

SOCIAL MEDIA MARKETING CREATIVE

2026

PORTRAITOLIO



Seattle, WA

Today, my focus is helping business owners simplify their marketing without watering it down. That means building content systems, visuals, and messaging that support growth instead of creating more noise. I care deeply about brand integrity, clear communication, and creating content that feels like you not a trend.

Kelsey Webb

Over the years, I've partnered with real estate agencies, marketing firms, retail brands, personal trainers, and service based businesses to create content that feels aligned, intentional, and effective. My work sits at the intersection of strategy and creativity because good content should look good and drive action.

BRANDS I'VE WORKED WITH

EVOLVE ATHELTIC STORE

SUE PRIMIER COACHING

ARLINGTON FOOD BANK

AMBER BILLS REAL ESTATE

RAINIER HONEY CO.

VIIM (MARKETING AGENCY)

THRIVE COMMUNITY FITNESS

OPEN NATURAL (BODYBUILDING)

KRISTINA PEAL PHOTOGRAPHY

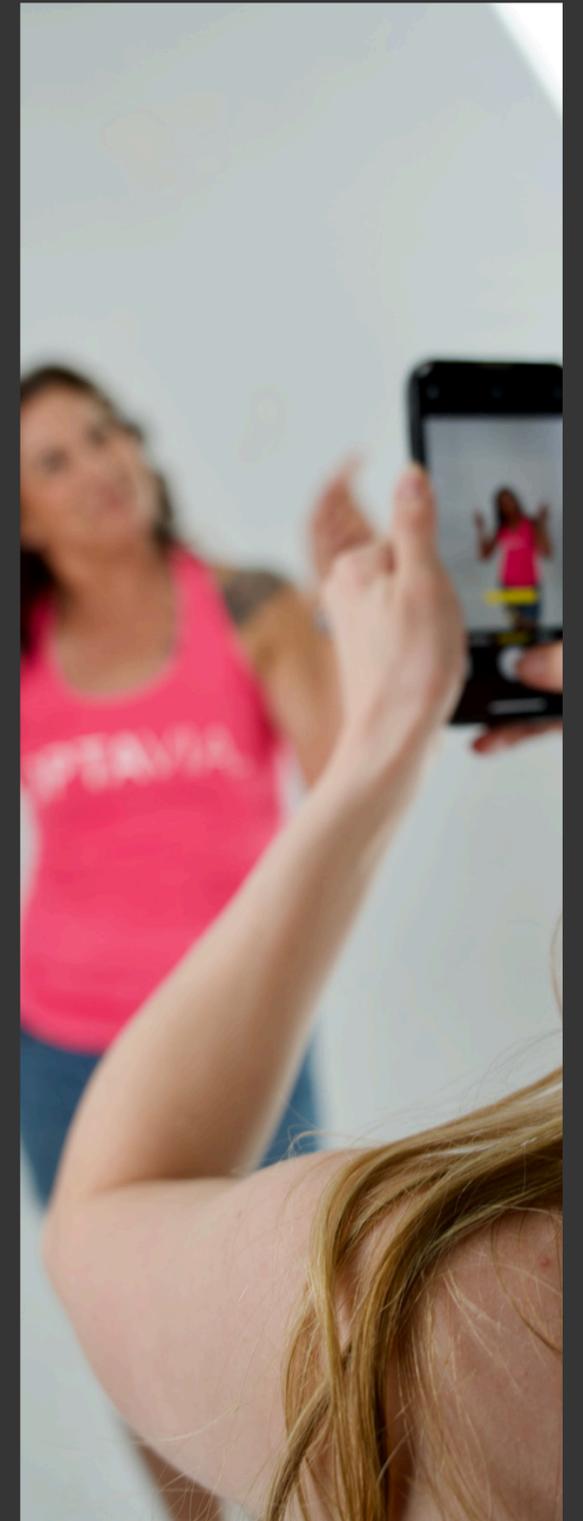
SOTHOBY'S REALTY (REAL ESTATE)

GATZ HOMES (REAL ESTATE)

ANGEL OF THE WINDS (CASINO)

COMMUNITY PASSAGEWAYS (NON-PROFIT)

COTE OF PAINT (WINERY)



INTRODUCTION

I help business owners turn their ideas into content that actually works.

Over the years, I've partnered with real estate agencies, marketing firms, retail brands, personal trainers, and service based businesses to create content that feels aligned, intentional, and effective. My work sits at the intersection of strategy and creativity because good content should look good and drive action.

