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@byteboostmarketing

CREATIVE PORTFOLIO

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HELLO! IT'S BENEDETTA



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ABOUT ME

A results-oriented professional passionate about digital marketing and public relations, specializing in creating cohesive and impactful brand stories. With expertise in crafting compelling narratives and executing strategic, data-driven campaigns, I focus on driving brand visibility and engagement. My innovative approach, combined with effective communication and collaboration, has fostered strong relationships with clients, stakeholders, and media outlets. I'm committed to elevating brands in the dynamic digital landscape.

BACKGROUND

→ EDUCATION

Business Management & Marketing - Reichman

Digital Marketing - Salford

→ CERTIFICATIONS

Foundation of digital marketing & e-commerce - Hubspot

Fundamentals of digital marketing - Coursera

→ WORK EXPERIENCE

2024	Social Media Manager - Finwiz
2023	Community Manager & Design - Encer
2021	Brand Manager & Partnership - Sinister
2020	Social Media Management - LivActivewear
2019	Marketing & Content writing - MyQuest

→ LANGUAGES

Italian
English
Hebrew
Spanish

*not all work experiences mentioned

HOW CAN I HELP

→ SMM

Strategic planning of posts.

Content scheduling.

Content Creation

Community building.

→ DESIGN

UX/UI Design: Websites, applications, user interface and experience, landing pages.

Graphic design: Invitations, cards, presentations, social media content, videos, logotypes.

→ DIGITAL MARKETING

Brand positioning: Market analysis and testing, benchmarking, advertising, lead generation campaigns.

Strategic communication: Writing digital content, UX writing, email marketing, articles.

Analytics: Measurement and performance reporting.

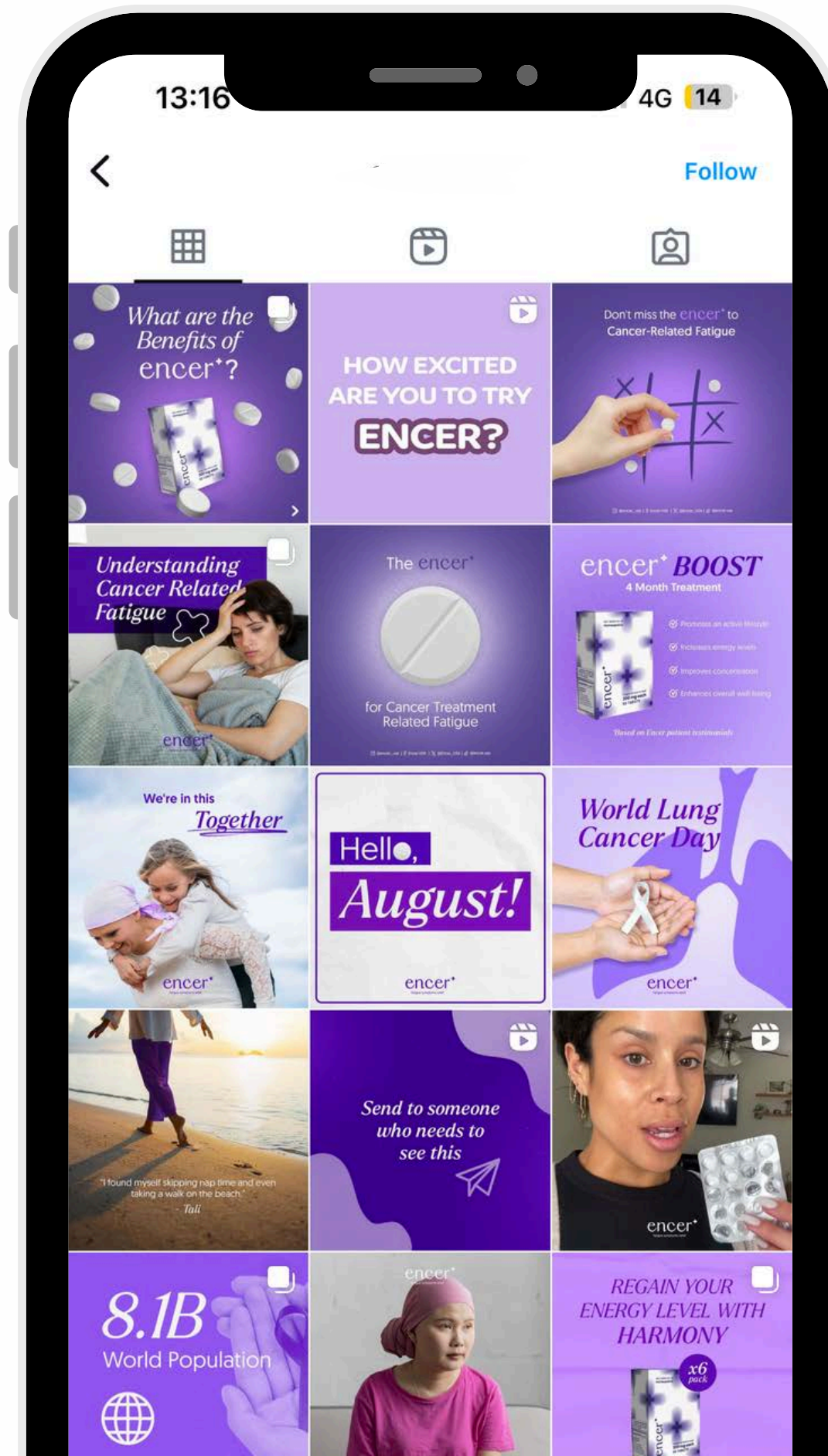
Management of email marketing tools, CRM.

Paid Ads: Advertising on Meta (Facebook & Instagram), LinkedIn, Google.

SEO positioning.

SOME CASES.





01 / Encer

Homeopathic solutions for Cancer Treatment Related Fatigue

The company needed to initiate social media page and build online community to attract new leads

Creative Strategy

Copywriting

Social Media Strategy

Email Marketing

Content Creation

Marketing Strategy

UX Writing

Meta Business Suite

Data Analytics

Figma

Hunter

Wordpress

CRM

SEO

What was done?

The creative content strategy was redesigned to align with the company's new direction, including a detailed plan for content types, formats, and target audiences across all platforms. A cohesive design system was established for consistency. Alongside this, I also manage online communities, fostering engagement and building strong connections to enhance brand loyalty.





