

Content Writer – 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:

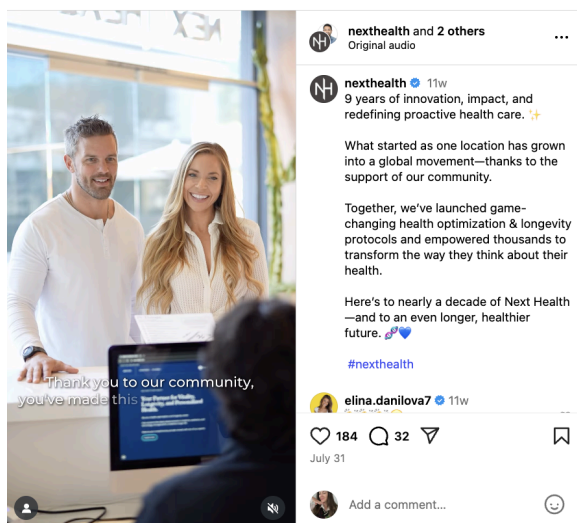
Carousel Post



Carousel Post



Reel Post

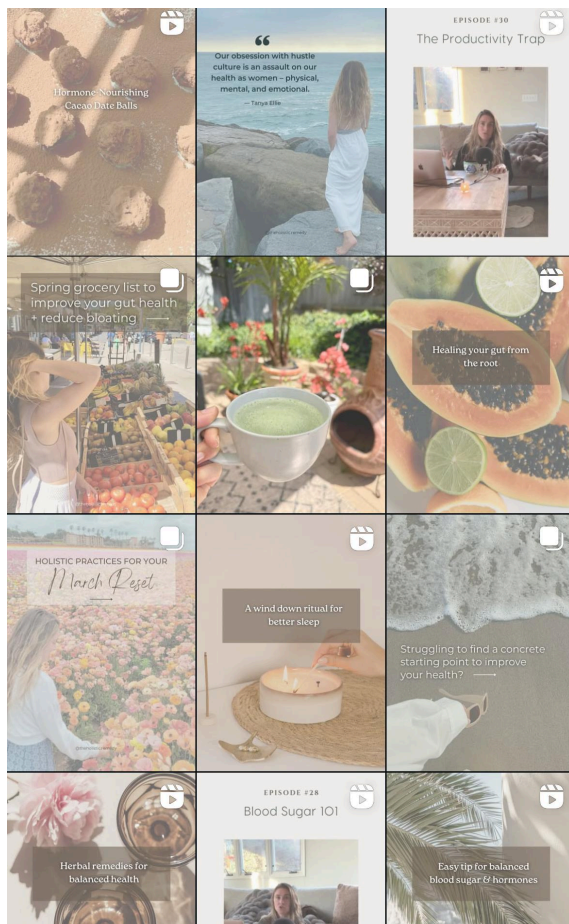


Health & Wellness Content Creator – The Holistic Remedy

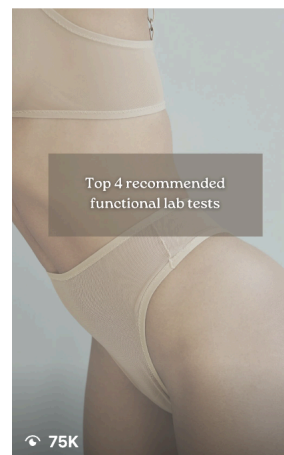
January 2024 – May 2024

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.



