

A silhouette of a person is shown in the foreground, holding a smartphone to take a picture of a vibrant sunset over the ocean. The sky is filled with warm orange and yellow hues, and the water reflects the light. The person's shadow is cast on the sand.

PAULA BERNAL

Introduction

Welcome to my portfolio! I'm Paula Bernal, a media professional with a unique journey that began as a medical assistant for non-profit hospitals. My passion for social media management started while working with plastic surgeons, eventually leading me to collaborate with real estate agents, estheticians, hospitals, restaurants, and more.

I hold a degree in marketing with a concentration in consumer digital marketing from the University of Wisconsin-Parkside. Today, I run my company, Conscious Connect Media and Marketing, helping brands connect with their audience through creative and authentic strategies.

This portfolio highlights my work, clients, and passion for storytelling. Let's create something impactful together!

Paula Bernal



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PAULA BERNAL

FEATURED



PROJECTS



DR. BRIAN HILL - PLASTIC SURGERY

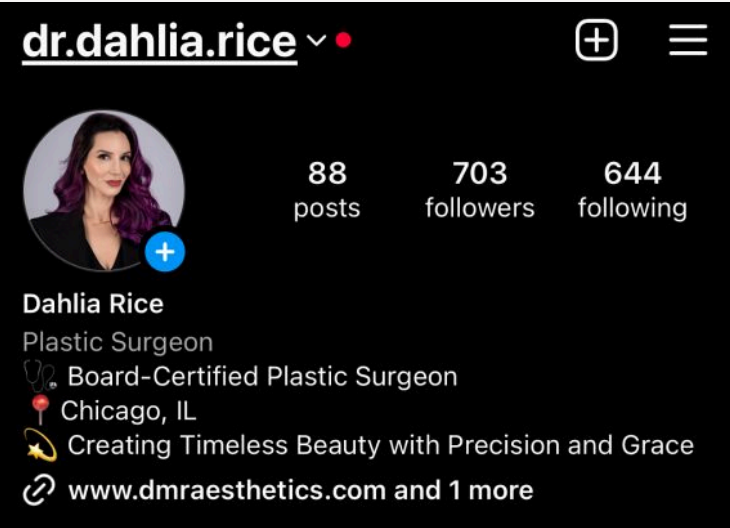
- From 2019 - 2022 I managed Instagram and Facebook accounts to boost patient engagement.
- Designed in-house advertisements for the Froedtert South organization.
- Created a professional advertisement for Froedtert South Hospital's EPIC program launch (2019) that was advertised through the midwest.





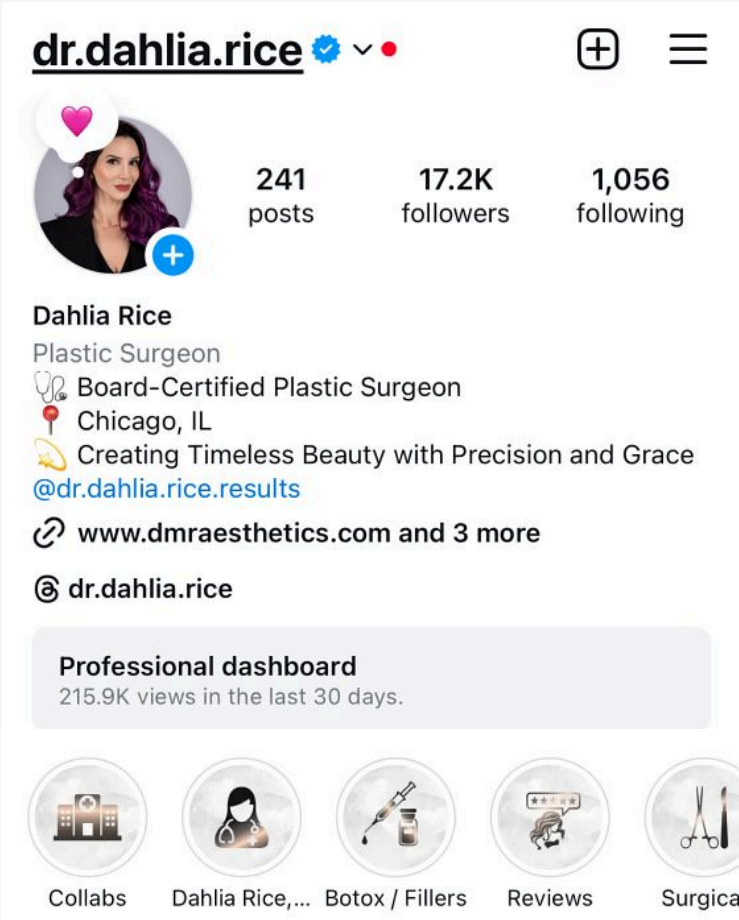
DR. DAHLIA RICE – PLASTIC SURGERY

- Created the company logo and business cards.
- Created and currently manage Instagram, and TikTok accounts to establish her brand.
- Captured professional photos of procedures and OR content.
- Created Reels to showcase her services and build audience engagement.
- Attend events and conventions for content.