I started in content marketing and social media, working hands on with brands that needed clarity, consistency, and a stronger online presence. **From launching campaigns and managing day to day content to refining brand voice and visuals, I've seen firsthand what connects with real people and what gets ignored.**

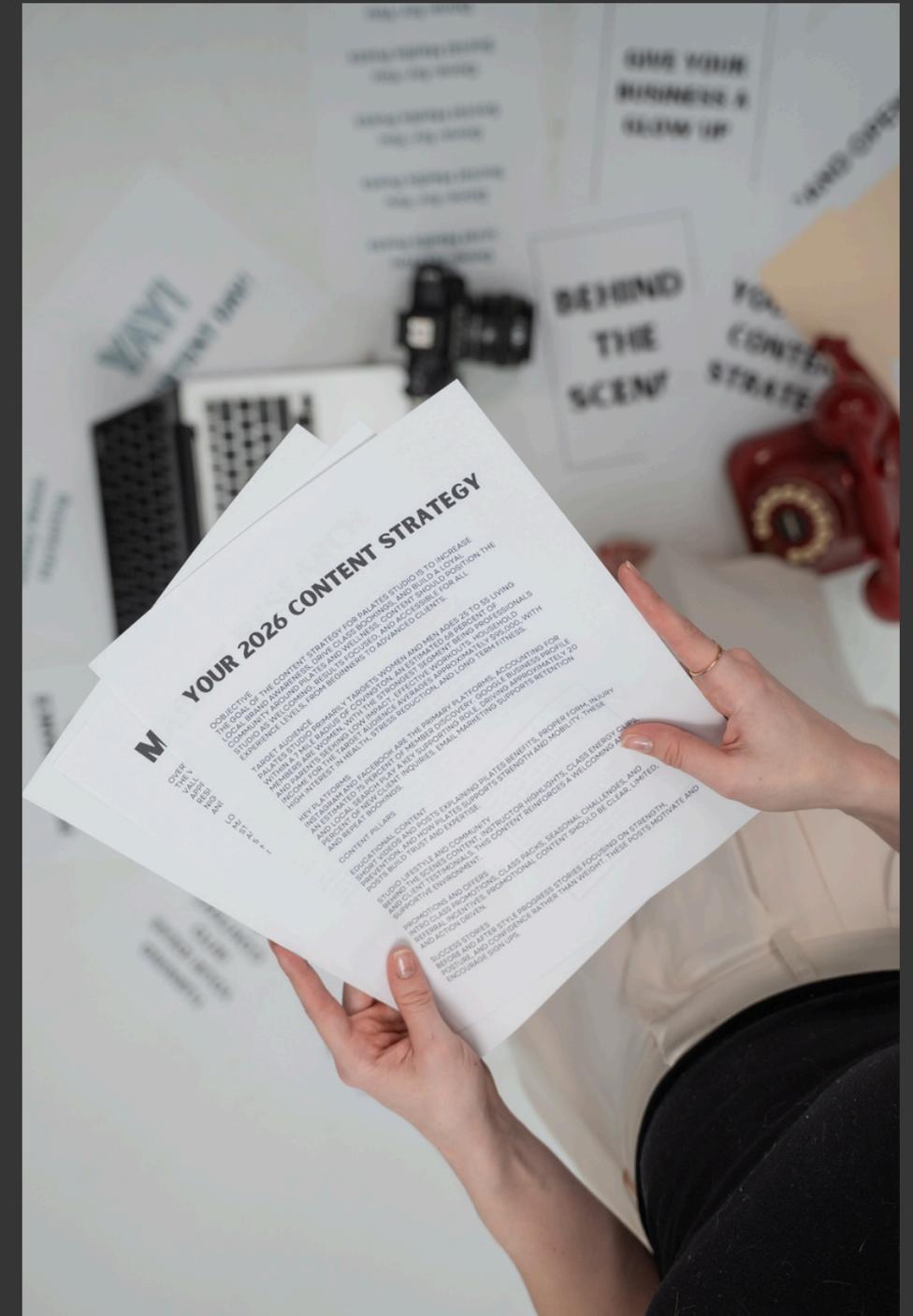


THE WAY I WORK IS DIFFERENT

Most social media managers require constant approvals, endless check ins, and real time collaboration on every single post. That is not how I work.