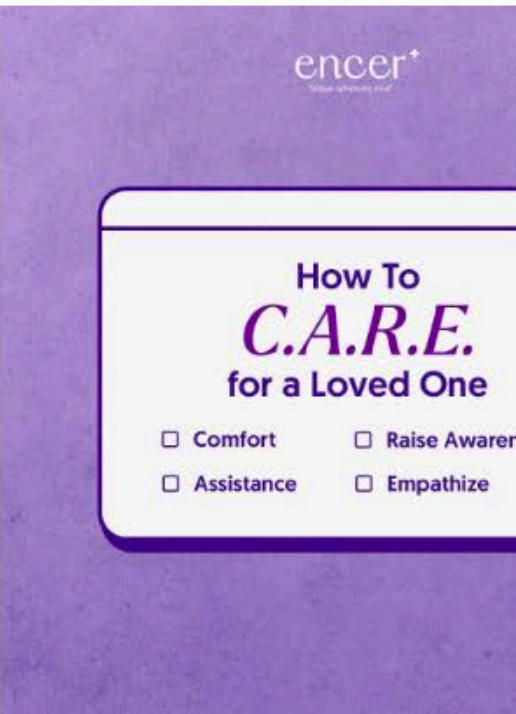
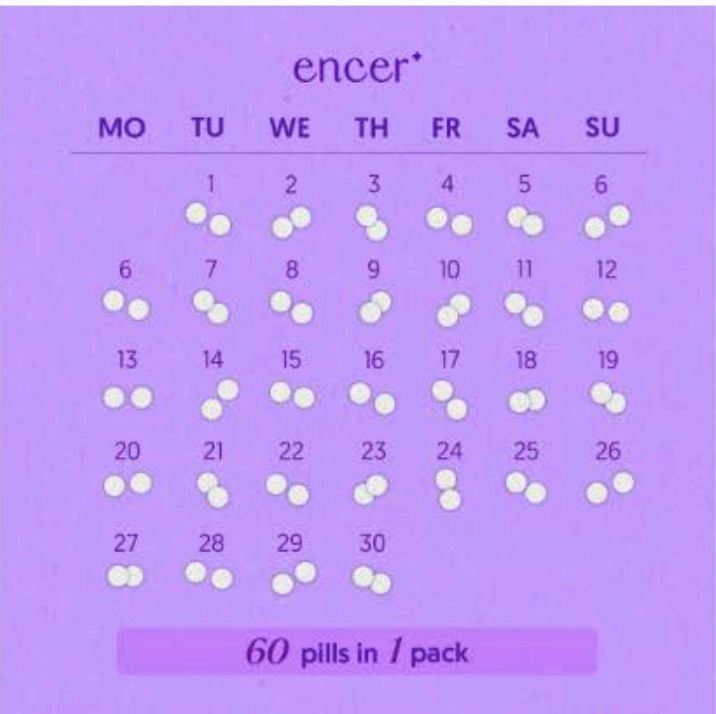
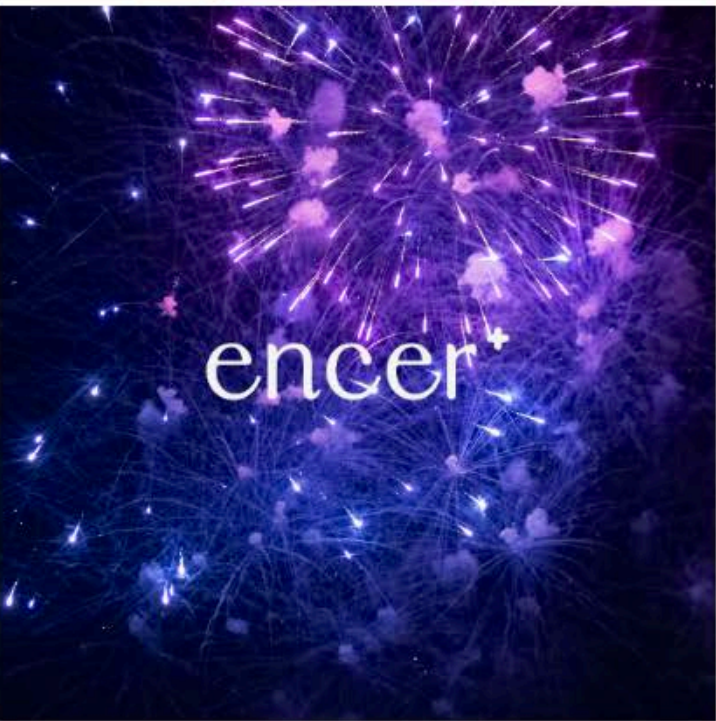
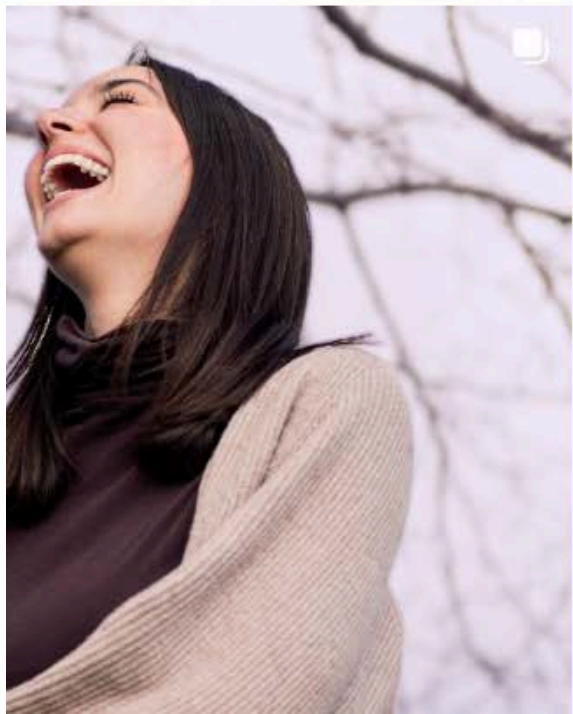
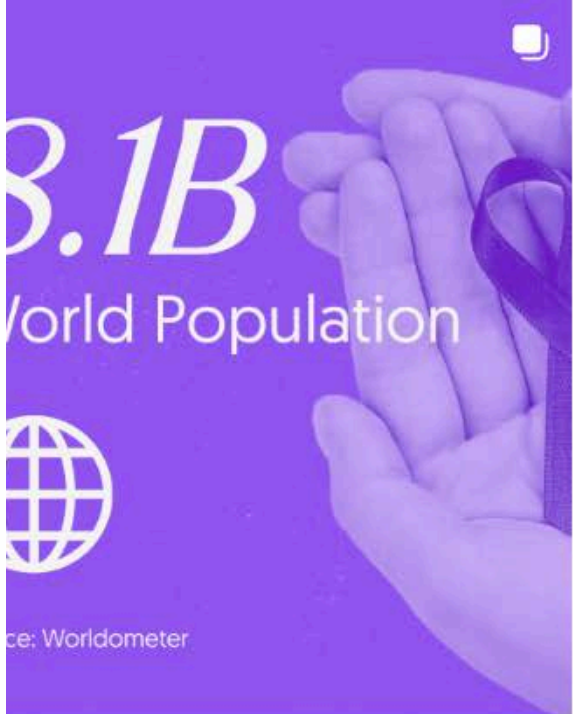
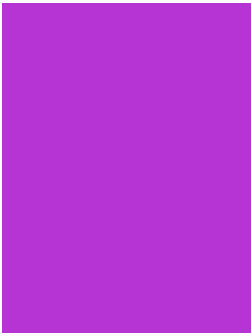
Encer USA

Admin · a day ago ·

Sophia's Journey: Embracing ENCER for a Brighter Tomorrow

Sophia was always full of life, a woman who lit up any room with her smile. But when she was diagnosed with cancer, her world turned upside down. The treatments were harsh, leaving her exhausted and drained, both physically and emotionally. Despite the support of her loving family, she felt like she was losing a part of herself in the process.