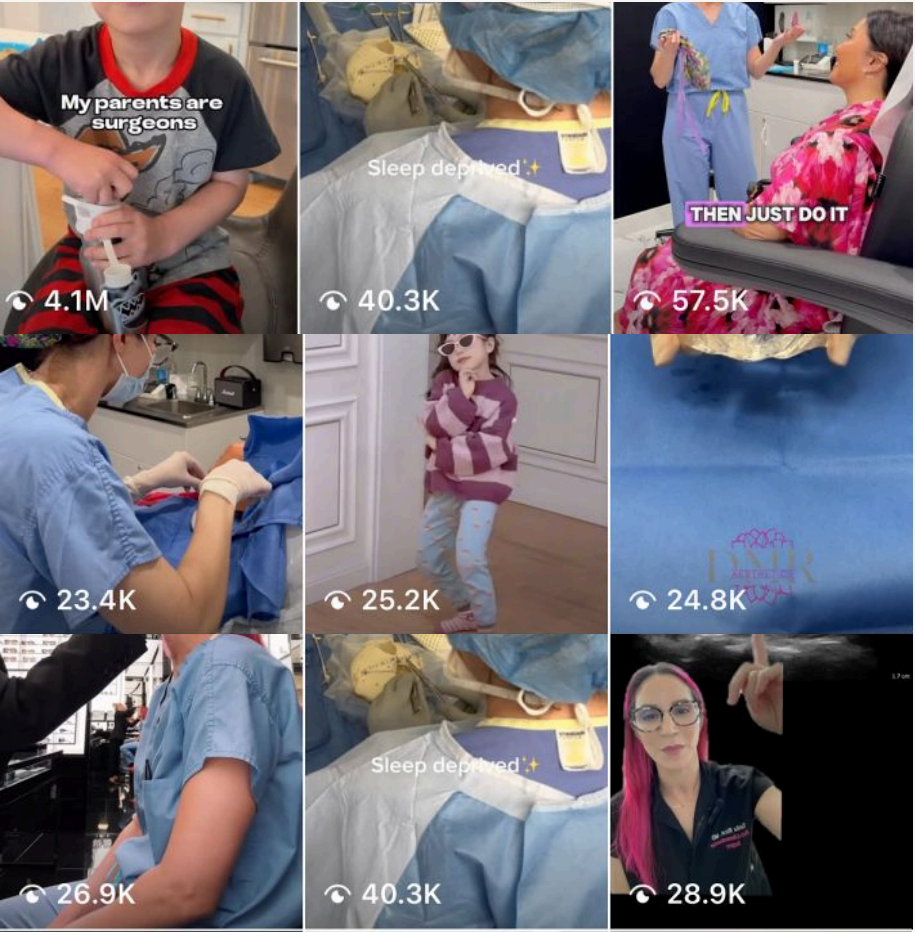
Before

Dr. Dahlia Rice’s Instagram had 703 followers with minimal engagement and limited content variety. Her page lacked consistency and wasn’t leveraging tools like Reels or Stories to connect with her audience.



