

## Content Manager – NEXT|HEALTH

March 2025 - Present

### Instagram

- Support social media strategy by creating compelling copy for Instagram captions, reels, scripting, and educational infographics.
- Craft content that aligns with brand voice and visual identity, increasing engagement and fostering community connection.
- Collaborate with the marketing team to plan and execute content calendars, ensuring posts are aligned with promotions, health tips, and wellness campaigns.
- Assist in developing creative ideas for reels and graphics to maximize reach and engagement across platforms.

### Post Examples:

#### Carousel Post



#### Carousel Post



#### Reel Post



#### Reel Post

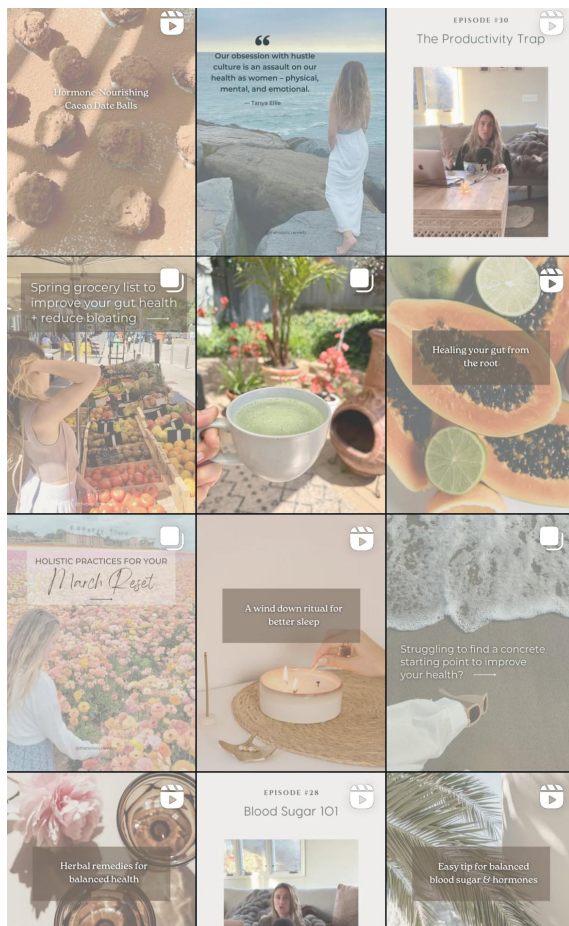


## Health & Wellness Content Creator – The Holistic Remedy

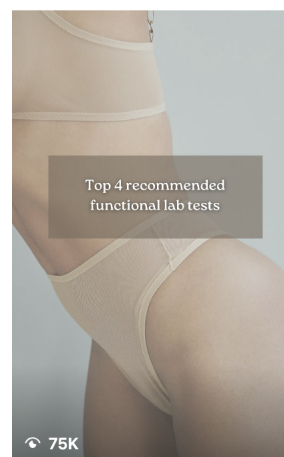
January 2024 – May 2024

### Instagram

- Conducted content and brand audits for Instagram and website, plus competitor research, providing actionable recommendations to optimize content and align with business goals.
- Developed comprehensive content strategies, planning monthly campaigns to highlight holistic practitioners' services, offerings, podcast, and lifestyle.
- Created engaging visual content for Instagram, including photography, videography, reel editing, and captions, increasing engagement and driving client leads.
- Wrote weekly newsletters and monthly blog posts to foster ongoing audience engagement.



### Reel Post



### Carousel Post