One day, while searching for support online, Sophia stumbled upon a community ... [See more](#)

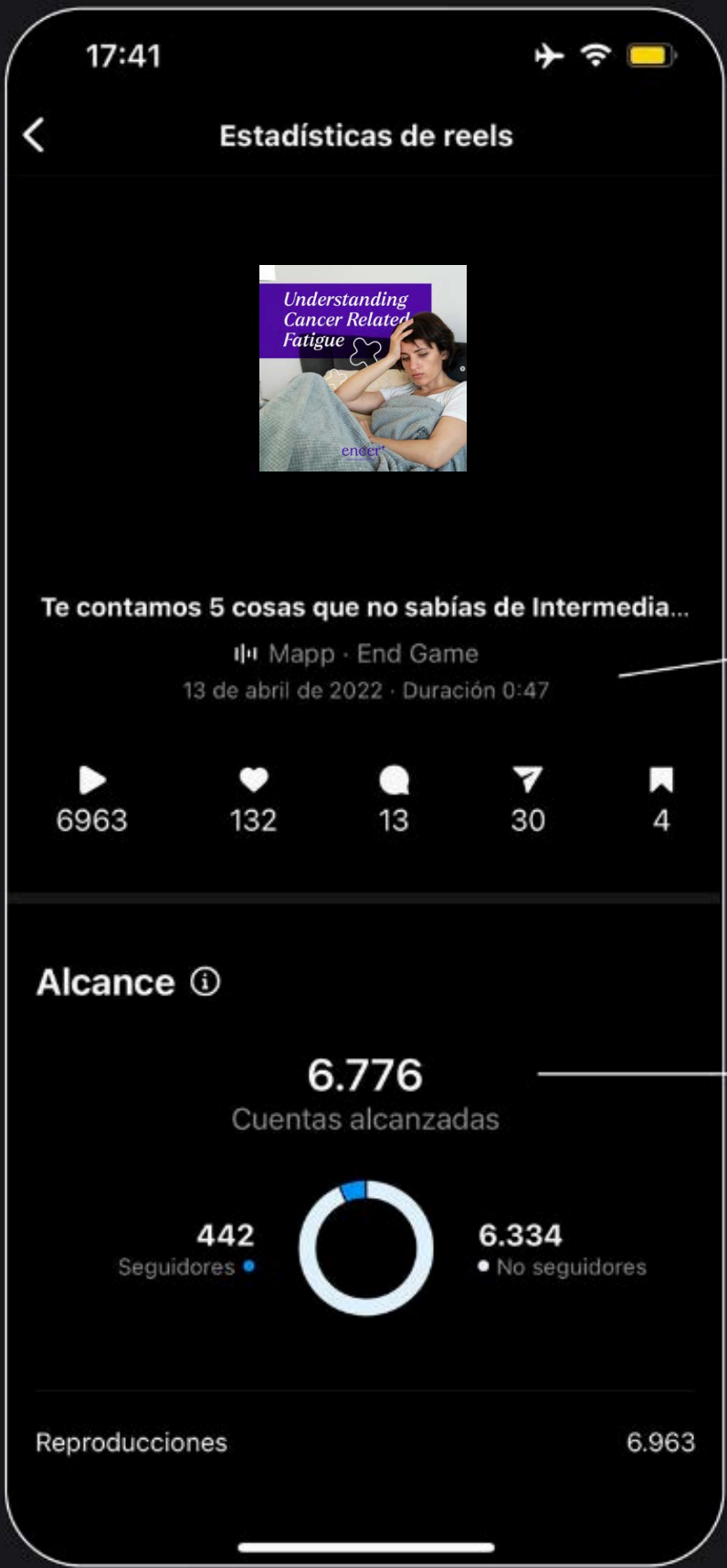


Instagram Statistics

Before



After



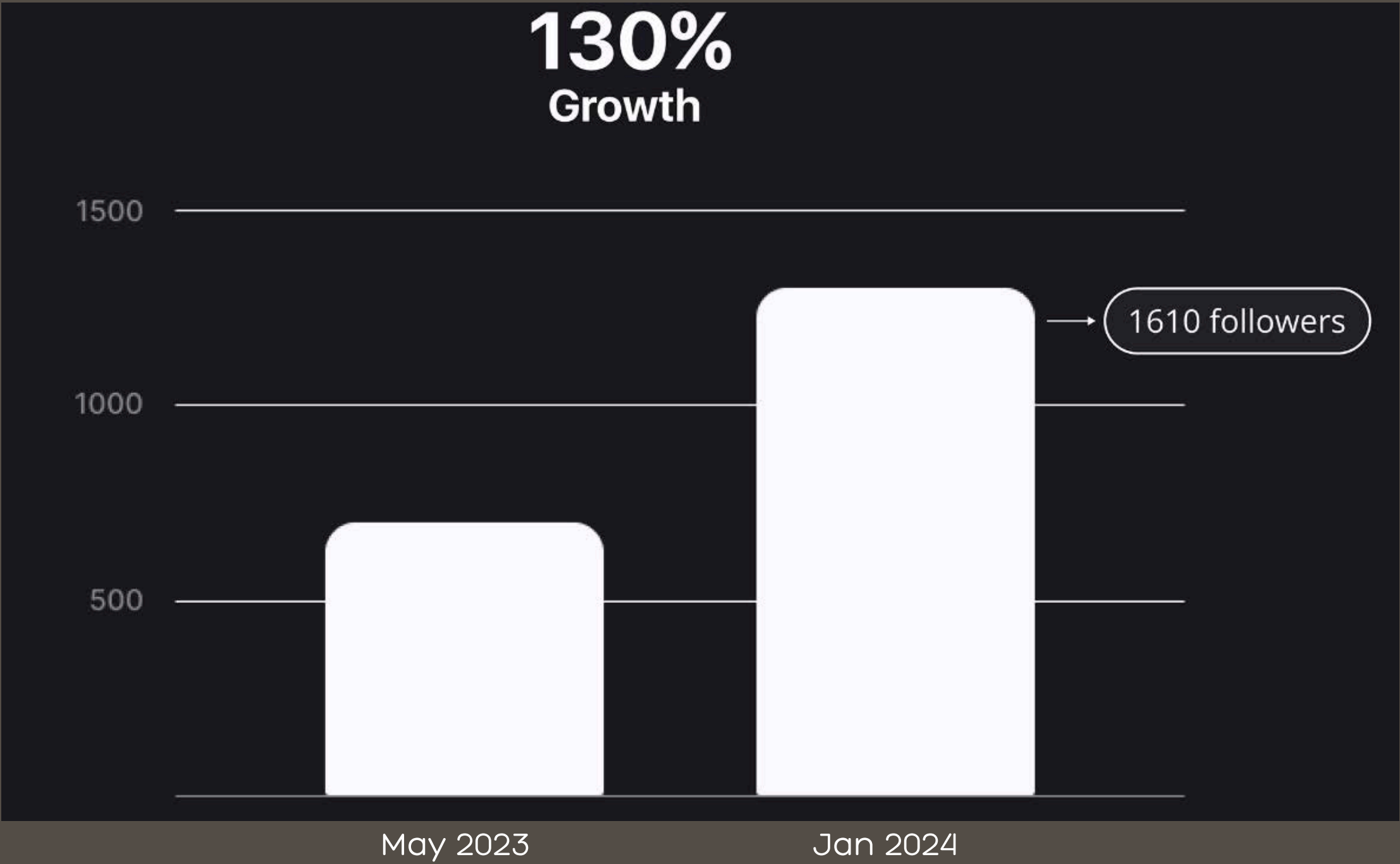
6963
Views

6776
Reach


After

Instagram Results

Range: From 230 to 21,3k
Reproductions: from 173 to 6963
Likes : from 15 to 132
Comments: from 1 to 12
Forwards: From 0 to 30