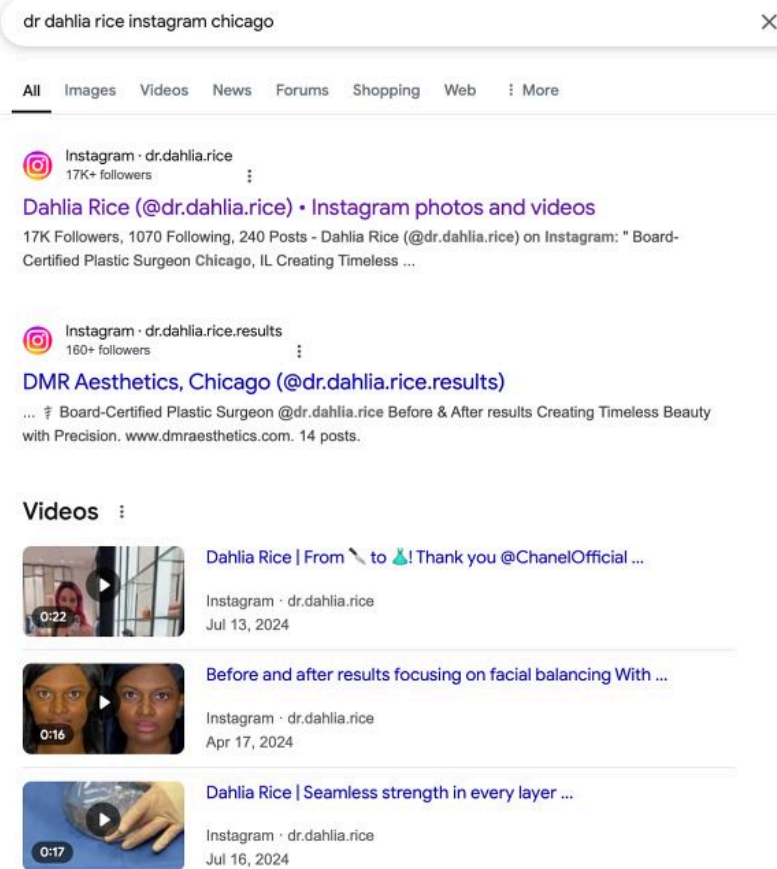
After

Through consistent branding, engaging Reels, and professional photography, her Instagram has grown to 17.2K followers. Her top-performing Reel reached 4.1M views, significantly increasing her audience engagement and visibility.



Videos Performance

Dr. Dahlia Rice’s Reels consistently reach hundreds of thousands of views, with a top-performing Reel hitting 4.1M views. Most Reels regularly achieve 25K to 100K+ views, driving significant audience growth.



Search Visibility

Dr. Dahlia Rice’s online presence is so impactful that simply searching her name on Google brings up her Instagram and content at the top, showcasing the strength of her personal brand and digital footprint.



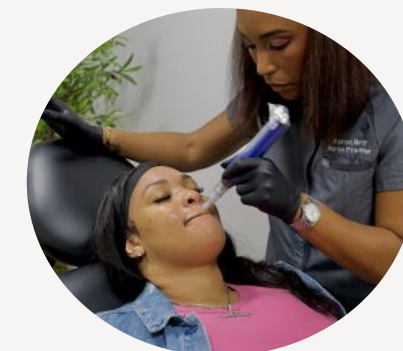
Hi there! I'm Dr. Dahlia Rice, a dedicated board-certified plastic surgeon, fashion enthusiast, and busy mom of two. When I'm not helping patients achieve their unique aesthetic goals, you can find me styling my outfits, traveling, or spending quality time with my family. As a business owner and entrepreneur, I'm passionate about empowering others to feel confident and beautiful in their skin. With extensive training and expertise in plastic surgery, I'm committed to providing personalized care and exceptional results. From breast augmentations to facial rejuvenation, I'm here to help you unlock your

