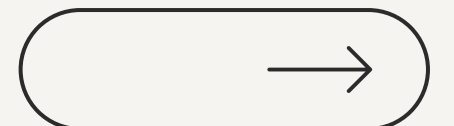


SOCIAL MEDIA MANAGEMENT

PORTFOLIO

BRIANNA MESQUITA



INTRODUCTION

BRIANNA MESQUITA

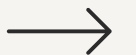
Hi, I'm Bri—the founder of Footsy Digital Marketing. This portfolio highlights my work in social media management, content creation, and digital strategy for small businesses. My focus is simple: help brands grow through thoughtful content and consistent execution. Whether you're building from scratch or refining your online presence, I bring the tools and creativity to make it easier—and more effective.

EDUCATION

ARIZONA STATE UNIVERSITY 2021 - 2022

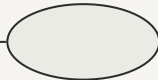
Master of Science – Digital Audience Strategy

Focused on social media strategy, content development, SEO, and audience growth analytics.



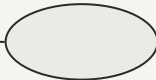
PERSONAL SKILLS

These are the skills that make the magic happen behind the scenes—where planning meets creativity, and content turns into connection.



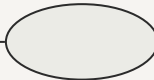
VISUAL CONTENT CREATION

Photography, basic videography, graphic design, and styling—creating scroll-stopping visuals tailored to each platform.



CONTENT STRATEGY

Developing intentional, audience-focused content plans that align with brand goals. Includes messaging, caption writing, and strategic scheduling



COPYWRITING

Words that work—from scroll-stopping captions to blog posts that build trust, I write content that gets results.



IN THE NUMBERS

The proof is in the pudding — here are some of my top stats:

+152%

VISITS

Increased client's Instagram visits by 152% over 12 months

+105%

CONTENT INTERACTION

Increased Facebook interaction by 105% over 12 months

75K

PAGE VIEWS

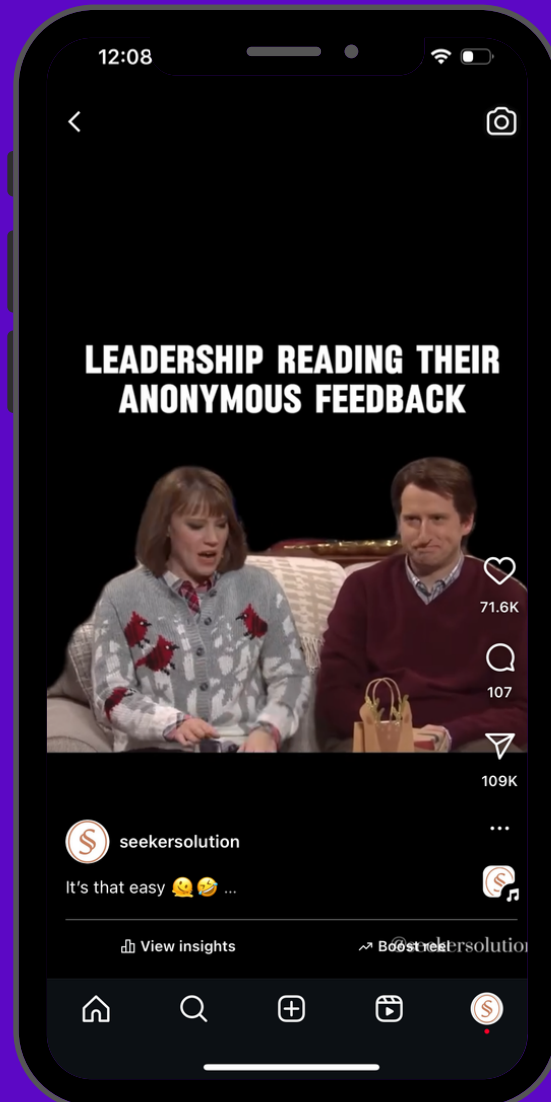
75,000+ organic page views in just 90 days—zero paid promotion.

