

Social Media

# Portfolio

Angie Creel  
Social Media

11/17/23

# About Me

*Hello! My name is Angie Creel, and I am passionate about social media. From creating captivating posts to analyzing engagement data, I love every aspect of this dynamic field. I constantly seek new ways to improve my skills and stay up-to-date with the ever-evolving digital landscape. Along with my love for social media, I deeply love animals. I have been animal-sitting for several years, and it has become a fulfilling part of my life. I plan to continue loving and caring for furry, feathered, or scaly friends while pursuing my social media career. Combining my two passions would be a dream come true, and I am excited to see where this journey takes me.*



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# Services



## *Pet-Sitting*

- *Pet-sitting for all types of household pets (dogs, cats, birds, reptiles, rodents, etc.)*
- *Daily visits or overnight stays at the client's home*
- *Feeding, walking, playtime, and administering medications*
- *Basic grooming (brushing, bathing, nail trimming), if requested*
- *Cleaning up after pets and ensuring their environment is tidy*
- *Providing updates and photos of pets to owners*



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# Services

## Social Media Skills

- Content Creation: creating engaging & visually appealing content for various social media platforms (photos, videos, captions, & designing graphics)
- Graphic Design: designing eye-catching logos, banners, & brand assets that stand out
- Scheduling: advance scheduling of posts
- Content Publishing: experienced in producing material to reach target audiences
- Platform Usage: strong understanding of platforms and algorithms



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# Project One

## Competitor Monitoring

- Google Alerts
- Yelp Review Tracking
- Frequent visits to competitor social media sites
- Participate in events & conferences competitor has to offer



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# Reflection



## Competitor Monitoring

- Crucial for staying ahead in the market
- Tools (Google Alerts, Yelp, etc.) can provide valuable insights in competitors' activities & strategies
- Participating in events gives firsthand observations of competitors
- Analyzing own strengths and weaknesses in comparison
- Adapt habits to regularly review to stay ahead of the competition



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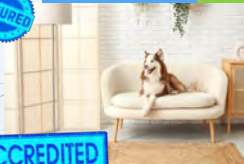


# Strategy

## Competitor Monitoring

Why am I different?

- Licensed
- Insured
- Certified
- Specialize in all types of pets
- In-Home Care



ACCREDITED



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Let's  
do  
this.

Execute

*Competitor Monitoring*

How will I stand out?

- Peace of Mind
- Trustworthy
- Prioritize

relation of  
point of view.  
**Trust** [trast] n.  
confidence in  
dependence  
contingent a



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# Results

## Competitor Monitoring

*How will I stand out?*

- *Increase awareness of competitors' activities and market position*
- *Identify opportunities & ways to stay ahead*
- *Insight to competitors' strategies and offerings*
- *Improve decision-making based on market and competitor analysis*



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# Reflection & Analysis Summary

*Developing a Competitor Monitoring Strategy for my pet-sitting company required me to think critically and gain new insights. This exercise helped me see the significance of competition monitoring to a company's growth. To effectively keep tabs on the competition, I discovered the value of maintaining a steady and well-defined social media presence.*

*Initially, I researched the pet-sitting business and the social media approaches of possible rivals. Thanks to this activity, I could pinpoint where my company might stand out from the competition. To keep up with and analyze our rivals' online actions, I use my expertise in social media platforms and content production. I know how to incorporate tools and techniques to track our social media performance and measure our success.*

*Completing this assignment enhanced my skills in market analysis and strategic thinking. It sharpened my ability to devise effective social media strategies that can significantly impact a business's success. It taught me the importance of continuously revisiting and adapting my strategy based on market trends and competitor actions.*

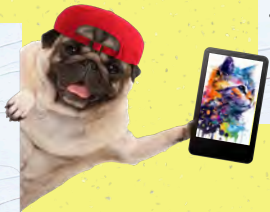
*Although I am pleased with the results of this project, I am aware of how I might do better in the future. I could have done more thorough research on the competition by, for instance, looking at their demographics of interest, brand image, and general web presence. This experience has helped me develop as a person and a marketer, and I can't wait to keep expanding my knowledge and skill set.*

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# Reflection

- *Research*
- *Growth*
  - *Graphic Design*
  - *Marketing*
  - *Communication*
- *Incorporating Persuasion & Emotional Appeal*



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# Strategy

- *Identify target audience*
- *Brainstorm ideas*
- *Showcase variety of animals I care for*
- *Convey a sense of trust and professionalism*



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# Execute

- Design
- Promote
- Showcase



DO IT  
DON'T

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# Results



**BRENS ANIMAL FRIENDS**  
*Pet-sitter*  
555 012 3740  
brensanimalfriends@gmail.com

**SERVING LEANDER AREA**  
Pet & House Sitting | Dog Walking | Dog Night Care  
Litterbox | Inspections | Grooming  
Care for All (House Pets)

 @BrensAnimalFriends  Brens Animal Friends

The business card features a vibrant pink and teal color scheme. It includes images of a dog, a cat, a bird, a snake, and a turtle. The text is arranged in a clear, professional layout, with contact information and services listed. Social media handles are provided at the bottom.

Strategy

Execution

Success

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# Reflection & Analysis Summary

*Putting my creative talents and imagination to use by making a flyer for a pet-sitting service was a rewarding and exciting challenge. Because I have a soft spot for animals, I jumped at the chance to contribute to a campaign encouraging ethical pet ownership and drawing attention to the advantages of hiring a pet sitter.*

*Researching the target audience's demographics and understanding their wants and requirements informed the design decisions for this flyer. It was also crucial that the flier's design adhered to the business's branding guidelines and visual identity.*

*While working on this project, I better understood the fundamentals of good marketing and design. I learned how to create a visually appealing layout, choose appropriate colors, fonts, and images, and effectively communicate a message to a specific audience. Making sure the language is clear and the design is balanced and aesthetically pleasing are just two examples I took away from this experience.*

*Overall, this project is an excellent opportunity to broaden my understanding of design, marketing, and communication. It helped me appreciate the time and effort that goes into making promotional materials that are both eye-catching and successful. I can't wait to put these learnings and experiences to use in my work in the future.*

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# Client Testimonials



*You are always available when I need you!  
And very affordable!*

*-Michelle*

*My go to pet-sitter during the holidays when  
we travel. I would not trust anyone else with  
my fur babies or in my home!*

*-Danielle*

*Someone who knows and understands my  
reptiles care and needs is a bonus for them  
getting to stay home! Always excellent service!*

*-Candis*



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# Reach Out



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*Leander, Texas*

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