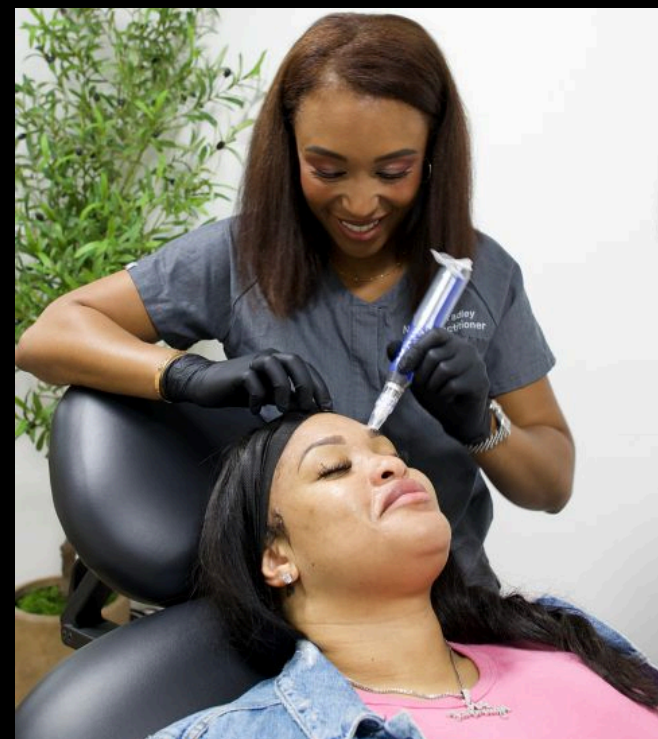
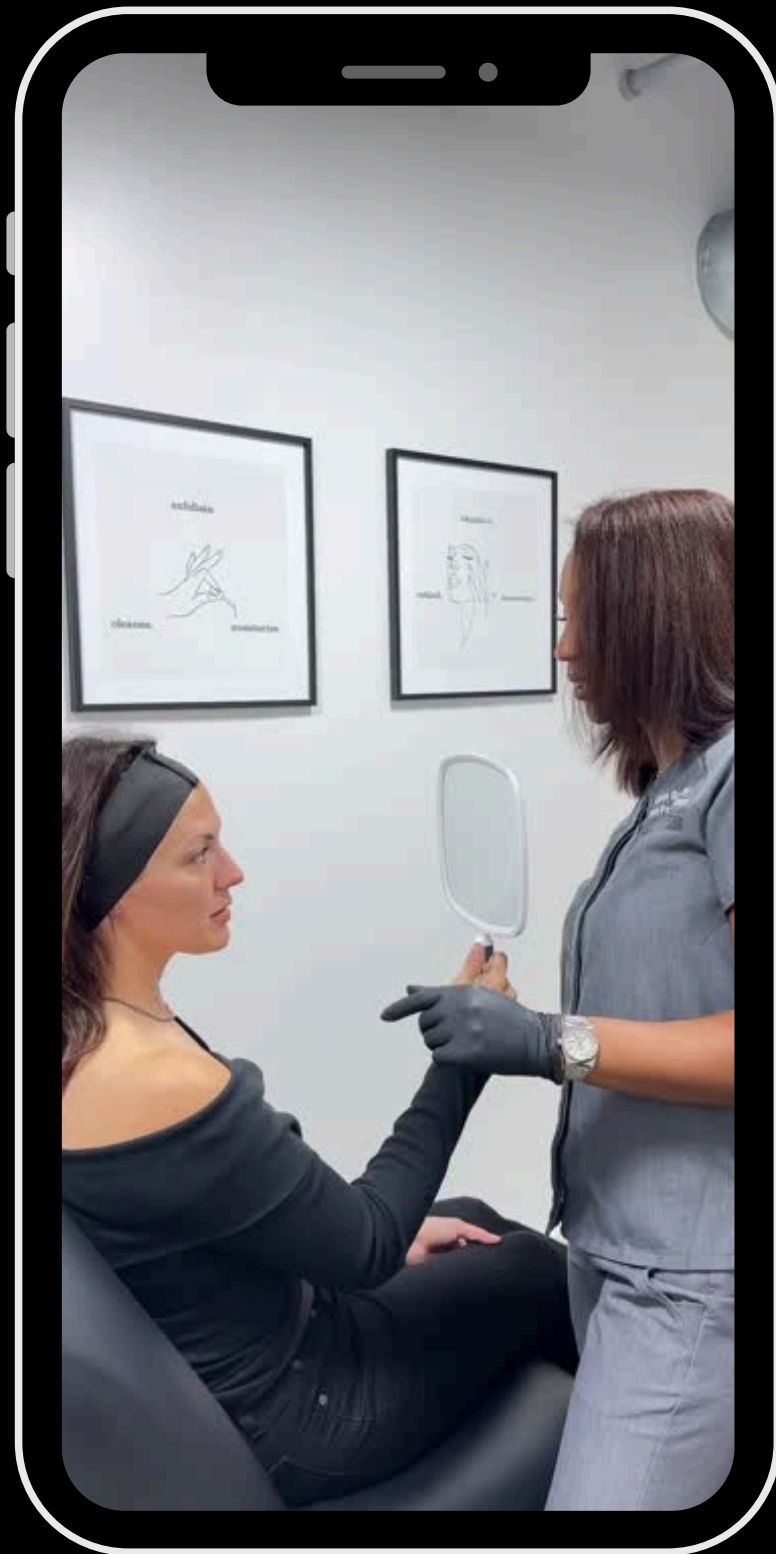