[Top 4 recommended functional lab tests](#)



[Holistic skincare tips](#)

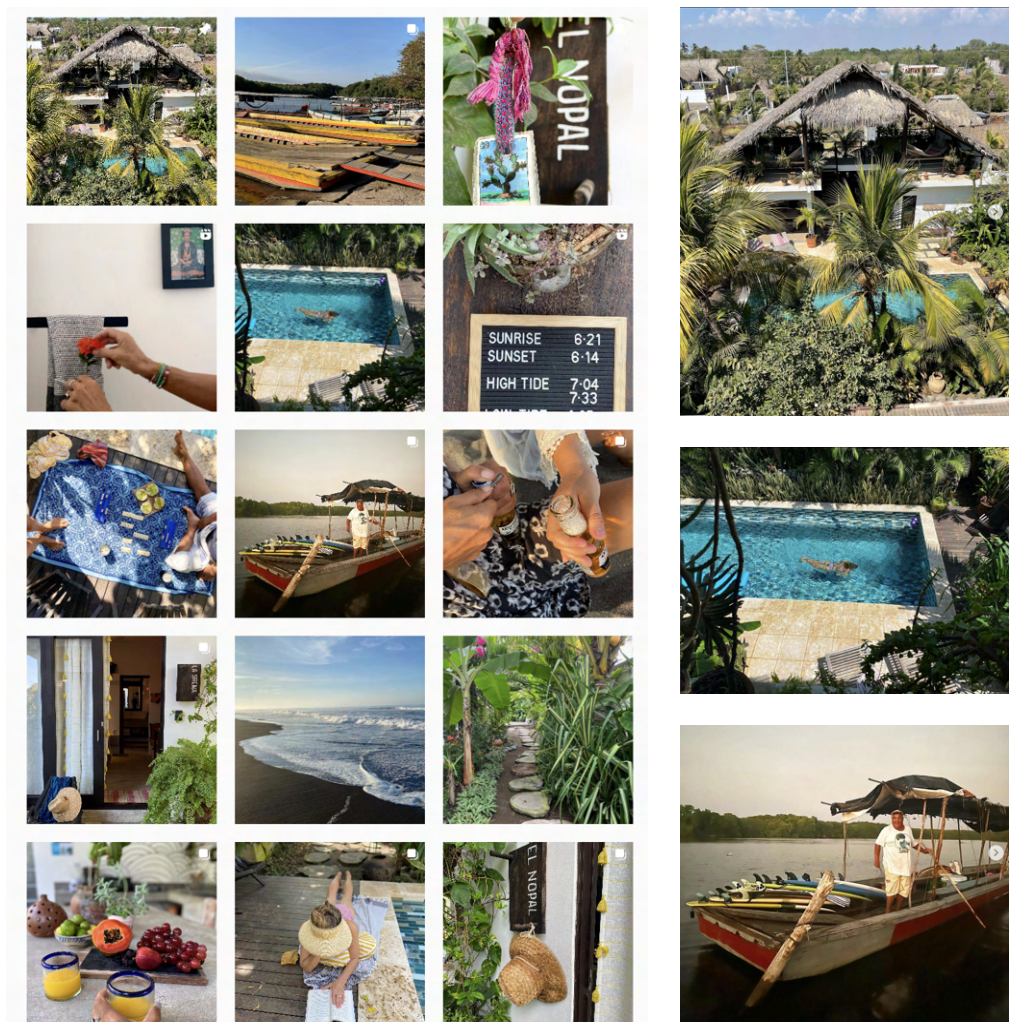


Social Media Marketing Manager, Luna Nueva

February 2023 - Present

Instagram

- Established brand messaging and design aesthetic.
- Manage and execute content strategy.
 - Increased engagement over one month: +62% account reach; +50% account engagement; +76% profile visits.
- Create photos, videos and captions.
- Coordinate customer inquiries.
- Manage influencer collaborations.



lunaevalpardon ¡Bienvenida a Luna Nueva! A beach oasis in the small, sleepy fishing village of El Paredón, Guatemala. If you're looking for a relaxing tropical getaway to connect with nature 🌿 or want to experience one of the best surf spots in the country 🏄 our space is for you!

🌟 About us:
We are located just 200 steps from the black sand beaches of the pacific coastline and less than a five minute walk to local restaurants and light life.
You can see both sunrise and sunset from our second floor guest terrace and hear the waves in the distance. There is a pool for cooling off, a fully equipped community kitchen, and a large upstairs guest terrace with hammocks and work spaces.