I take full ownership of your social media so you do not have to think about it at all. Once I understand your brand, voice, and goals, I manage your accounts manually and strategically while you stay focused on running your business.

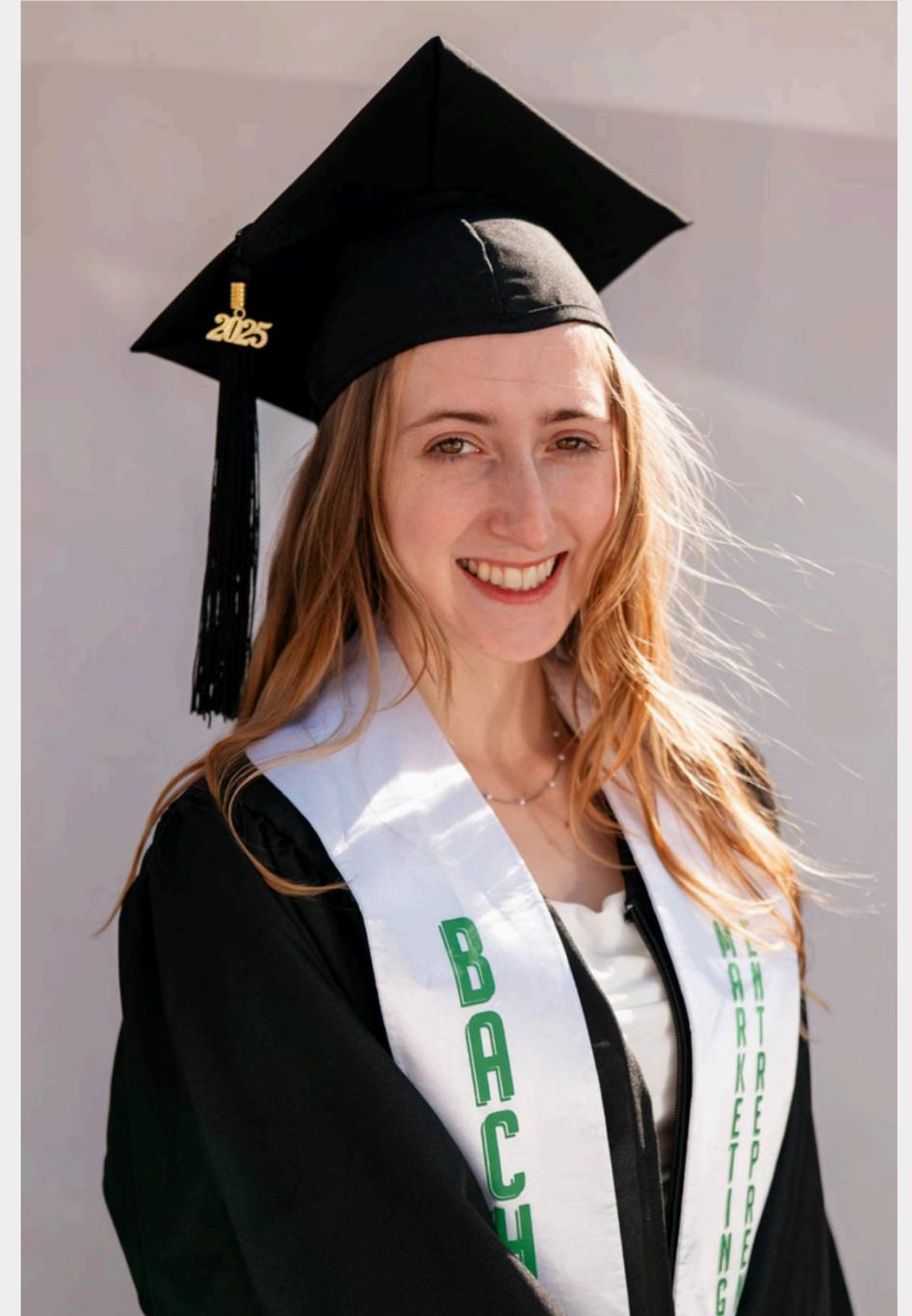
This approach is different on purpose. It removes bottlenecks, speeds up execution, and allows your content to stay consistent, relevant, and human. The result is stronger momentum, better engagement, and social media that actually supports growth instead of becoming another task on your to do list.



