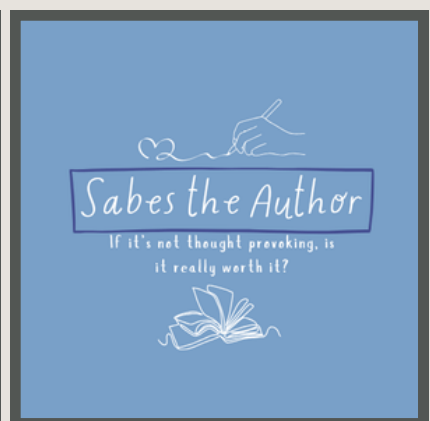
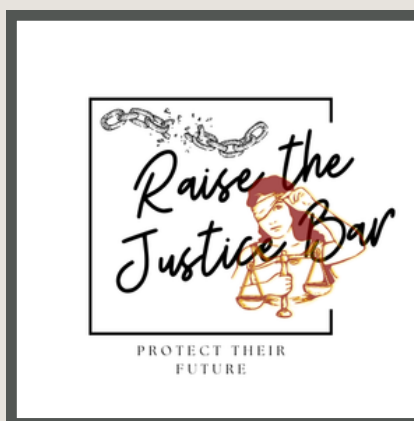


Portfolio

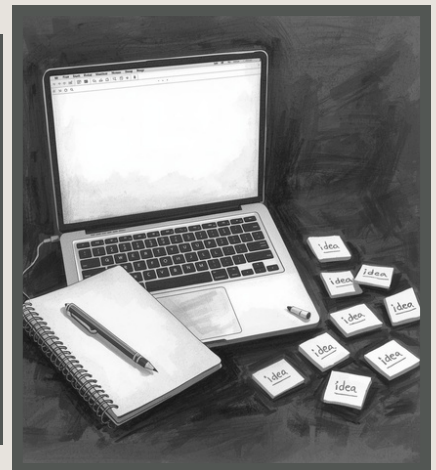
Sable Balms



Logos



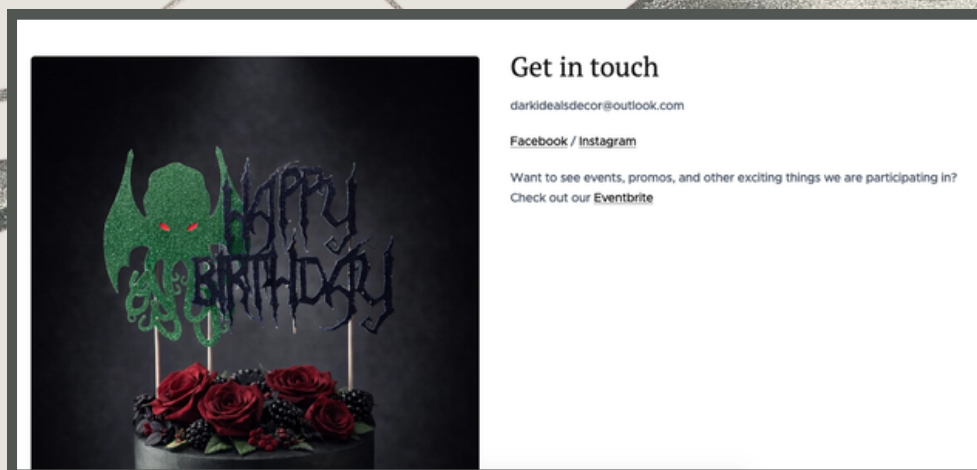
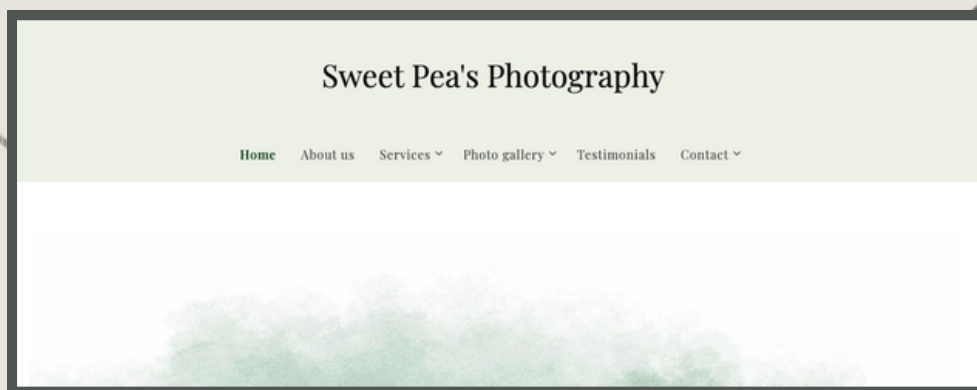
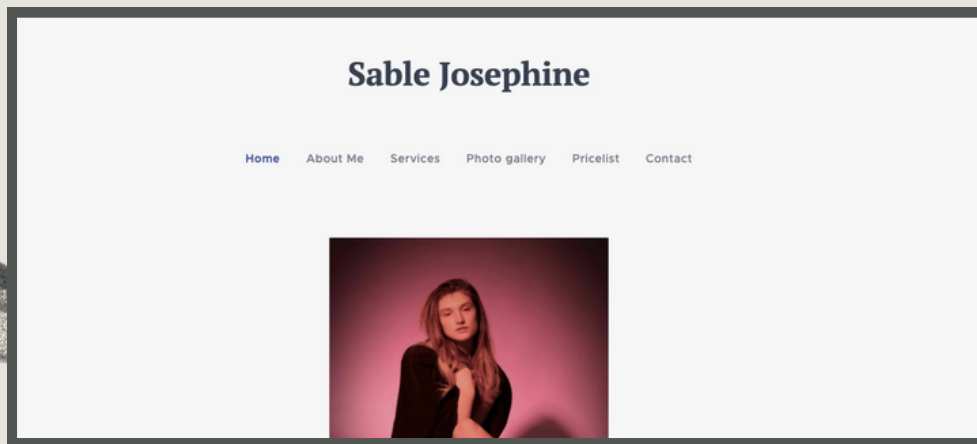
Social Media Graphics