🌟 Our Bungalows:
There are four bungalows total, three located at the back of the property next to the pool and community kitchen and a fourth bungalow located at the front of the property off the main house. Each bungalow has a queen bed, private bathroom, AC unit, WiFi, and front patio. Our bungalows are decorated in their own unique style and are loaded with amenities to make your stay as comfortable as possible. Bungalows can be rented independently or for groups.

🌟 Check out the link in our bio to see more pictures and book your stay with us! #lunaevalpardon

lunaevalpardon • Bruce Lee: "Be like water"
Me: 🌊
#lunaevalpardon

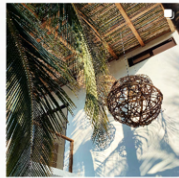
lunaevalpardon Excursion Paredón 🌿
We love to take our guests around for local activities.
Don Cesar is our favorite guide around the mangroves. We visited the local salt farms to learn how salt from the ocean is extracted and produced for eating. *You'll find this sea salt in our community kitchen 🍷*

Social Media Marketing Manager, Kahuna Design

February 2023 - Present

Instagram

- Manage brand voice and content strategy.
 - Increased engagement in one month: +280% account reach; +350% account engagement; +656% post interaction; +35% followers.
- Coordinate customer inquiries.
- Write post captions.



kahuna_guatemala • Garden •

"My wish is to stay always like this, living quietly in a corner of nature." – Claude Monet



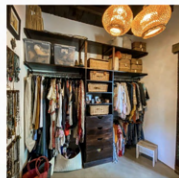
kahuna_guatemala • Vantage Point •

Sustainable, Local, Intentional.
We are Kahuna, a design build service based in El Paredón, Guatemala. We create thoughtful spaces, from luxury homes to retreat centers and businesses, using:

- ✦ High quality materials to ensure longevity & sustainability
- ✦ Local contracting & material sourcing
- ✦ Conscious water systems & responsible building techniques

If you can dream it, we can make it. From beginning to end, we take care of all details in the design & building process including: planning, design, budget, construction, interior decorating, landscaping, and property management.

We prioritize connection to bring your dream space to life while also contributing to the overall community. Let's build something beautiful together. [#kahunadesign](#)



kahuna_guatemala • Backyard •

From entertaining to relaxing in solitude, the backyard is a versatile and central point for beach homes. We design these spaces to serve multiple functions for work and play. [#kahunadesign](#)



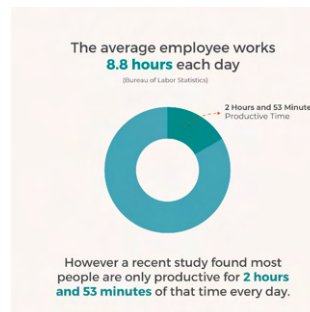
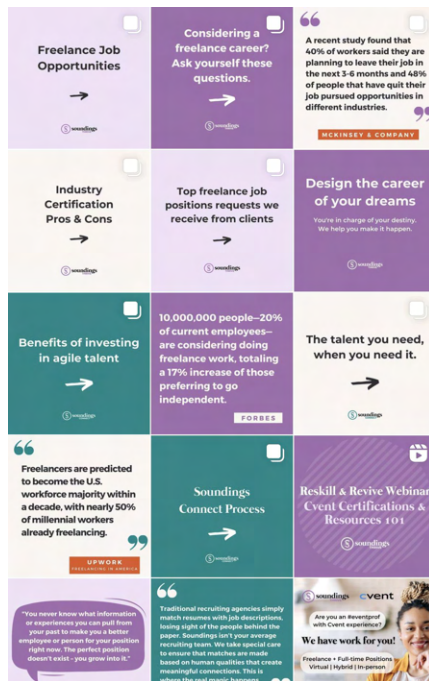
Marketing and Communications Manager, Soundings