Community



Encer USA

Admin · 2 days ago · 🌐

WEEKLY CHALLENGE: CREATE YOUR HOLISTIC WELLNESS ROUTINE 🌱🌟

Hi @everyone


This week, let's focus on creating a personalized holistic wellness routine that nourishes your mind, body, and spirit.

Challenge Steps:

1. **Morning Mindfulness:** Start each day with 10 minutes of mindfulness, meditation, or deep breathing to set a calm tone for the day.

See more



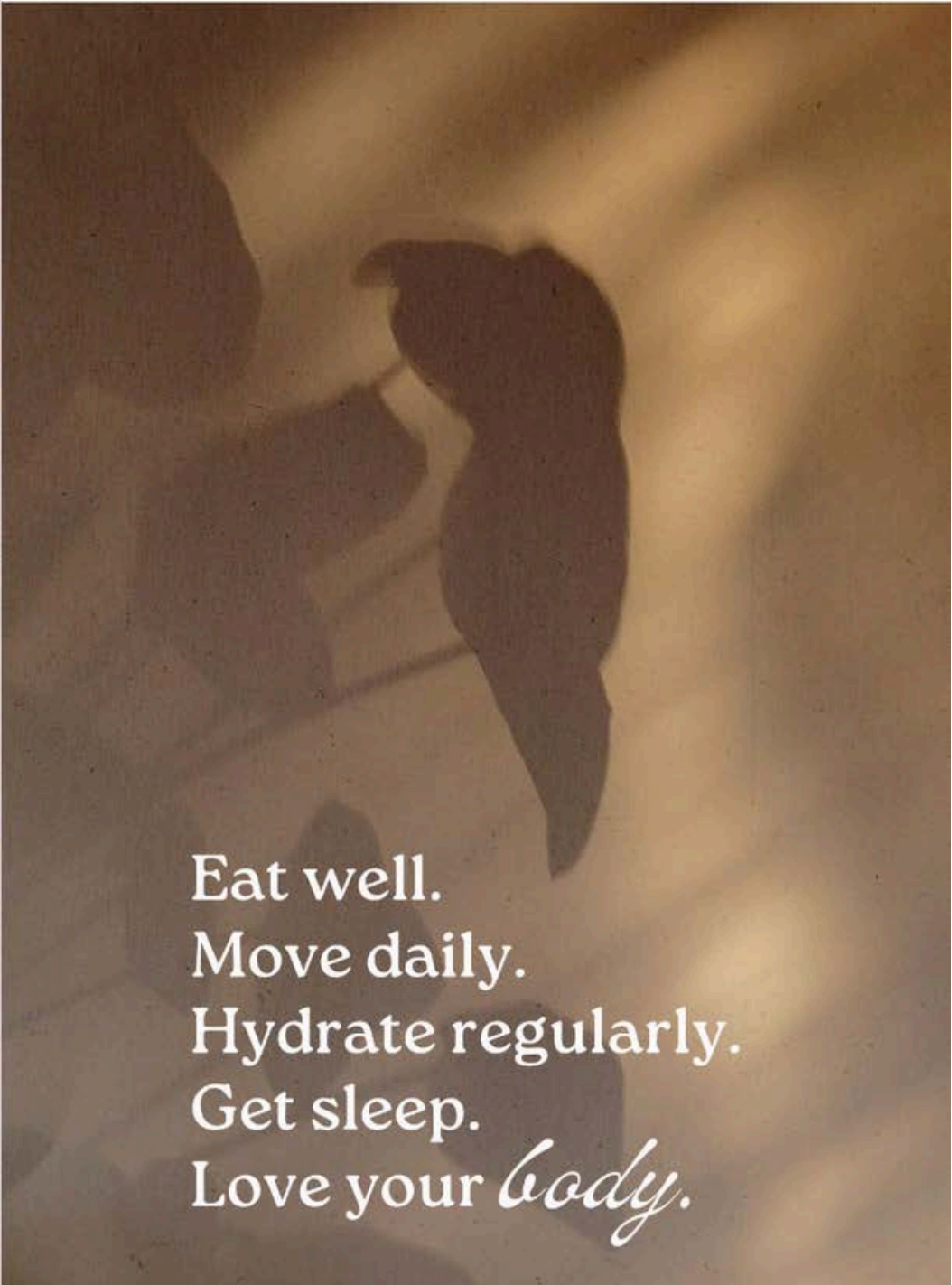



Encer USA

Admin · 11 August at 15:37 · 🌐

HOLISTIC APPROACHES TO TAKING CARE OF THE BODY

In a fast-paced world filled with stress and demands, taking care of our bodies is more important than ever. A holistic approach to body care involves nurturing not just our physical health, but also our mental, emotional, and spiritual well-being. By integrating natural practices, mindfulness, and a balanced lifestyle, we can achieve a state of overall wellness. This article explores holistic ways to take care of the body, promote... [See more](#)