EDUCATION

Green River College (2025)

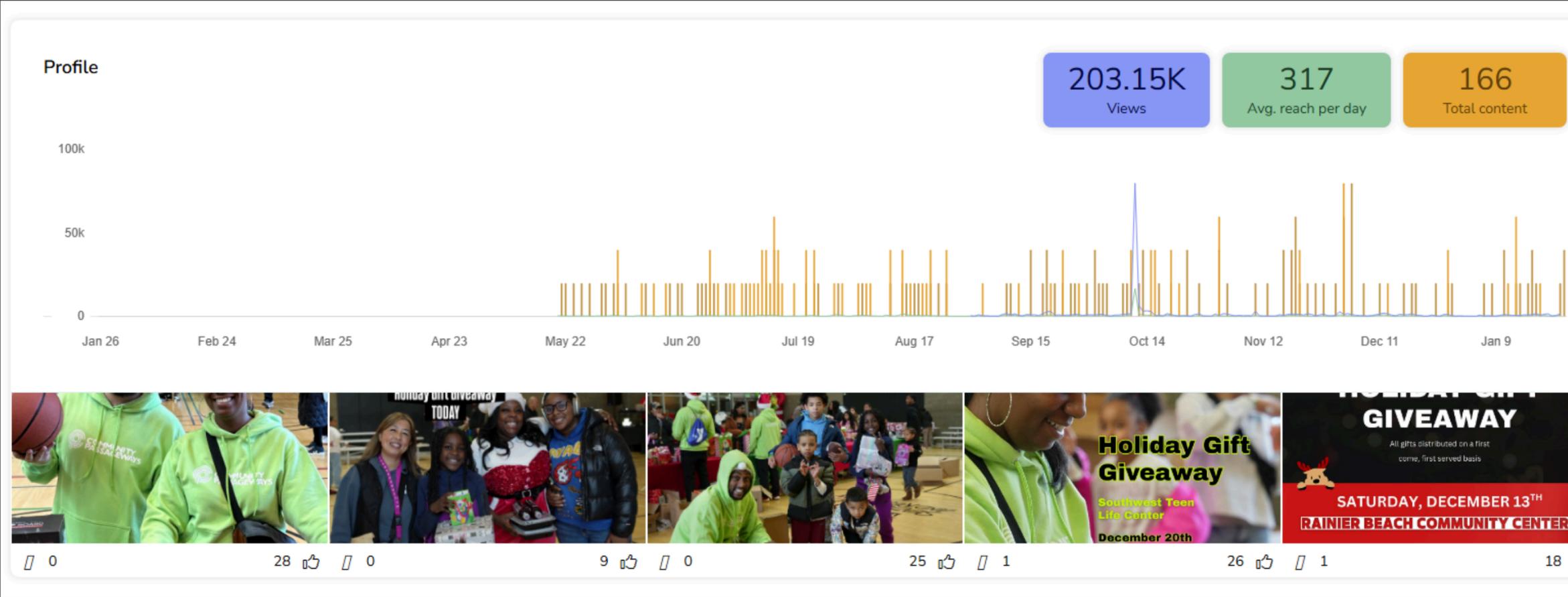
Bachelors of Applied Science, Magna Cum Laude
Marketing and Entrepreneurship.