+21%

FOLLOWERS

Increased client's Facebook following by 21% in 10 months

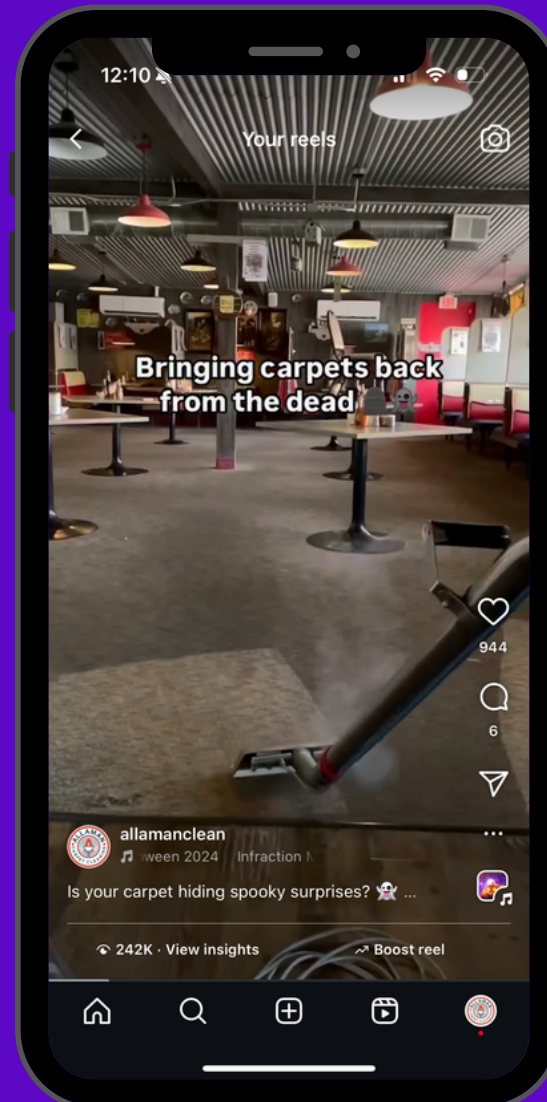
Top Performing Organic Content



**One funny reel.
Zero ad spend.**

Description:
Viral, humor-
driven business
reel

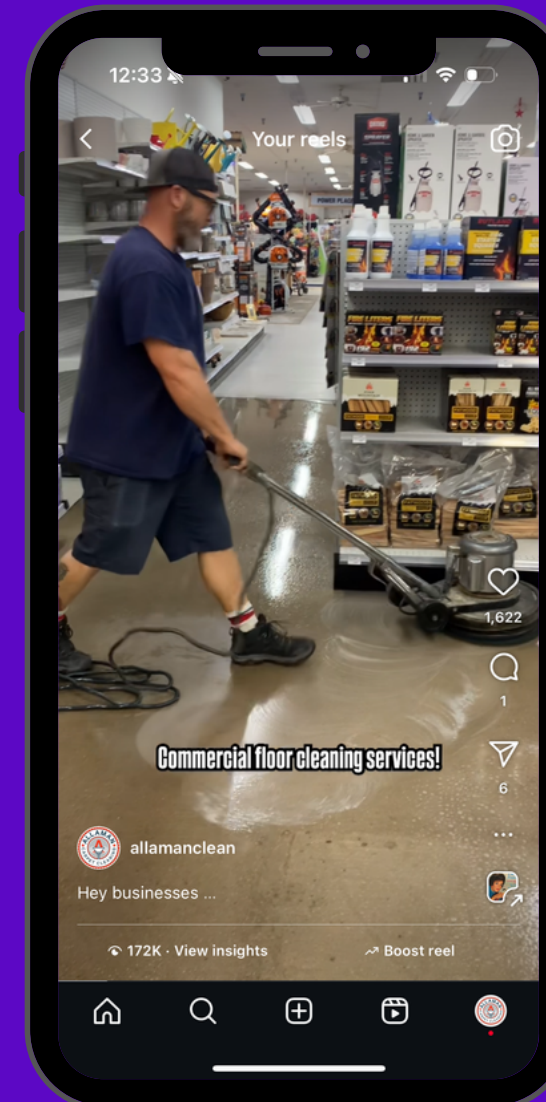
Engagements:
3.8 million views
71K likes | 109K
shares | 11K saves