Encer USA

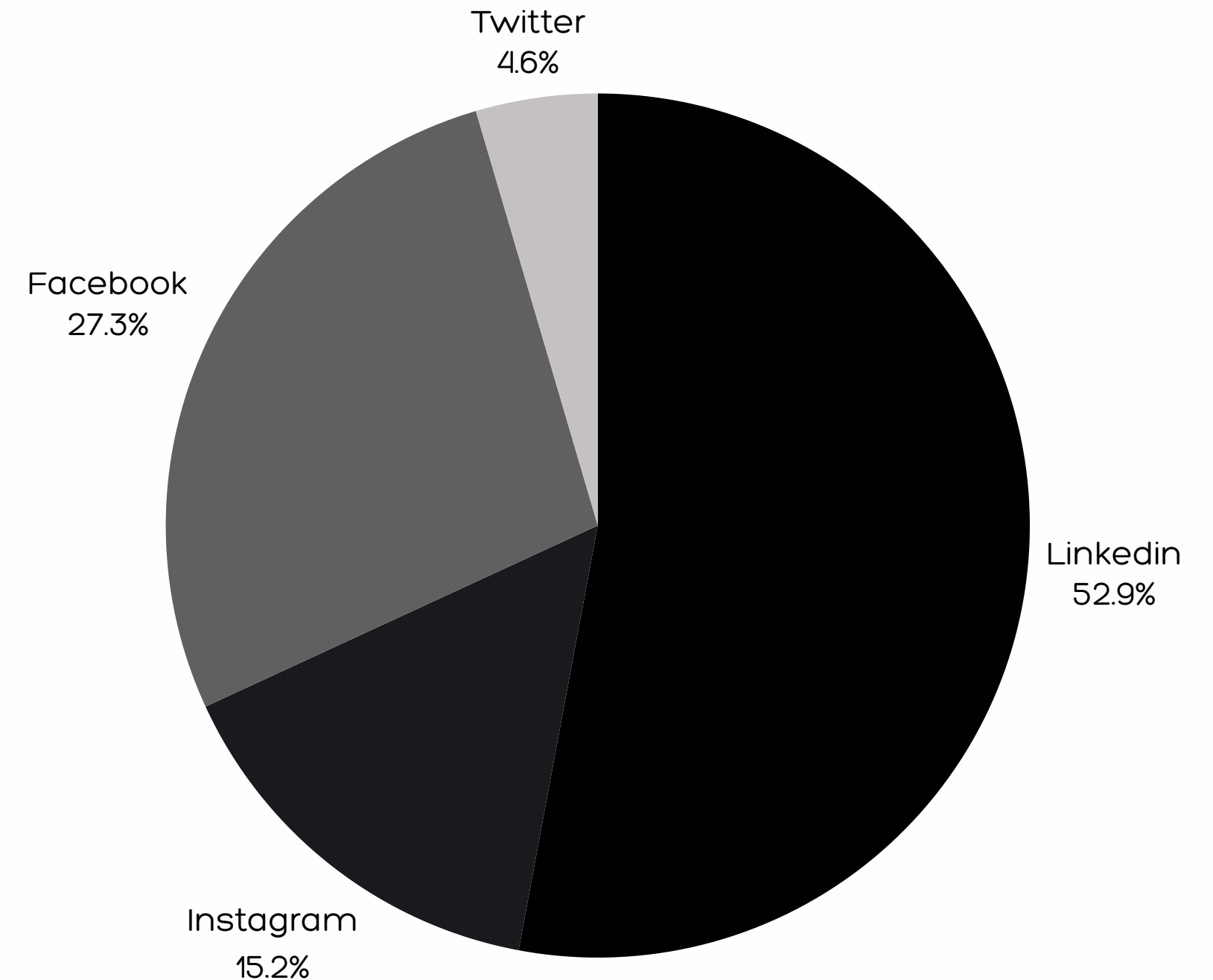
Admin · 5 August at 16:43 · 🌐

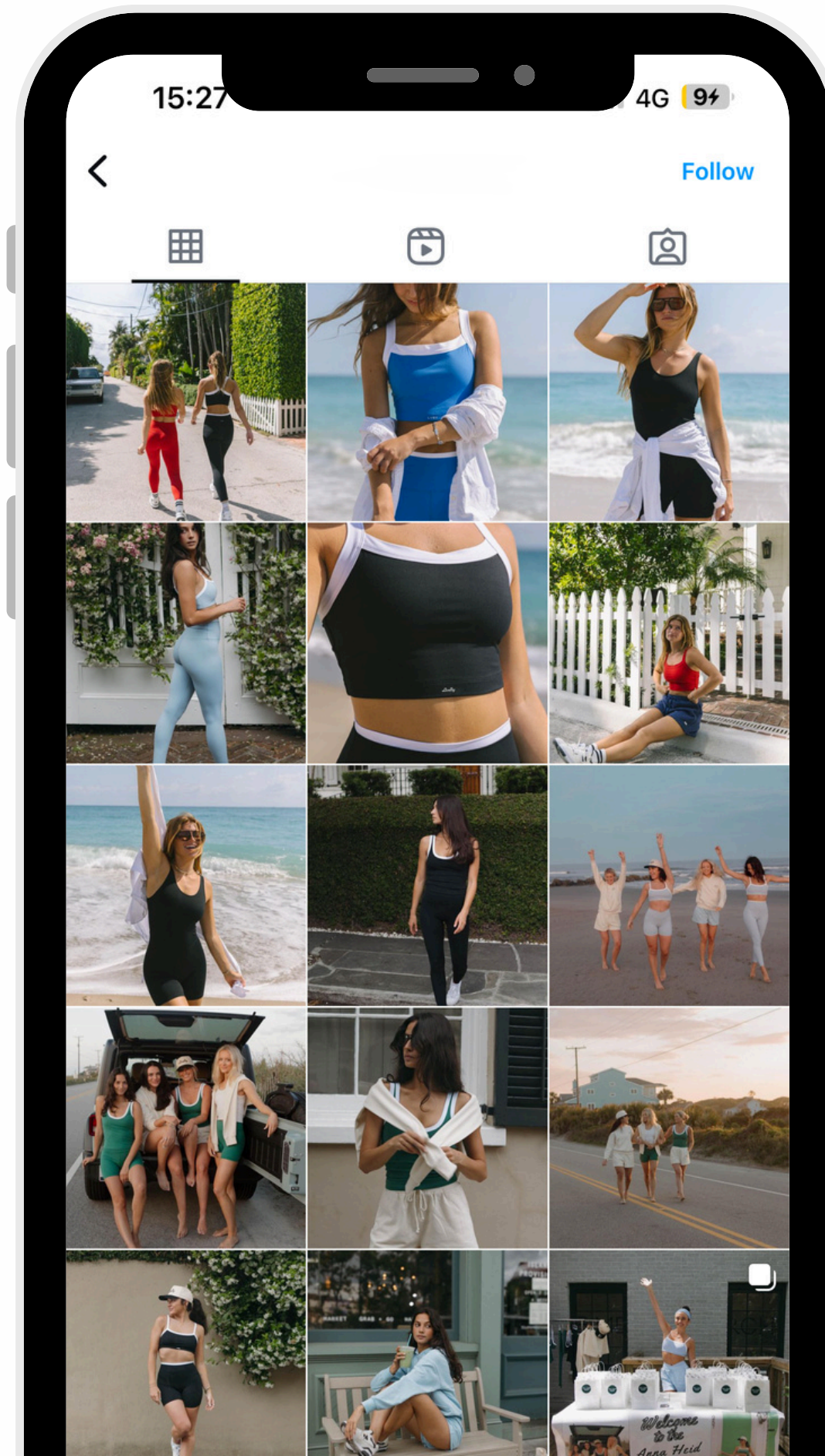
Holistic approaches are good for you because they consider your overall well-being, integrating the physical, mental, emotional, and spiritual aspects of health. Instead of just addressing symptoms, holistic care focuses on the root causes of issues and promotes balance in all areas of life. This comprehensive approach can lead to improved stress management, better immune function, and enhanced quality of life. By incorporating natural remedies, lifestyle changes, and mindful... [See more](#)



General Results

Significant brand growth and increased awareness were ultimately achieved. The company's presence on major social media platforms was expanded, boosting overall visibility. Efforts to enhance the website's SEO led to higher search engine rankings. Additionally, successful email marketing and lead generation campaigns were implemented. These initiatives significantly increased the number of leads and business opportunities generated.