PROJECT PORTFOLIO

Community Passageways

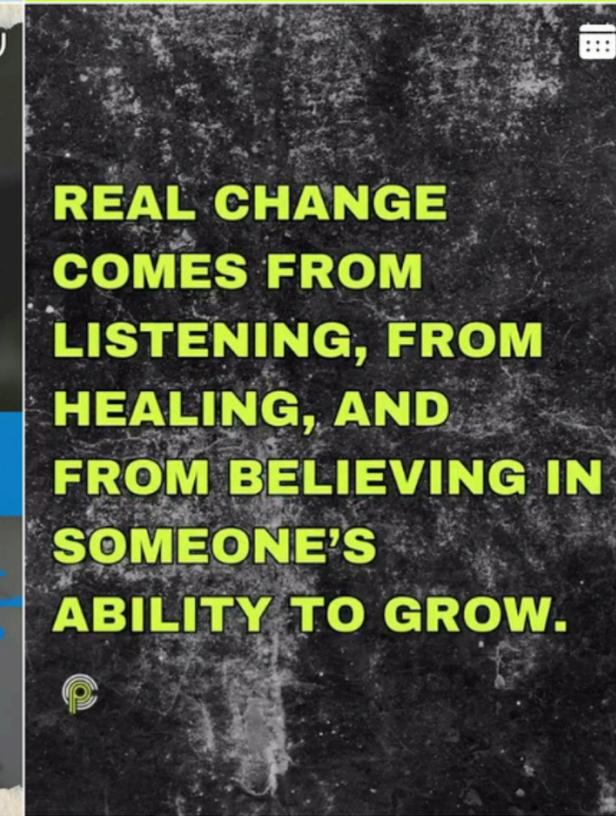
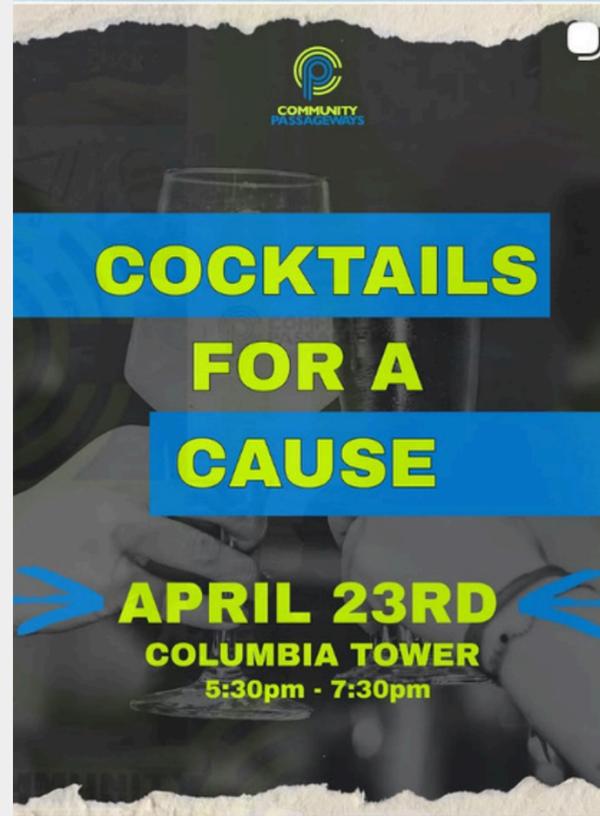
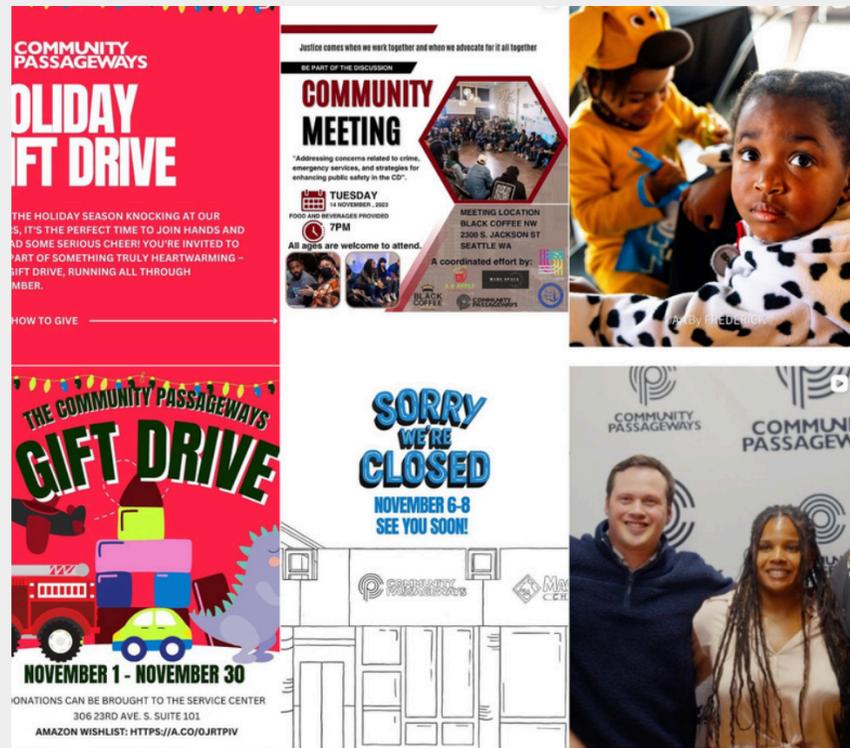
This non-profit started with an inactive Instagram account, and I revived it with a solid content strategy and branding.