**Showcasing
Service**

Description:
Service-focused,
brand-building
reel

Engagements:
242K views | 944
likes | 91.4% Non-
Follower reach



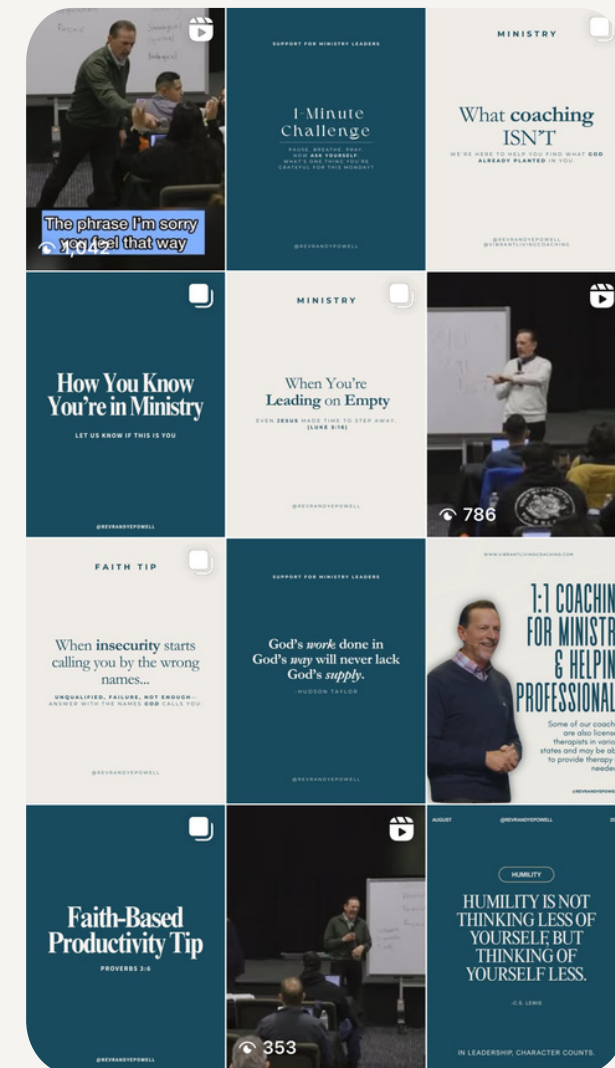