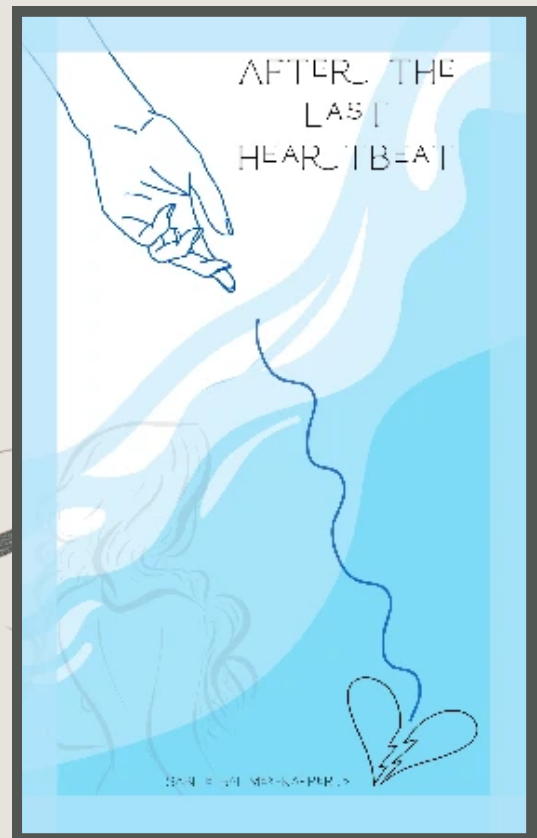
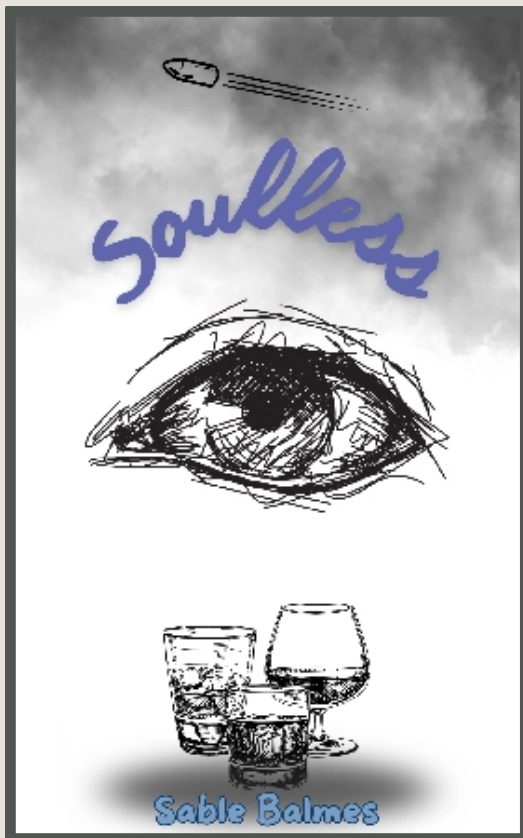


E-commerce & Product Design



Websites





Book Covers



Case Study: Organic Brand Repositioning & Growth

Objective:

Refine brand positioning and improve content clarity to increase organic reach and engagement without paid media.