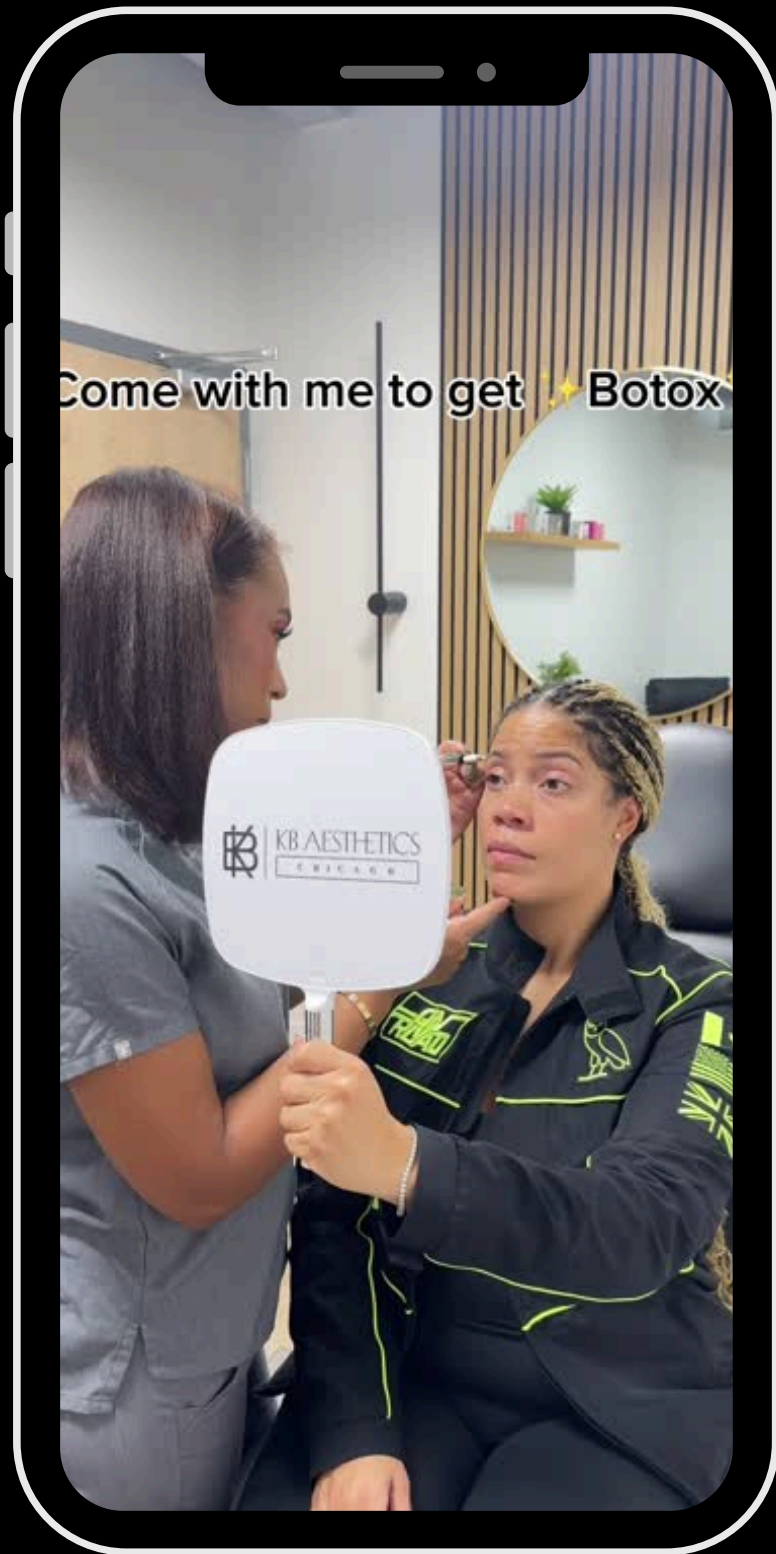
DMR AESTHETICS PHOTOGRAPHY