GRAPHICS

I focus on sticking to brand colors, delivering similar messaging and implementing brand assets that tie into their overall branding to keep everything looking consistent.

This was before:



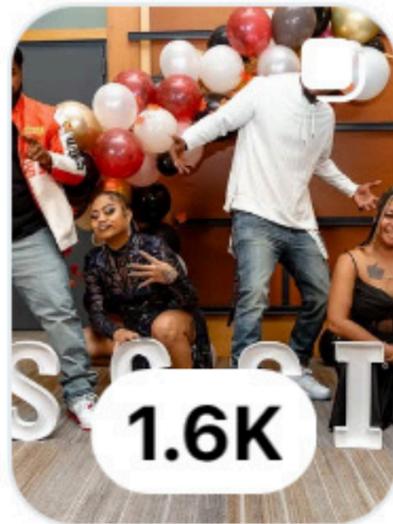
DAILY RESULTS

By top content

100+
Felony
Charges
Reduced
of youth with
felony charges
had sentences
redu
20"

1.8K

Oct 3



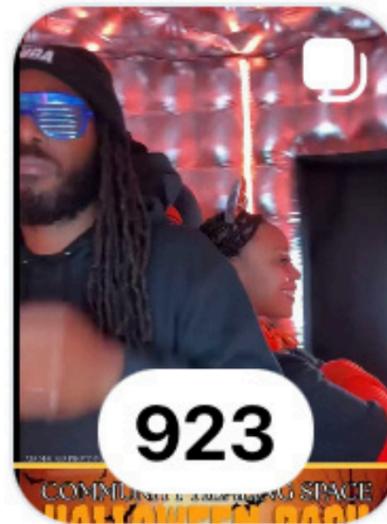
1.6K

Nov 10



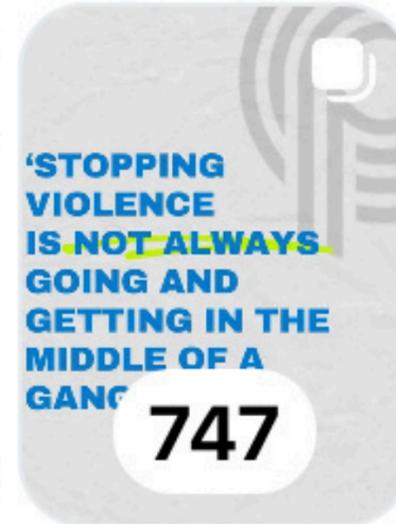
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Oct 27