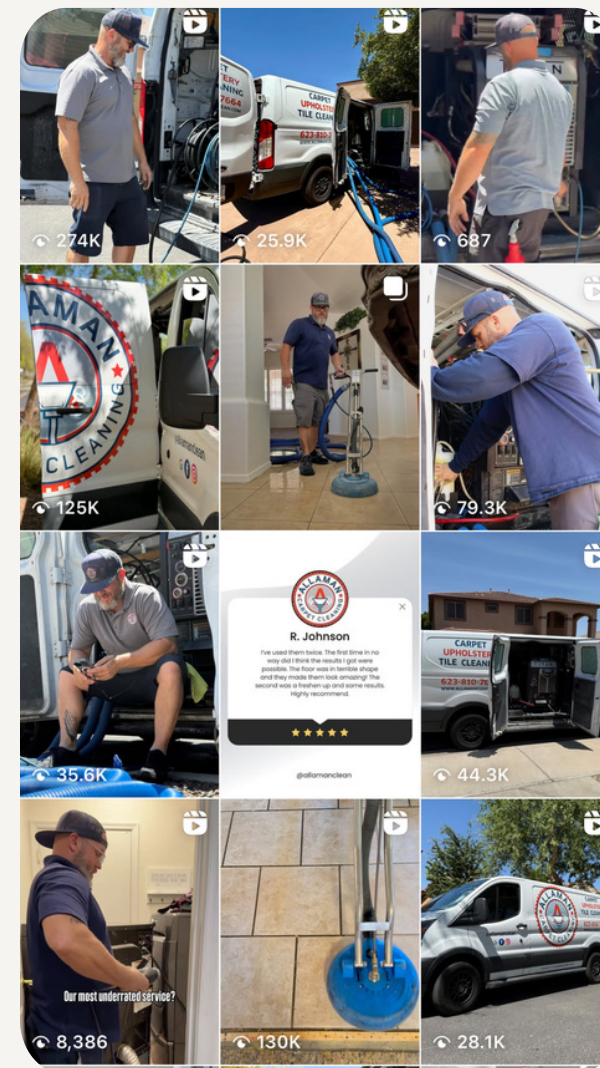
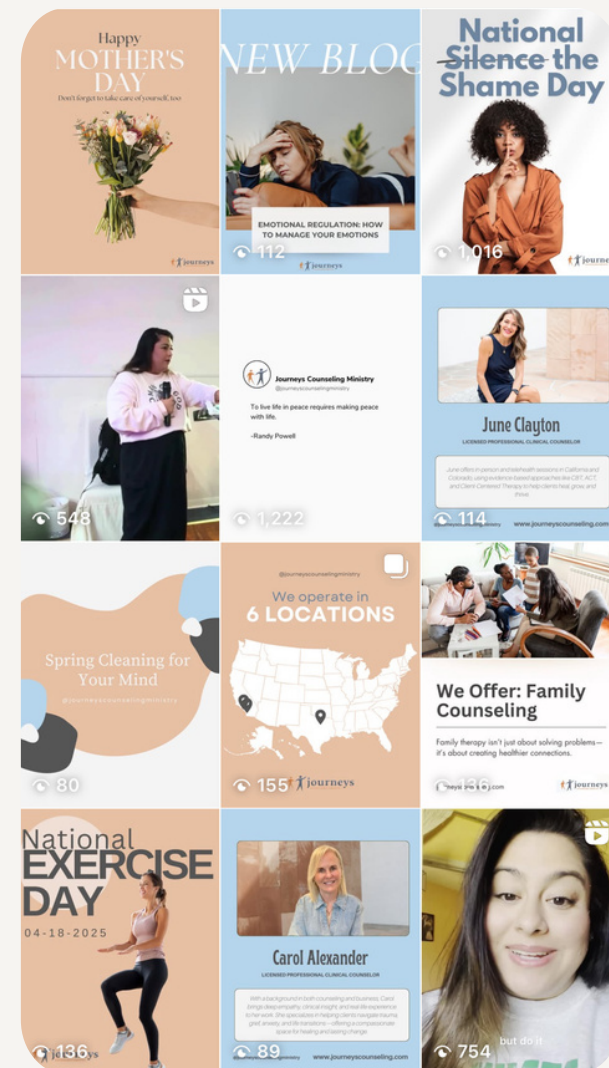
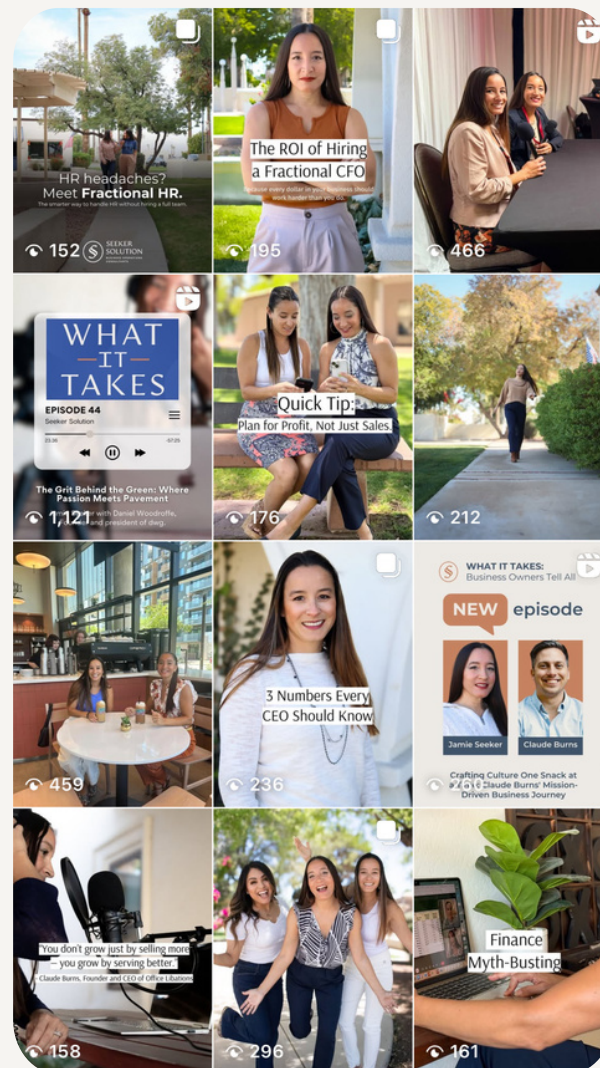
**Service callout.
B2B audience.**