KB AESTHETICS CHICAGO

- Captured professional photos of Karen, her clients, procedure setups, and clinic environment.
- Designed a comprehensive social media plan to ensure consistency and engagement across platforms.
- Created visually appealing and informative content tailored to highlight her services and expertise.
- Focused on branding her practice as approachable, professional, and results-driven.



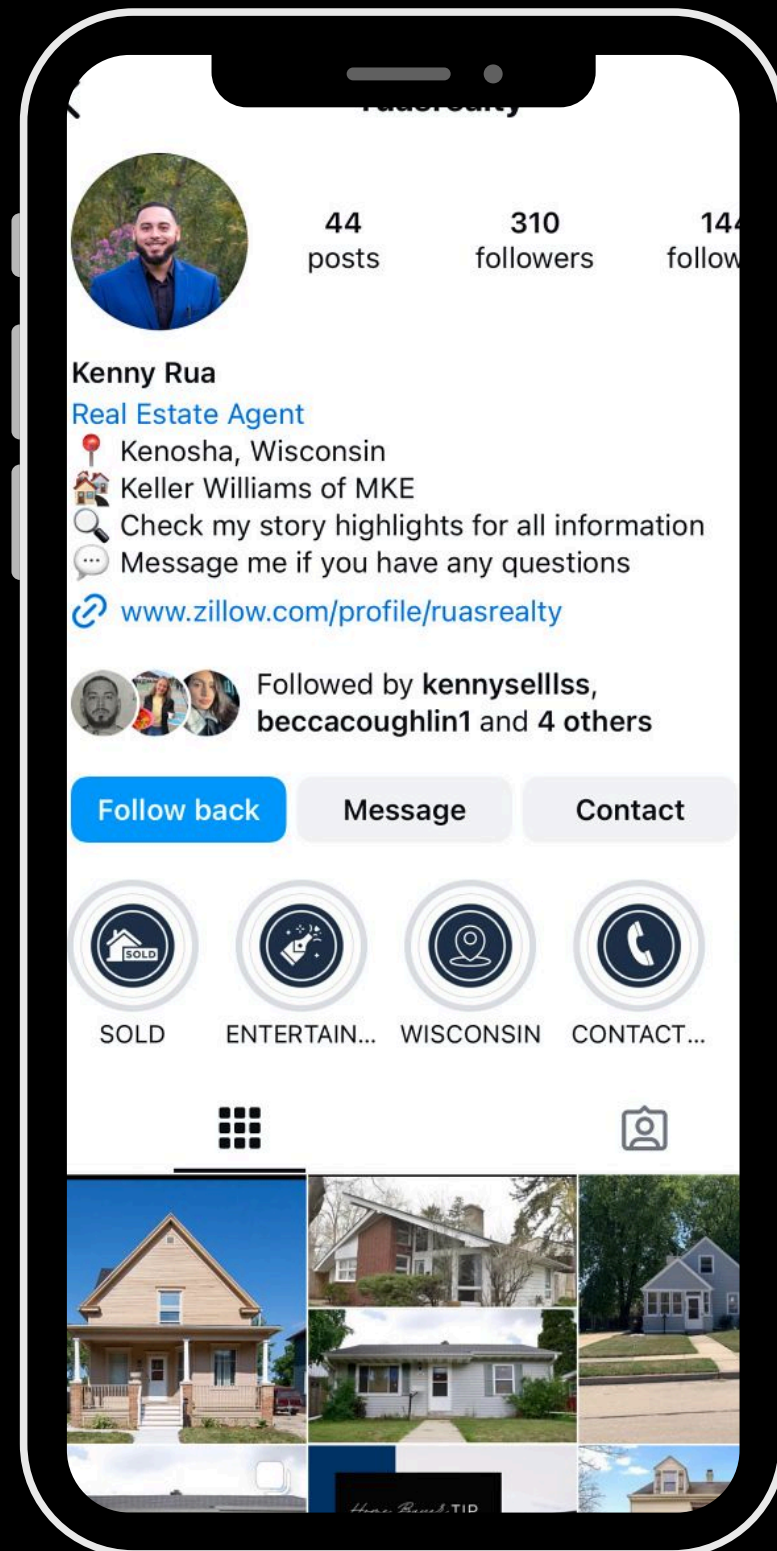




KENNY RUA

REAL ESTATE AGENT

- Captured professional photos of Kenny and the homes he was selling.
- Developed a customized social media marketing plan for each property.
- Cleaned up the social media page and added updated information and visuals.
- Designed targeted posts and advertisements to attract potential buyers.



THE REAL ESTATE ELITE

KENNY RUA

HABLAMOS ESPANOL!

¡CONTÁCTENOS PARA TODAS SUS NECESIDADES DE BIENES RAÍCES COMO- COMPRAR, VENDER O ENCUENTRA DE LA CASA DE SUS SUEÑOS!

CONTACT FOR MORE INFO
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SOLD

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205 E Silver Spring Dr
Milwaukee, WI 53217

kw KELLER WILLIAMS

74th St,
Kenosha, WI 53142

Gorgeous Home

Gorgeous 4-bedroom, 2.5 full baths home in beautiful Kenosha, WI. This property offers 2,425 square feet of living space and a lot size of 0.27 Acres. Your family and loved ones will enjoy the spacious backyard, perfect for family gatherings! So come and take a look at this beauty...Don't miss out!

Kenny Rua
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Real Estate Elite
www.therealestateelite.net

¡Español!

NOT LISTED

Ave
WI 53143

1 Bathrooms, Garage, Kitchen.

Kenny Rua
Real Estate Agent
(262) 620 5192
Ruasrealty@gmail.com

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¡Español!

SOLD

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74th St,
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Gorgeous Home

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¡Español!

THE ESTHETICS SPA

- Captured professional photos of spa procedures, client treatments, and the studio setup.
- Provided curated content for Instagram and Facebook, which was scheduled and managed by the client.
- Helped enhance brand visibility and professionalism through high-quality imagery and tailored content.