923

Nov 1



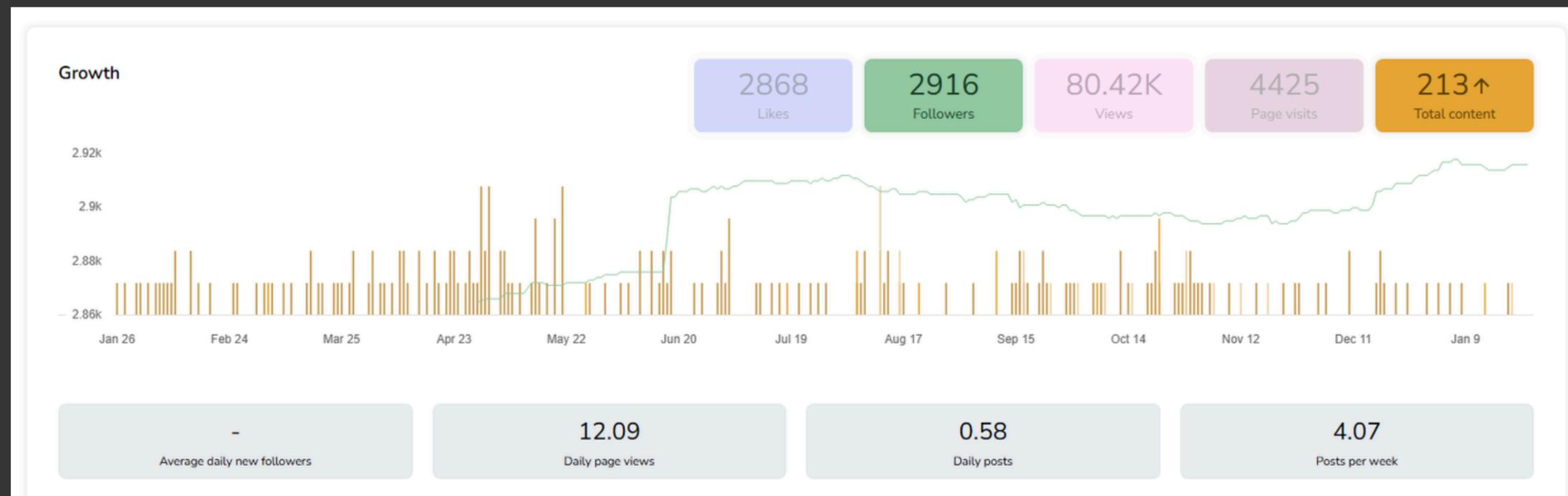
747

Nov 3

PROJECT PORTFOLIO 2

Thrive Community Fitness

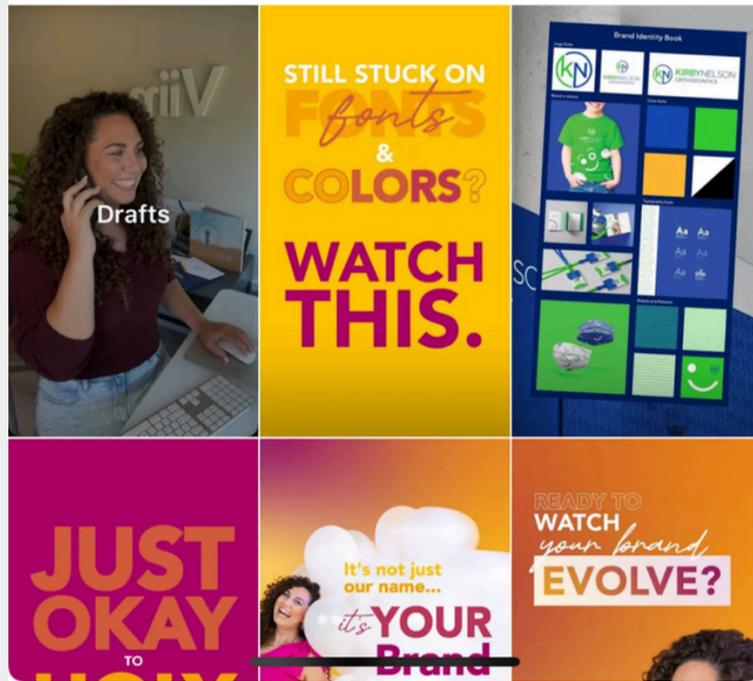
Before I came in, they had no Instagram and an inactive Facebook and over the last 3 years I have grown both accounts, getting exposure that has brought in more customers.



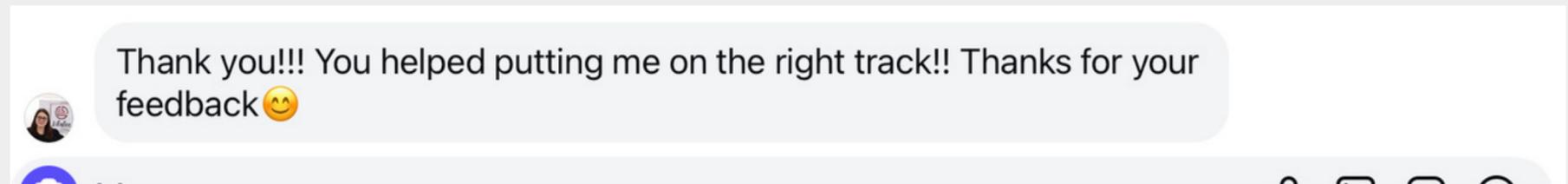
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TESTIMONIALS



WHY BUSINESSES LIKE YOURS HIRE A SOCIAL MEDIA MANAGER

BECAUSE INCONSISTENT MARKETING COSTS MORE THAN YOU THINK.

IT COSTS VISIBILITY. IT COSTS TRUST. IT COSTS OPPORTUNITIES.

**A DEDICATED SOCIAL MEDIA MANAGER LIKE ME ENSURES YOUR BRAND
STAYS VISIBLE EVEN WHEN YOUR TEAM IS FOCUSED ELSEWHERE.**

WANT TO SEE MORE?

INSTAGRAM @VIDEOSBYKELSEY FOR MY REEL PORTFOLIO

KELSEYWEBBMARKETING.COM