02 / LivActivewear

Performance fabrics for everyday styles

They needed to develop a brand identity, design the application itself, build a website, design their digital presence, and produce visual content including presentations, flyers, videos, and social media posts.

UX/UI Design

UX Writing

Graphic Design

Creative Strategy

Content Creation

Marketing Strategy

Logo Design

Social Media Strategy

Figma

CRM

Video

User Research

Branding

AI Tools

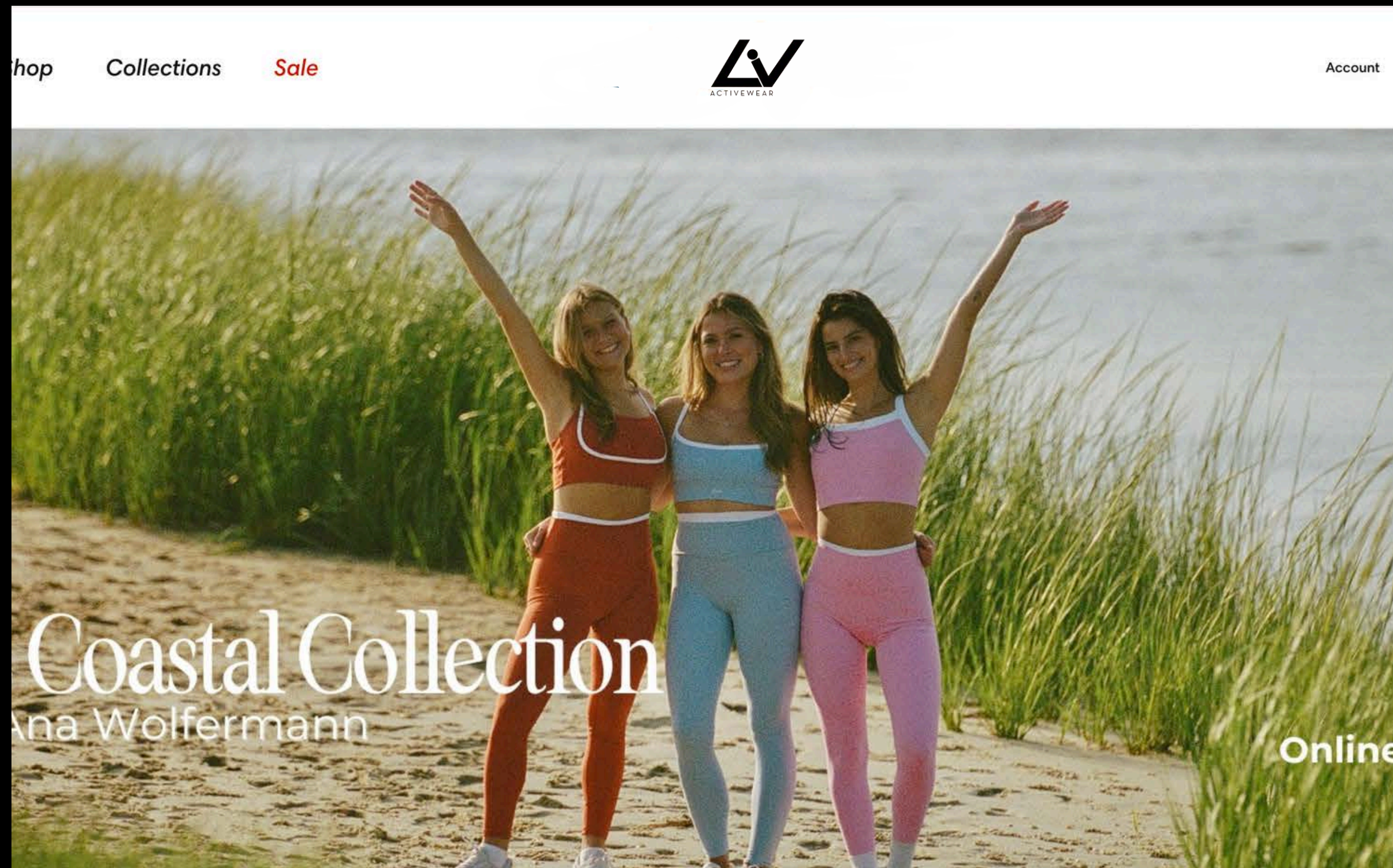
Logo

The logo was developed by combining the letter 'L' from the brand name Liv with the concepts of fashion, high class, and comfort. The design sought to communicate these values through visual elements that reflect both the brand's identity and its commitment to sustainable practices and environmental protection.



One page

Designed a responsive layout and crafted UX content for LivActive's one-page website, seamlessly integrated with a CRM system through two lead capture forms





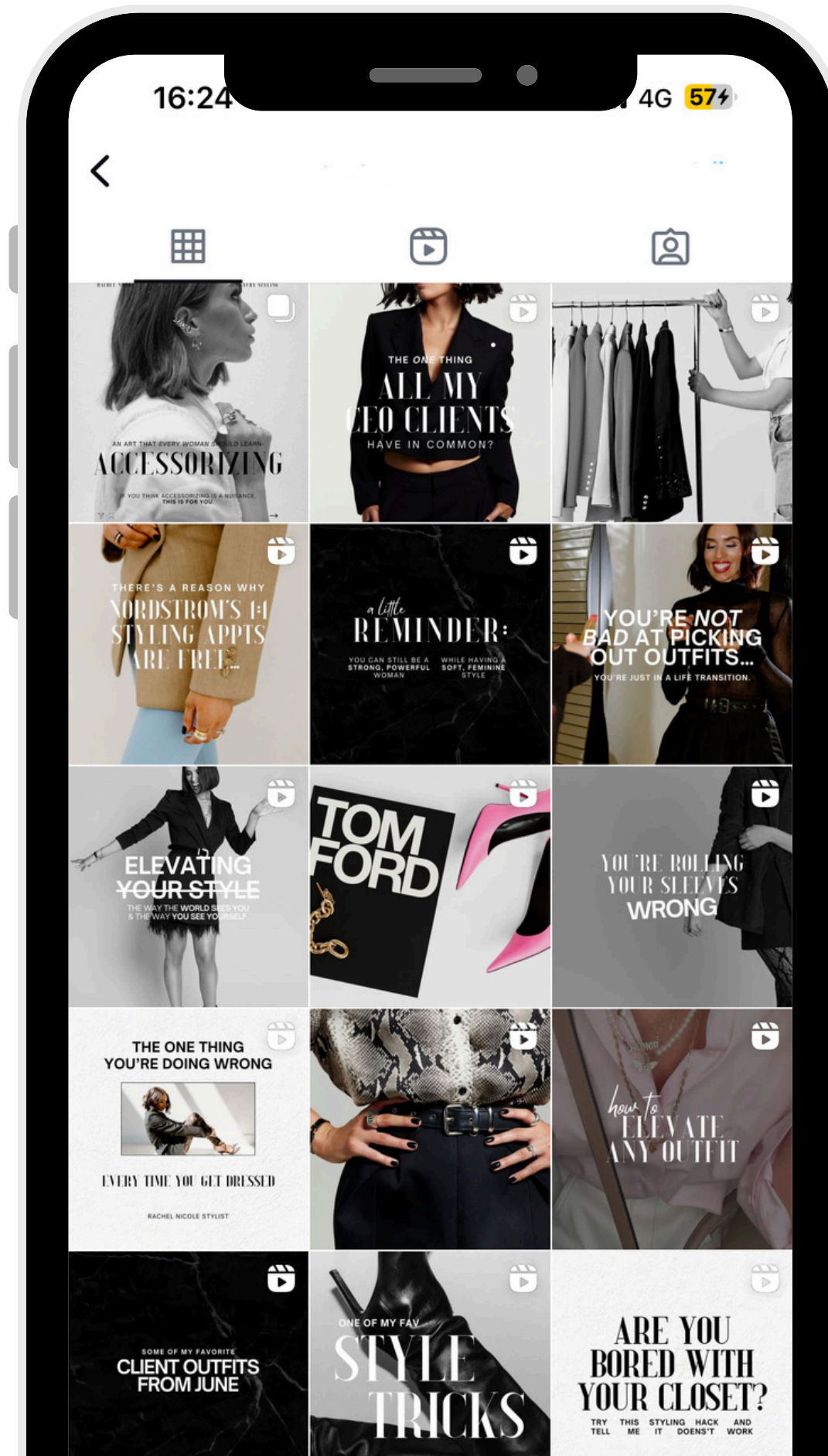
Video.

