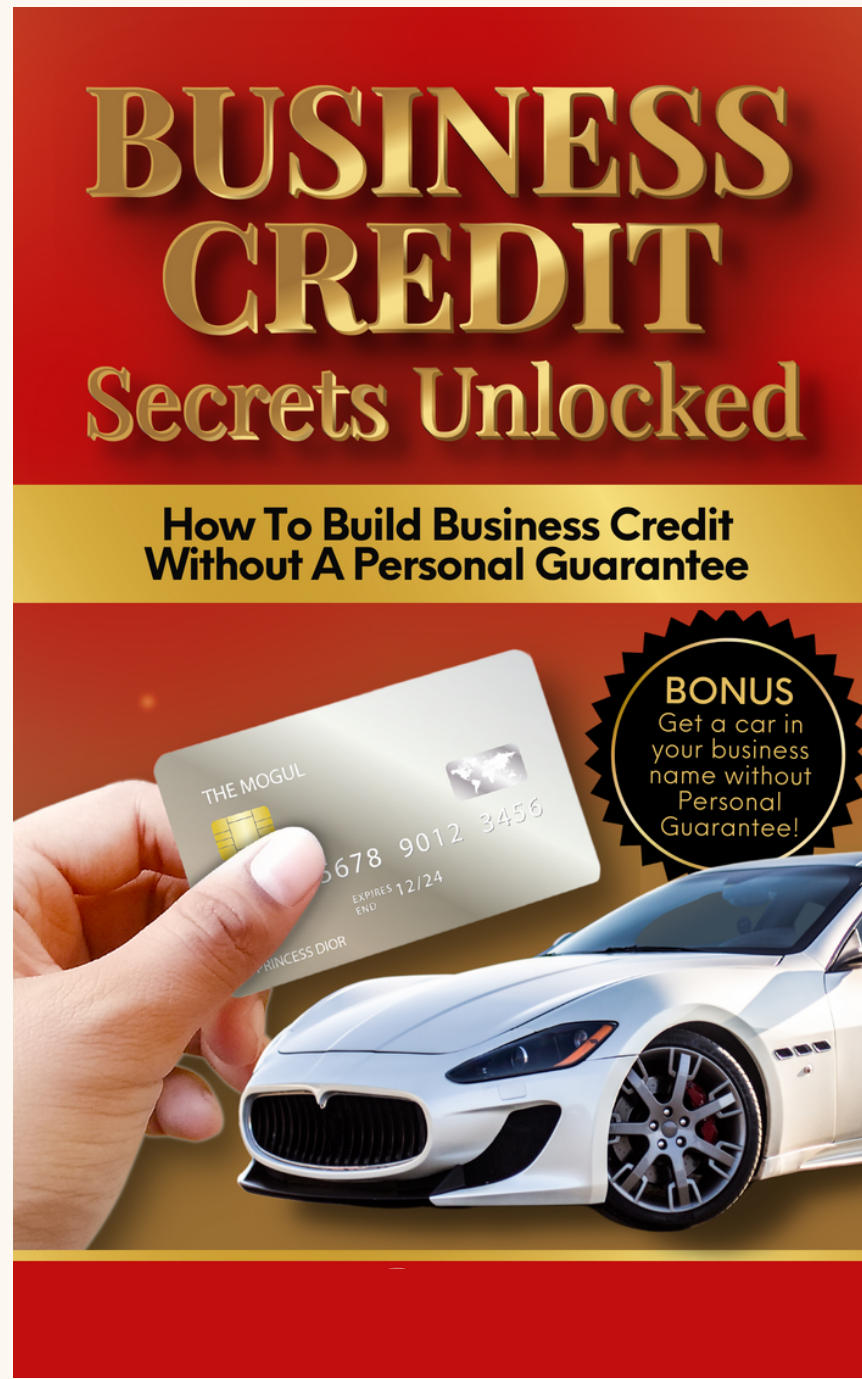
# Instagram Story Samples



Tap to know more!



# E-book Cover Samples



*Ready for some magic on your  
social media account?*

[WORK WITH US HERE](#)

✉ [ALEA@GOODDIGITALSTUDIOS.COM](mailto:ALEA@GOODDIGITALSTUDIOS.COM)

📷 [@GOODDIGITALSTUDIOS](https://www.instagram.com/GOODDIGITALSTUDIOS)

🌐 [WWW.GOODDIGITALSTUDIOS.COM](http://WWW.GOODDIGITALSTUDIOS.COM)