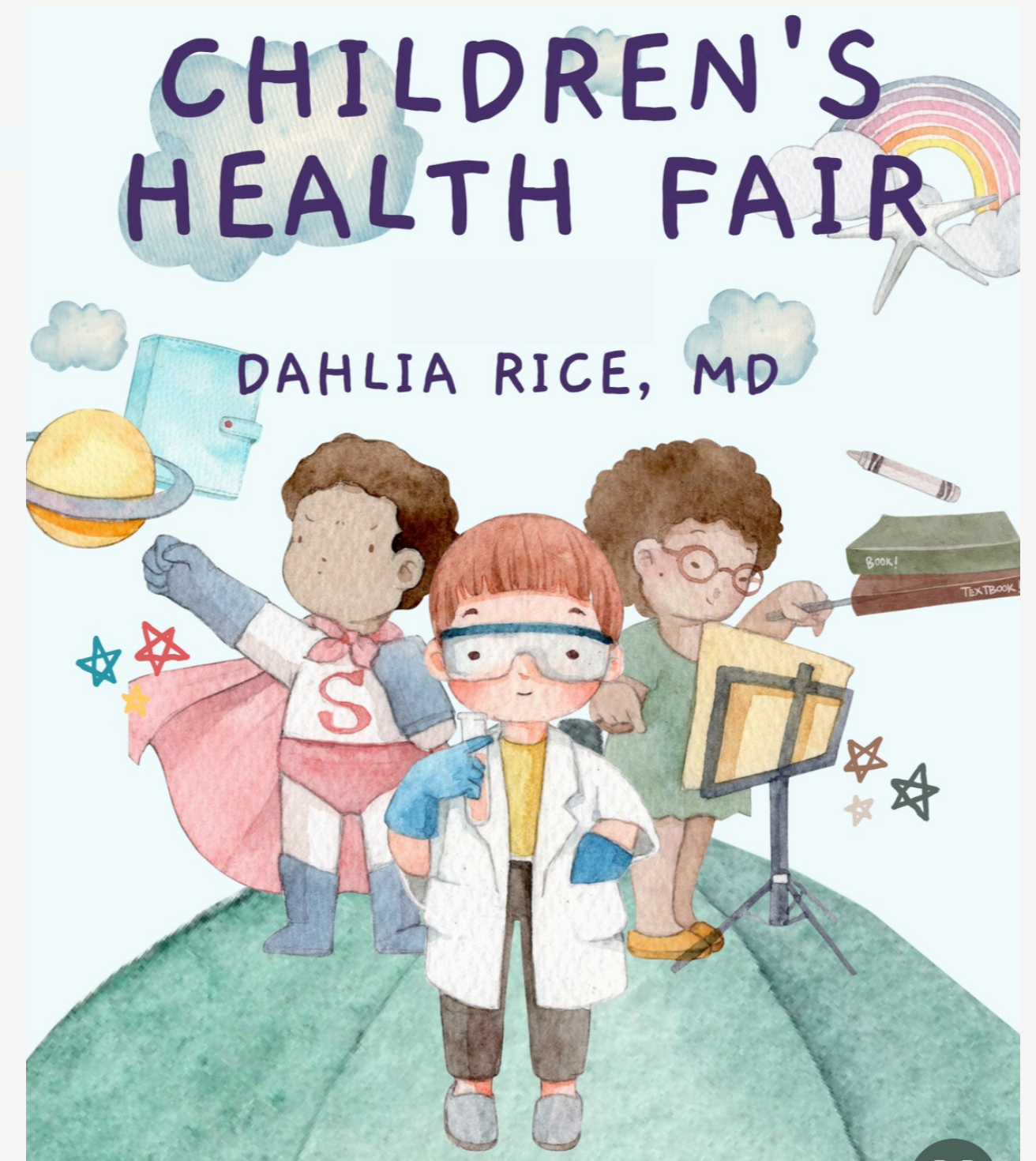


THE ESTHETICS SPA PHOTOGRAPHY



COMMUNITY ENGAGEMENT

- Designed all advertisements and promotional materials for the event to ensure a strong turnout.
- Set up and organized Dr. Dahlia Rice's table to highlight her services and connect with families.
- Captured professional photos throughout the event, including interactions with families, educational activities, and booth highlights.
- Supported community outreach efforts by creating content that showcased the event's success and impact.