January 2022 - July 2023

Social Media

- Manage strategic monthly content campaign plan to align social media with marketing content to achieve quarterly KPIs. Develop monthly marketing analytic insights to empower Soundings' leadership team.
 - Increased social media engagement over four months: Instagram: followers +53%, account reach +56%, profile visits +193%; LinkedIn: followers +56%, page views +57%, unique visitors +50%, 28k organic impressions and 8k paid; Facebook: account reach +183%, page likes +20%.
- Oversee brand voice management and drive talent recruitment. Increased network of freelance event professionals +55% to 1600+ individuals in six months. Nurture domestic and international retention with over 200 corporate partners via marketing campaigns.
- Write caption copy for organic and paid ad posts on all platforms: Instagram, LinkedIn, and Facebook.
- Consult on marketing asset aesthetics and create social media graphics.
- Maintain relationships with industry and brand partners.

Instagram



💰 **soundingstalent** Among the advantages of hiring #freelancers for events is the opportunity for companies to increase income without additional fixed costs.

💡 Think about it this way: the average full-time employee works 8.8 hours each day. However, a recent study found that most people are only productive for 2 hours & 53 minutes of that time every day. In other words, most companies are paying people for work that they're not doing!

Now imagine hiring a freelancer or independent talent for half of a year & paying them only for the time they spend doing the job they're hired for, and not extra. 🙌 Opting for freelancers can save companies a considerable amount of money.

📖 Read more about the benefits of #agile staffing solutions in events at the link in bio.

10,000,000 people—20% of current employees—are considering doing freelance work, totaling a 17% increase of those preferring to go independent.

FORBES

💰 **soundingstalent** Friends don't let friends miss the bandwagon 🎢 and we have your 1st class ticket to professional freedom. All aboard!

Benefits of investing in agile talent



1) Gain expert knowledge without a big overhead

Freelancers are experts in what they do. Gain senior-level knowledge without the cost of paying a full-time salary.



2) Solve interim needs

Use freelance talent to cover employee leaves of absence, sabbaticals, family and medical leaves, or otherwise – or gaps in temporarily vacant positions or for a needed short-term role.



3) Pay only for what you need

Increase income without additional fixed costs: pay freelancers only for the work they do. Save money on internal continued education & upskilling by hiring a professional with the expertise you need.



Let us find your perfect match today!

Connect with the up-and-comers, innovators, and experts in the meeting, events, hospitality, & non-profit industries.

Learn more at soundingsconnect.com



LinkedIn



Soundings®
917 followers
1w • 🌐

A great day at [#CemaSummit22](#) looked like this:

☑ An excellent lunch session (with tasty food 🍴) moderated by [Erika Brunke](#), Global Head of Event Operations at [Google Cloud](#).

☑ A breakout session on preparing for the next generation of events with [Alyssa Peltier](#) and [Paulina Giusti](#) of [Cvent](#).

☑ An insightful industry trend forecast for the remainder of 2022 and projections for 2023 with [Associated Luxury Hotels International \(ALHI\)](#) President & CEO [Michael Dominguez](#), [CHSE](#).

Excited to see what's in store tomorrow!

[CEMA-Corporate Event Marketing Association](#) [#soundings](#) [#eventpros](#) [#events](#) [#community](#) [#cemasummit](#) Tracy Judge, MS, CMP Meghan Lynch Nordmarken



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"Freelancers are predicted to become the U.S. workforce majority within a decade, with nearly 50% of millennial workers already freelancing." - [Upwork](#), Freelancing in America Survey

It's a movement 🙌



Soundings®
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[#Eventpros](#) invited to a friend's casual house party 🍷



Are you an [#eventprof](#) looking for your next career step?

Take a quick assessment to determine if you would thrive as a freelancer or in a new full-time role.

