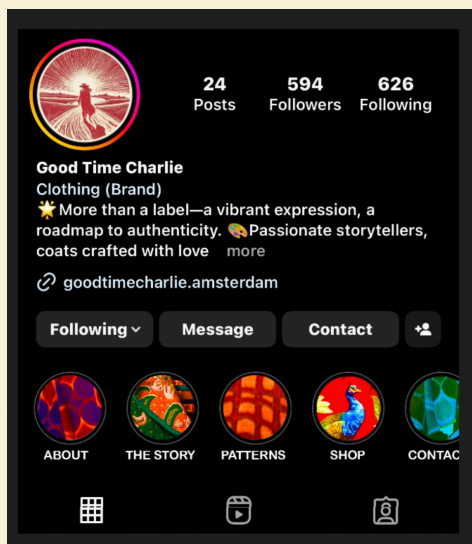


# SOCIAL MEDIA MANAGER & BRAND IDENTITY

## THE GRID RESET & DETAILS PEOPLE CLICK

I reworked the entire Instagram grid so it actually felt like the brand. Balanced, intentional, a little editorial. Every post had a role, nothing random, nothing filler. Captions, highlights, Linktree, all redesigned to feel like they belonged to the same story. Every touchpoint got the same attention. The bio, the highlight covers, the link in bio. Small things most people overlook but that quietly tell someone whether a brand is worth their time.



## SUSTAINABILITY, BUT MAKE IT HUMAN: BRINGING OUT THE FOUNDER'S TOUCH

This brand's founder is Claire. A passionate artistic soul who loves bonfires and camping, with warm hippie energy that makes you want to be part of the whole world she lives in. The coats already had meaning, heat, history and a material that was meant to be cozy. My job was to translate that into a social media language without making it feel heavy or generic. Honestly, one of coolest briefs I have had.