 **Aurora Health Care®**

We are   AdvocateAuroraHealth™





EarWell
infant ear correction system
Dahlia Rice, MD

Plastic & Reconstructive Surgery
Dahlia Rice, MD

The EarWell® procedure is completed in just minutes, right in your doctor's office. After 4-6 weeks, the ears will be shaped normally.

Before EarWell® During EarWell® After EarWell®

Give your child the gift of beautiful ears.


There is no longer any reason to wait while desperately hoping that your baby's ears may get better on their own or until your child qualifies for invasive surgery. If your baby has an ear deformity you can now take comfort in knowing that EarWell® will immediately and permanently correct it.

12500 Aurora Drive, Pleasant Prairie, WI • 13250 Washington Avenue, Mt Pleasant, WI
262-857-5400
aurora.org/cosmetic


To learn more or schedule an appointment, call 262-857-5400 or visit aurora.org/cosmetic

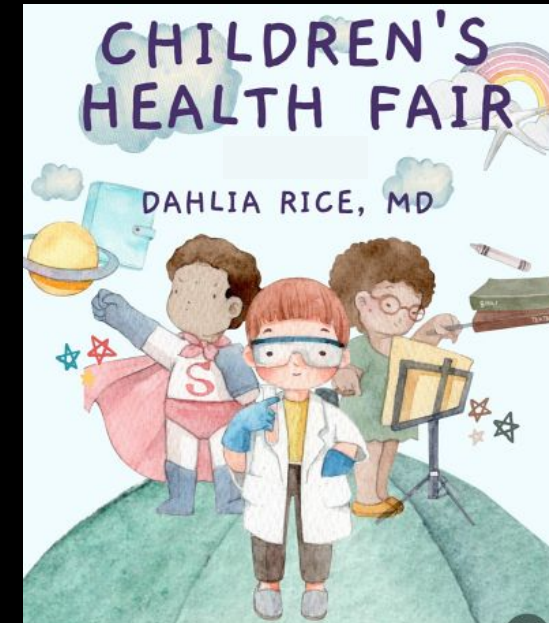
Aurora Health Care
We are AdvocateAuroraHealth

becon



Aurora Health Care®

We are  **AdvocateAuroraHealth™**







Caring For Your Children
PLASTIC AND RECONSTRUCTIVE SURGERY

PLASTIC & RECONSTRUCTIVE SURGERY
DAHLIA RICE, MD

Dahlia Rice, MD, specializes in every aspect of plastic surgery, including cosmetic surgery, breast deformities, reduction, top surgery, craniofacial surgery, ear problems & EarWell molding, hand, hemangiomas, vascular malformations & birthmarks, burns, scar correction, laser treatments, and trauma surgery.

To learn more, schedule an appointment, or talk to a health care representative, call 262-857-5400 or visit aurora.org/cosmetic

12500 Aurora Drive, Pleasant Prairie, WI
13250 Washington Avenue, Mt Pleasant, WI
262-857-5400

Aurora Health Care







PEDIATRICS & BOTOX®
Dahlia Rice, MD

Botulinum toxin or Botox is a medication to block the nerve signals responsible for sweating, stopping the sweat glands from producing too much sweat. Repeat treatment is typically needed in four to six months as the nerves regenerate.

Botox can be used to treat excessive sweating for the following areas of the body:

- Hands
- Groin
- Head
- Chest & under the breasts
- Feet
- Armpits
- Face

To learn more or schedule an appointment, call 262-857-5400 or visit aurora.org/cosmetic

Aurora Health Care

AURORA PLEASANT PRAIRIE & MOUNT PLEASANT PLASTIC AND RECONSTRUCTIVE SURGERY



GENERAL SURGERY PLASTIC SURGERY COSMETIC

BACKED BY MEDICAL EXCELLENCE

With Aurora Health Care, cosmetic services and surgery are just as important as the specialty services we offer in our other clinics. We partner with you to understand your exact beauty needs and utilize state-of-the-art technology and leading-edge treatments to match your personality, lifestyle, and cosmetic goals.

Dahlia Rice, MD, specializes in every aspect of plastic surgery, including reconstructive surgery, breast surgery, cosmetic surgery, pediatric plastic surgery, cancer reconstruction, and more.

(\$100 consult fee will be credited towards procedures or services)

To learn more or schedule an appointment, call 262-857-5400 or visit aurora.org/cosmetic

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Aurora Health Care
We are AdvocateAuroraHealth





THANK YOU!

Thank you for taking the time to explore my portfolio. Each project has been a reflection of my passion for storytelling, creativity, and helping brands connect with their audience. I look forward to the opportunity to collaborate and bring your vision to life.

Let's Work Together

Contact Information



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