[Take Assessment](#)



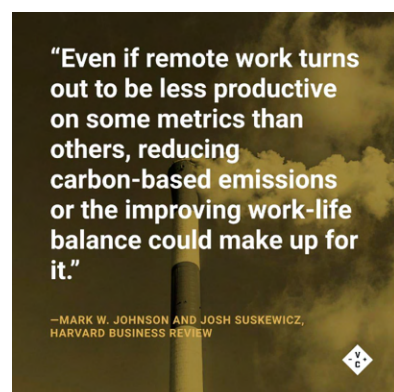
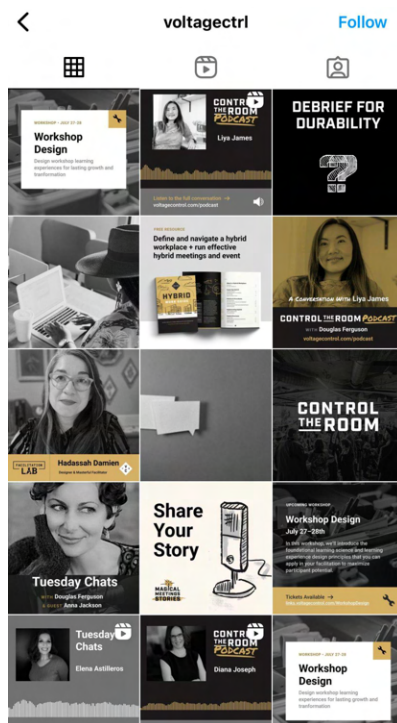
Marketing and Communications Manager, Voltage Control

November 2019 - October 2021

Social Media

- Established brand messaging and design aesthetic for company Instagram, LinkedIn, Facebook, and Twitter.
- Strategized and executed monthly content calendar and marketing campaigns resulting in a 5x increase in brand awareness and a 3x increase in sales
- Wrote and edited caption copy.
- Built and maintained brand partnerships and relationships to increase social media presence.
- Consulted on marketing asset template design and strategy.

Instagram



- voltagectrl** We cooked up a delicious recipe for good meeting culture and it smells like productivity! The 3 essential ingredients to make better meetings: Psychological Safety, Clearly Outlined Procedures & Expectations, & Making Meetings Optional. Linked in comments!



- voltagectrl** Heroic facilitators make teamwork magical. Are you ready to start going beyond individual intelligence and harness the power of a group?

Find out how you can start honing your facilitation skills in a way that is both practical and FUN in part four of our five-part Better Meetings series with MURAL. Link in bio.

LinkedIn

**Voltage Control**
2,760 followers
1yr • 

[+ Follow](#) ...



"Most meetings suck. This guide has the tools you need to turn those black holes in your calendar into shining stars of opportunity." -**Jake Knapp**, Author of NYT bestseller "Sprint" [#magicalmeetings](#) [#meetingculture](#) [#voltagecontrol](#)

BOOK

Meetings suck, but they don't have to.




Get it today → voltagecontrol.com/magical-meetings

**Voltage Control**
2,760 followers
1yr • 

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You need a solid foundation to navigate & implement a [#hybridwork](#) environment. Make sure your organization is set up for success using our [#HybridWorkGuide](#): <https://hubs.li/HOT6Hgs0>





**Voltage Control**
2,760 followers
1yr • 


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When play is incorporated in work culture, a safe space is opened to fail fearlessly and to make room for marvel instead of judgment. Remember to remain active, curious, & playful in your next team meeting. [#creativityculture](#) [#MeetingMantras](#) <https://hubs.li/H0Shnzr0>



**Voltage Control**
2,760 followers
1yr • 

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Excited to dive into the [#MeetingRx](#) series with [Mariano Suarez-Battan](#) of [MURAL](#) and explore the conversation of [#MagicalMeetings](#)  Join us: <https://lnkd.in/gWHh7rp9>

**MURAL**
67,910 followers
1yr • 



[+ Follow](#)