Canva

Veed.io

AI Tools





03 / Sarit Nicole

It's time to elevate your life
by taking away the stress
in getting dressed!

Develop social identity and create digital community
on social media platforms

Content Creation

Meta Business Suite

Figma

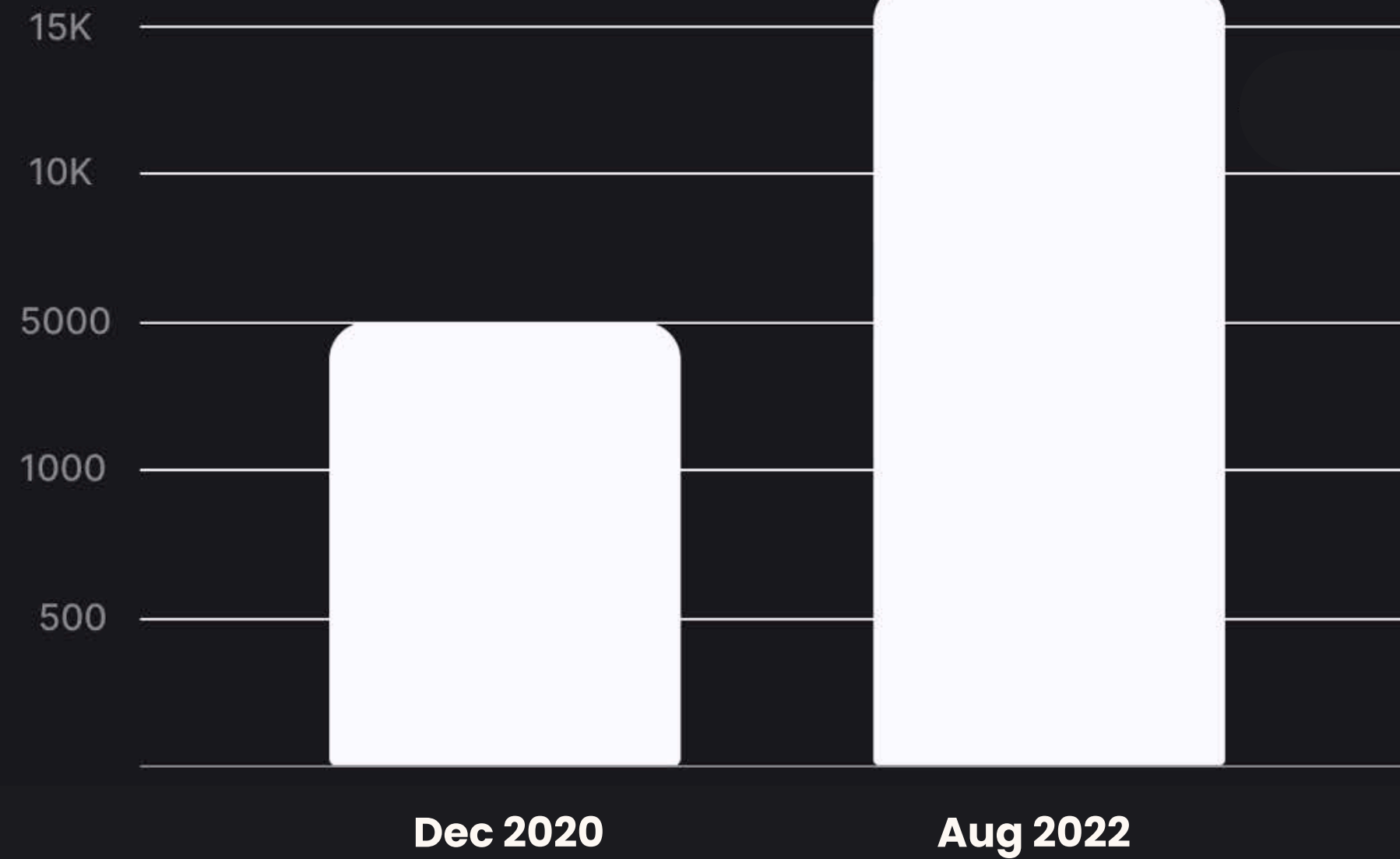
Social Media Strategy

Video

Graphic Design

Marketing Strategy

Instagram results