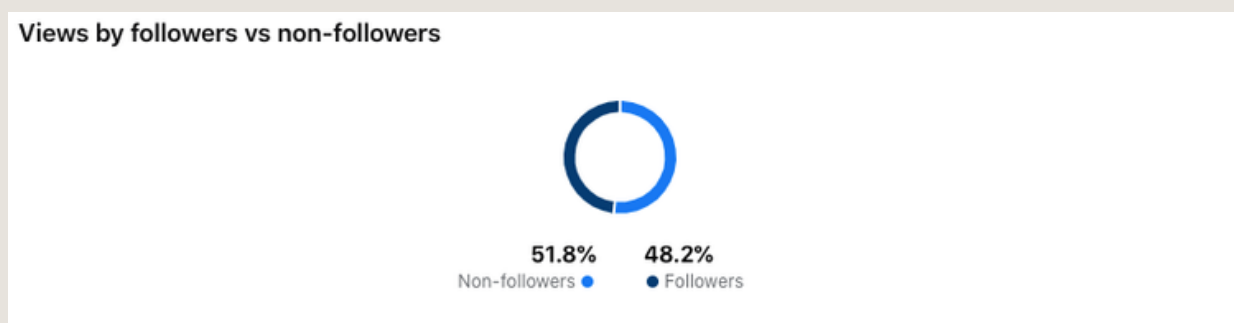
Strategy Implemented:

- Consolidated brand messaging across platforms.
- Shifted content mix toward short-form video (Reels).
- Increased narrative-based content to improve retention.
- Optimized hooks and first 3 seconds for watch time growth.
- Reduced fragmented content and improved visual cohesion.

Results (28 Days):

- +433% total views
- +352% engagement
- +123,000% increase in 3-second video retention
- 51.8% of views from non-followers (expanded audience reach)
- 43% of traffic driven by Reels (platform-native discovery)

Media Spend: \$0

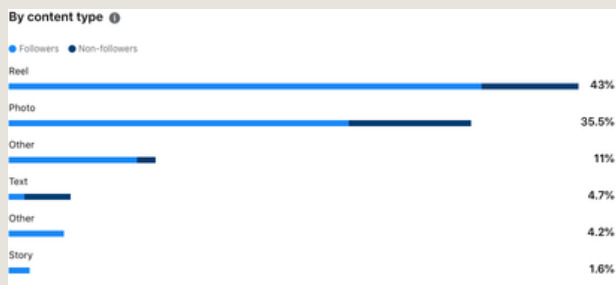
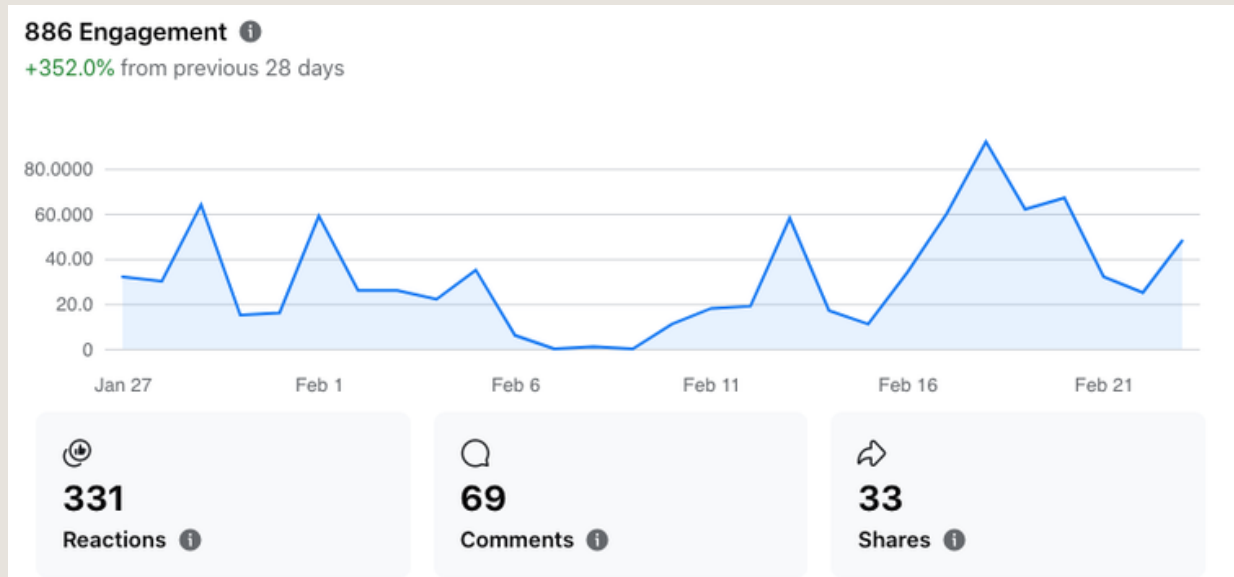


Analytics

Case Study: Organic Brand Repositioning & Growth

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Refine brand positioning and improve content clarity to increase organic reach and engagement without paid media.



Analytics