Meeting Rx: The Cure for the Common Meeting 🍌 our 3-part series with [Voltage Control](#) kicks off TOMORROW! 📅

...see more

MURAL AND VOLTAGE CONTROL PRESENT:

MEETING R_x : The Cure for the Common Meeting

 + 

EPISODE 1:
THE DESIGN OF TIME
AUGUST 19, 11AM PT

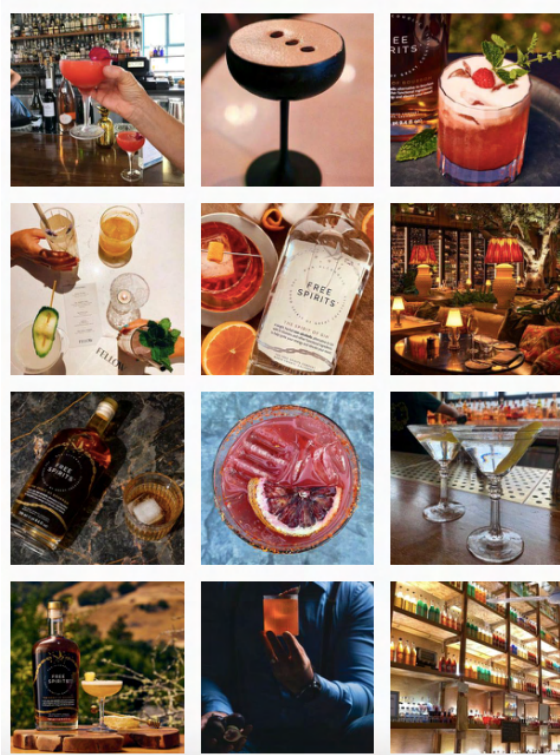
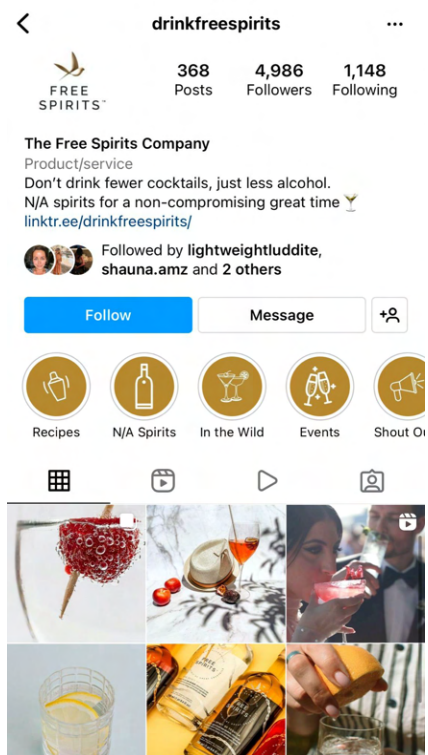
Social Media Manager, The Free Spirits Company

Fall 2021-Winter 2022

Social Media

- Established brand voice and Instagram aesthetic. Developed social media content and marketing strategy and grew Instagram followers and engagement by 80+%.
- Initiated influencer collaborations and partnerships to grow brand awareness during Sober October and holiday season, including: TV Personality and Celebrity Hair Stylist [Robby LaRiviere](#), mixologist [Sarah Lawrence](#), and Celebrity Hairstylist [Ben Skervin](#).
- Created and executed content campaign strategy.

Instagram





drinkfreespirits Introducing Free Spirits' Mixologist of the Month—a celebration of some of our favorite craft cocktail wizards from around the country and a few of their favorite things. 🍹✨

Meet Isabella Davis @bellaisgood Director of N/A beverages at @thebeerplant in Austin, TX.

Favorite drink: @hopwtr

Favorite bar in the world: @hntaustin

Favorite midnight snack: Either popcorn or an apple with cookie butter!