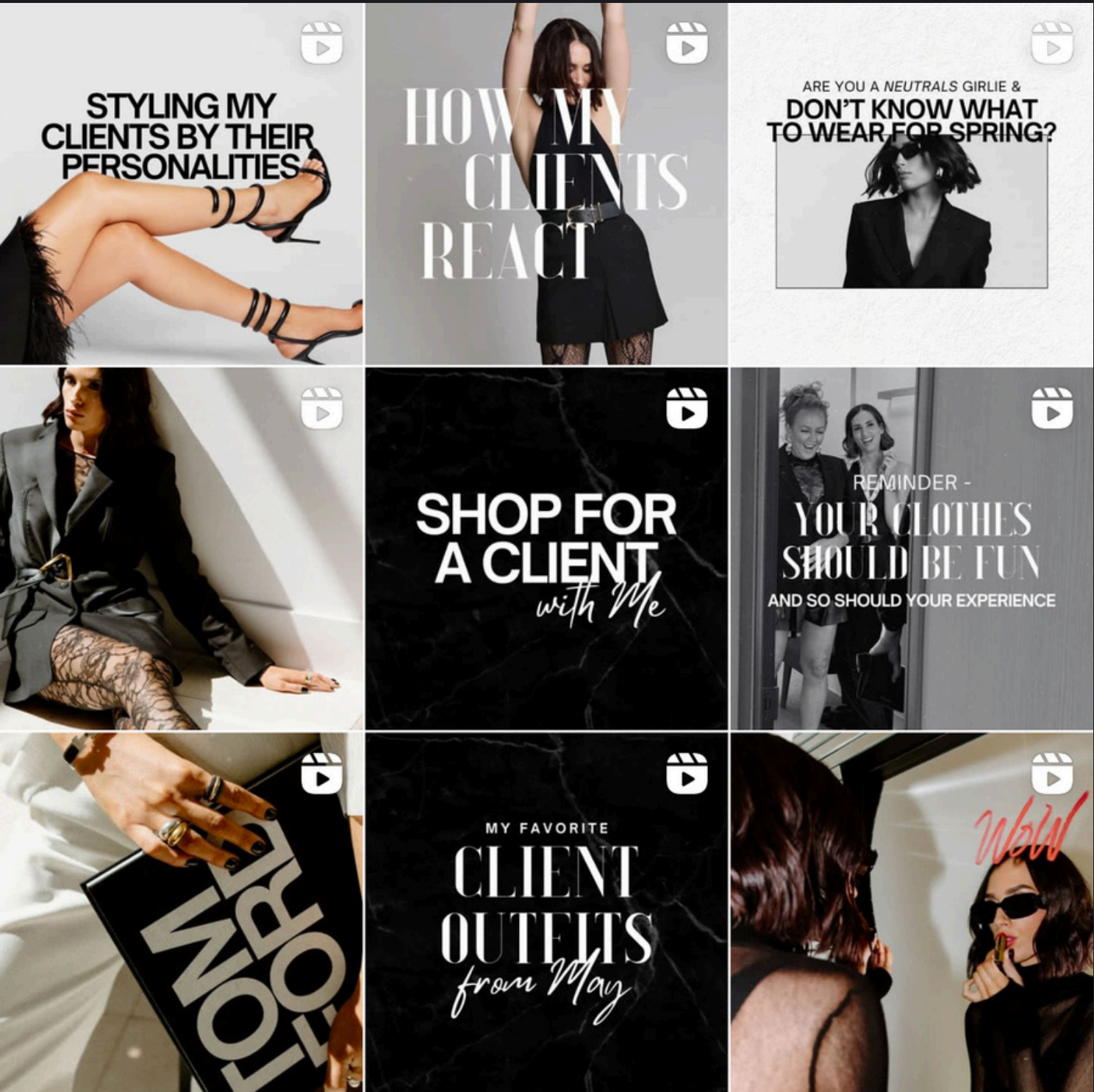


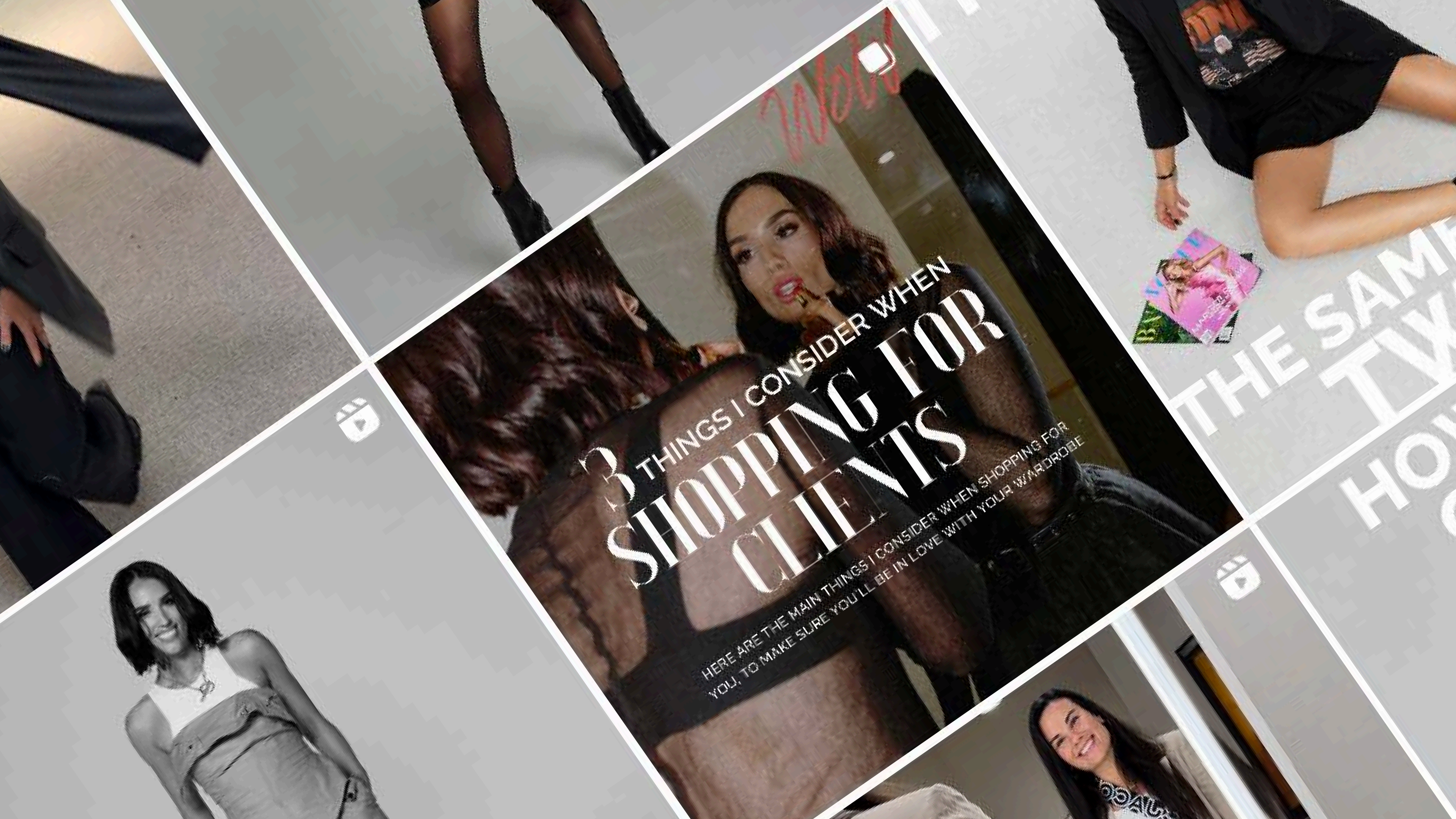
226%
Growth

Instagram feed

Before

After





3 THINGS I CONSIDER WHEN SHOPPING FOR CLIENTS

HERE ARE THE MAIN THINGS I CONSIDER WHEN SHOPPING FOR
YOU, TO MAKE SURE YOU'LL BE IN LOVE WITH YOUR WARDROBE

THE SAME
TLY
HOW



**THANK YOU
FOR WATCHING.**

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