Description:
B2B reel
delivered value
and visibility

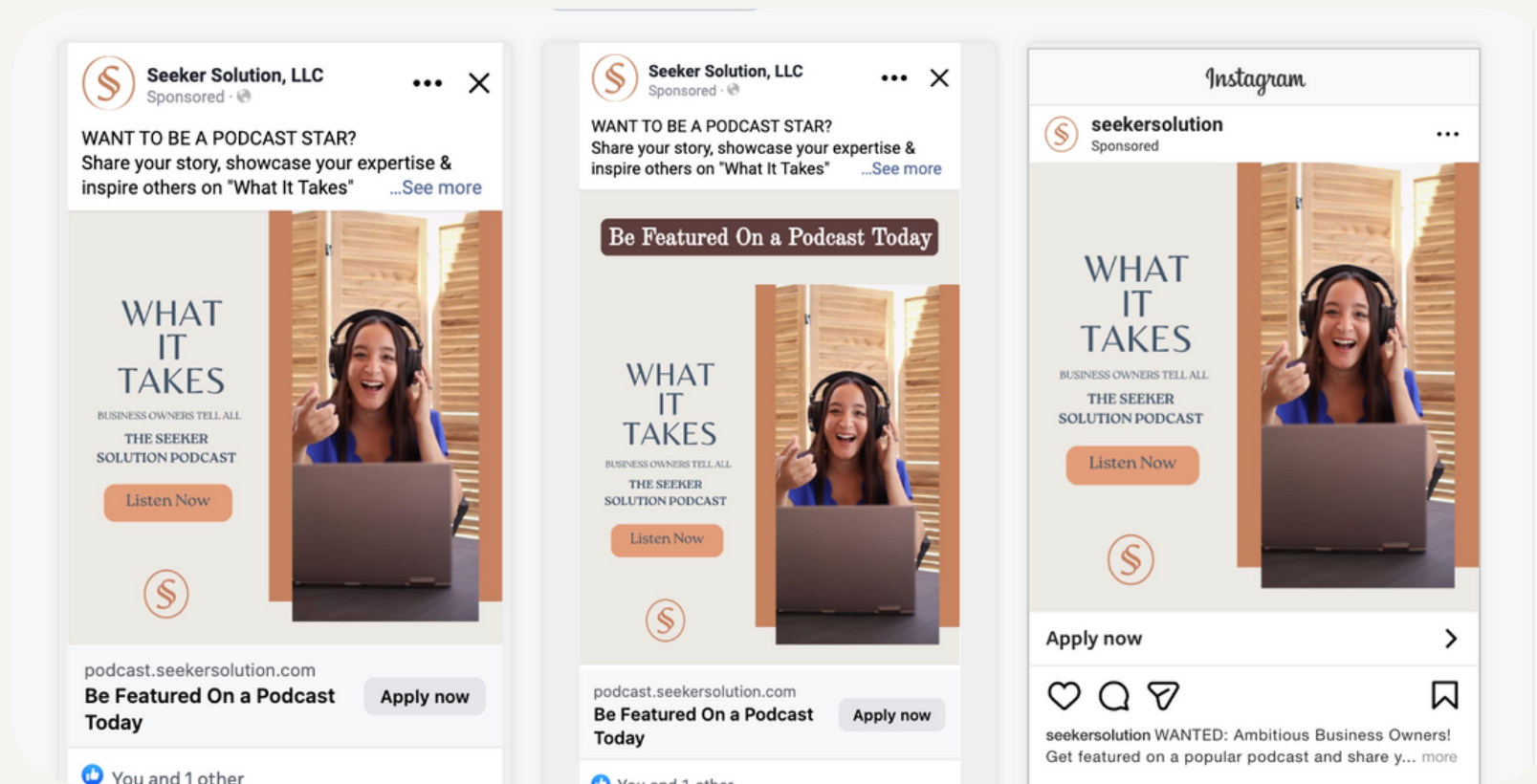
Engagements:
172K views | 1.6K
likes | 97.8% Non-
Follower reach