How she uses Free Spirits: Featured here with her Turks & Tangerine 🍹🍋

1.5 Oz The Spirit of Tequila

1 oz fresh tangerine juice

.5 oz fresh lime juice

.5 oz agave syrup

Method:

Build in shaker can with ice - shake - strain into double rocks glass with salted rim and a rose water rinse (3 sprays of rose water in empty glass before ice) Garnish with lime round float 🍋

"I love using Free Spirits in place of liquor in classic cocktails! Some N/A spirits don't translate well to the classics but I find that Free Spirits is incredibly deceiving! I especially love subbing the tequila expression in a margarita!"

#drinkfreespirits #mixologistofthemoth #atx



drinkfreespirits Date night in Chi Town (NA friendly) 💕 we recommend 🍹

@nicoosteria in Chicago's Gold Coast neighborhood is a chic Italian seafood spot with a daily changing menu. Order a different primi, insalata, & secondi to share & try the NA Nice to Be Here, made with lemongrass, grapefruit, honey, lime and cinchona bark from Rare Tea Cellar. The hand-crafted flavors have tart and bitter notes that deliver a complex flavor (so you won't miss the alcohol)

@theoriolebar is your spot if you want to be wined and dined without the booze. They took fine dining to a new level by offering zero proof drink pairing, which is divine with their multi-course tasting menu.

@cindysrooftop overlooks Millenium Park. Enjoy the view with one of their intentionally crafted NA cocktails, with complex and full flavors that won't feel like a mute substitute to their boozy cousins.

#drinkfreespirits #datenight

📸 @mtb_luis

Jan 2017 – Present

- 

360
Following

Holistic Wellness



New



#birdbites #foodisfuel #breakfastforallmeals



birdibites Friday + #nationaldonutday...pinch me 🍩 Celebrate with a #birdibites Chocolate Cake Donut @theleveecafe. Always organic, gluten-free, vegan, and no refined sugars.



birdibites Allow me to introduce myself. My name is Frankie. Aka Birdi/Bird. (+ several other nicknames 🐦) And I love food. Food that tastes good AND makes you feel good. This power combo is my passion. I've battled various health problems for the past 10+ years from food allergies to seemingly impossible to heal hormonal imbalances (still on this journey), anxiety and depression. One of the BIGGEST contributors to my overall health journey has been my relationship with food. It's changed my life. Because what you choose to put into your body every. single. day. makes all of the difference.

•

I first started Birdi Bites in an attempt to create the things I desperately missed before being diagnosed with gluten and dairy allergies—but could not find in the aisles of Midwest grocery stores at the time. Little did I know then that I'd be embarking on an epic health and wellness journey. One of self exploration, countless dancing-in-my-kitchen baking sessions, and discovering my love for sharing learned knowledge with others so that they can be their best selves. (I'm forever wanting to feed people 🍩)