Where Strategy Meets Aesthetic

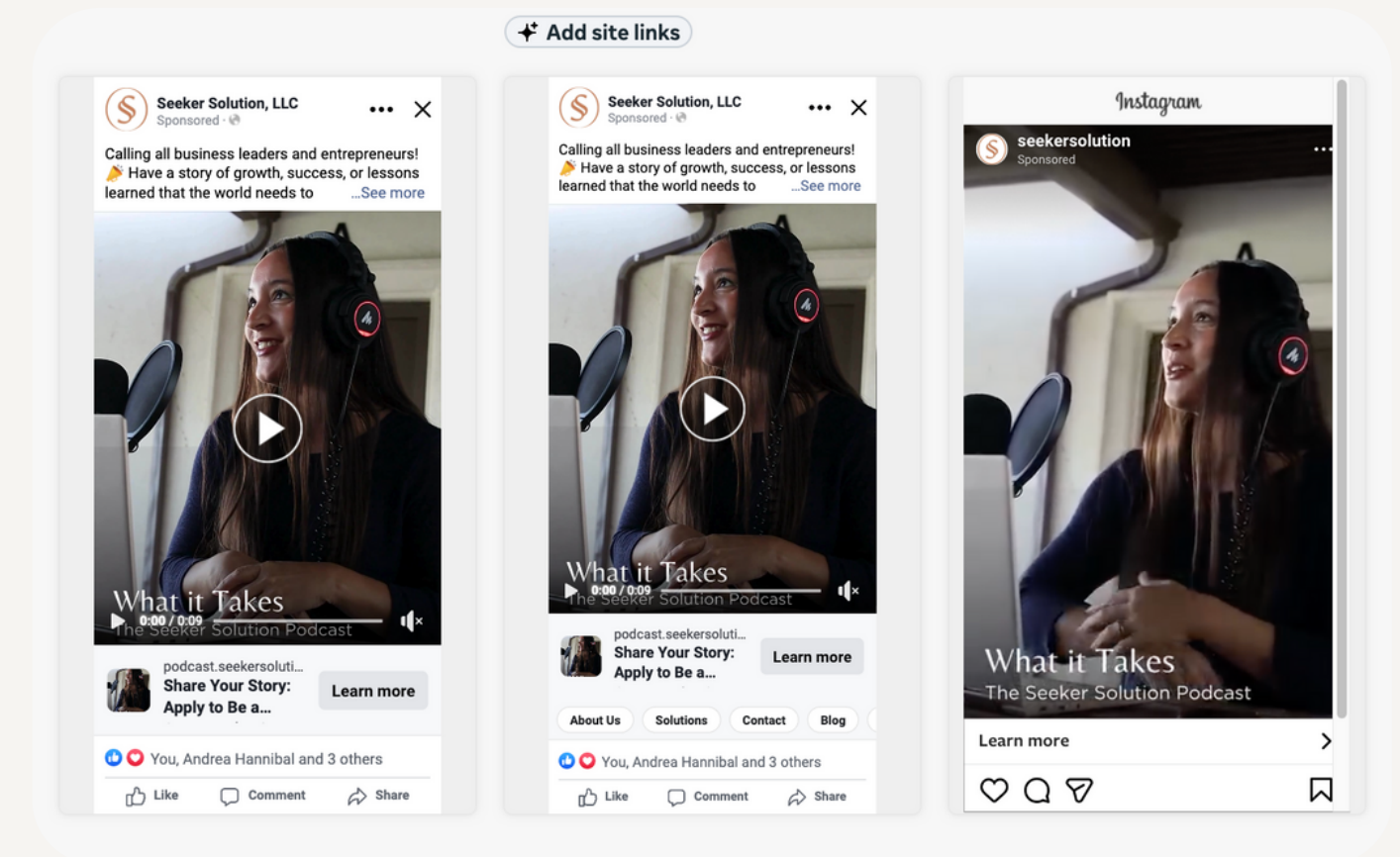
Showcasing scroll-worthy feeds that stay true to the brand.



Paid ad examples



Designed and managed a static/carousel ad campaign with \$500 spend — reached 35K people, achieved a 4.2% engagement rate, 2.6% CTR, and generated 28 leads at \$17.85 CPL.



Produced and ran a 10-second video ad with \$500 spend — reached 40K people, achieved a 54% full-view rate with an average watch time of 7.8 seconds, earned 1,000 engagements, and drove a 2.8% CTR at \$0.80 CPC

Contact

Ready to level-up your social media strategy? Here's how to reach me:

 www.footsydm.com

 bmesquita@footsydm.com

 [linkedin.com/in/brimesquita/](https://www.linkedin.com/in/brimesquita/)

**Let's grow
your brand—
without growing
your payroll.**