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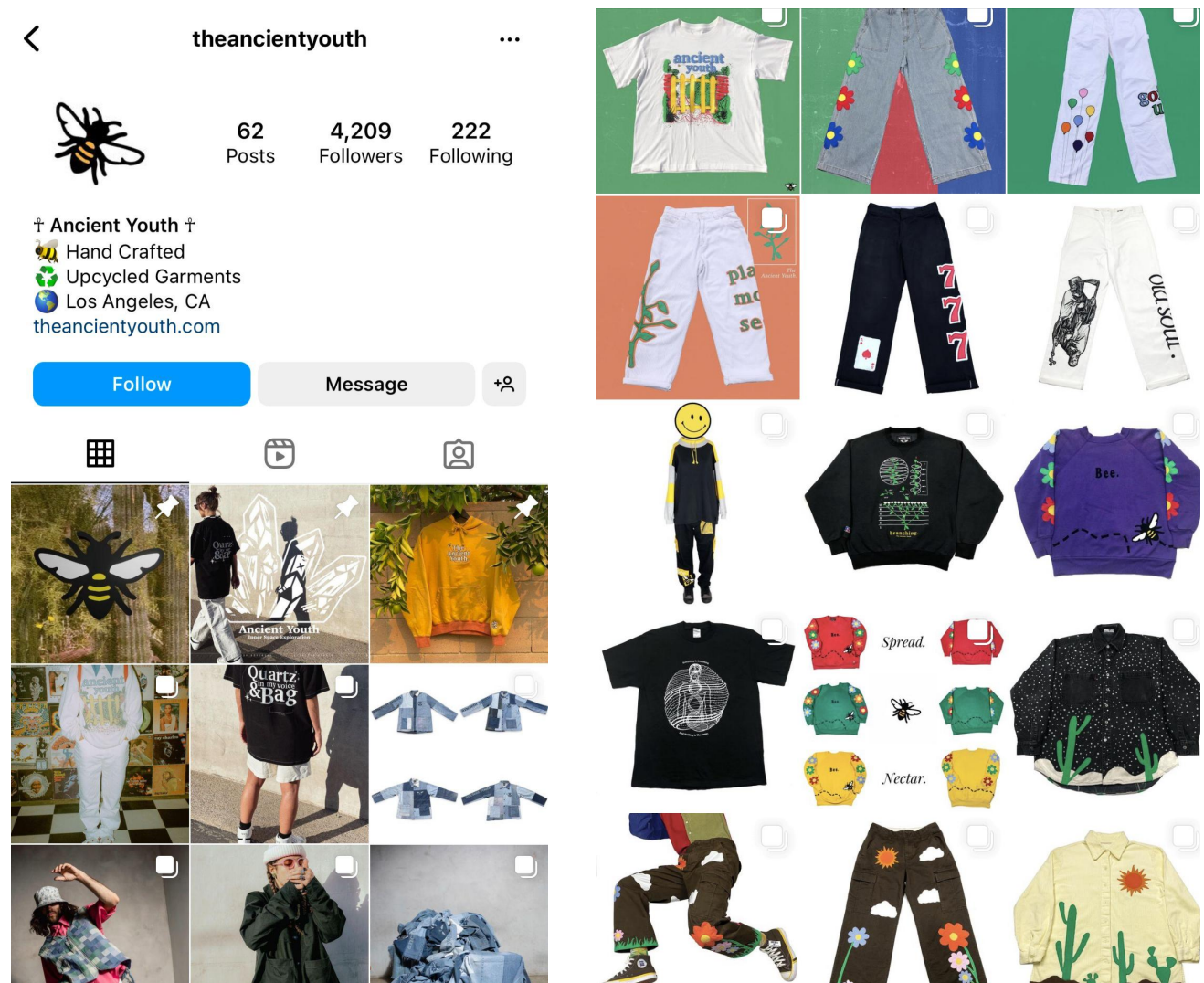
In these lil squares you'll find whole-food plant-based recipes, health & wellness info based on my experiences + my baked good specialties. Everything I make is organic, gluten-free, vegan & refined sugar free. No additives, no processed sugar, no junk whatsoever. Just tasty, feel good treats to make this human experience a little sweeter 🍩💕 My hope is that you'll find a bit of inspiration, connection, and somethin delish to light ya up. I'm happy you're here! Xoxo #birdibites

Marketing Consultant at The Ancient Youth, Los Angeles

May 2017 - Present

- Streamline production processes and marketing initiatives for the sustainable fashion brand using upcycled vintage materials. Consult on content and marketing strategy for company Instagram: @theancientyouth
- Plan and execute monthly events to showcase new product releases and coordinate public relations campaigns.

Instagram



Social Media Marketing Manager, Bullwinkes Bar

August 2015 - January 2019

Instagram

- Headed business advertising and marketing.
- Grew Instagram followers and engagement by 80+%.
- Planned strategic bi-weekly giveaways to drive e-commerce merchandise and liquor sales and increase social engagement.
- Managed and trained 40+ staff members and oversaw all company procedures and operations.

