

SOCIAL MEDIA MANAGER | WEBSITE DESIGN | CONTENT CREATION

# PORTFOLIO

*imagine*



ND  
DIGITAL



NIAMH DUNN

Hi, I'm Niamh – the founder of NDigital Online, launched in March 2025. After graduating in 2019 with a Bachelor's Degree in Media and Marketing, I spent several years honing my skills both in-house and within agency environments.

That journey gave me a deep understanding of how brands grow, connect, and thrive. I decided to go freelance to combine the best of both worlds – using my expertise to work with brands I truly care about, while embracing the freedom and creativity of being my own boss. At NDigital Online, I specialise in Social Media Marketing, Website Design, SEO, and content creation, with a growing passion for Email Marketing too.

# INTRODUCTION

A handwritten signature in black ink, reading "Niamh", is written over the word "INTRODUCTION". The signature is fluid and cursive, with a long, sweeping underline that extends across the word.

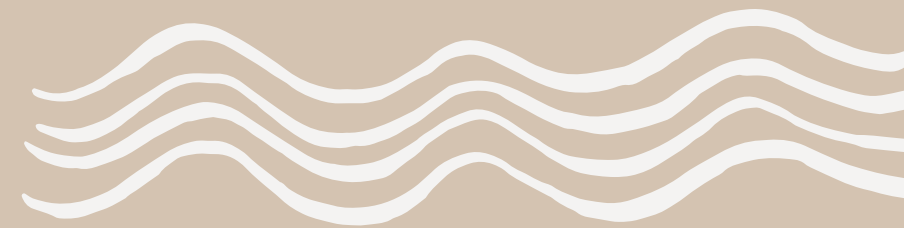


# MISSION

My mission as a Digital Marketing Freelancer is simple: to work with purpose-driven brands whose goal is to make people feel good.

I specialise in supporting businesses across the **health, beauty, wellness, hospitality, and events industries**. Helping them grow online and get seen by the right people.

Whether it's refining your marketing strategy, creating and scheduling impactful content, analysing performance, or improving your website's user experience and SEO, I'm here to make your online presence work harder for you. Let's make your brand thrive where it matters most – online!





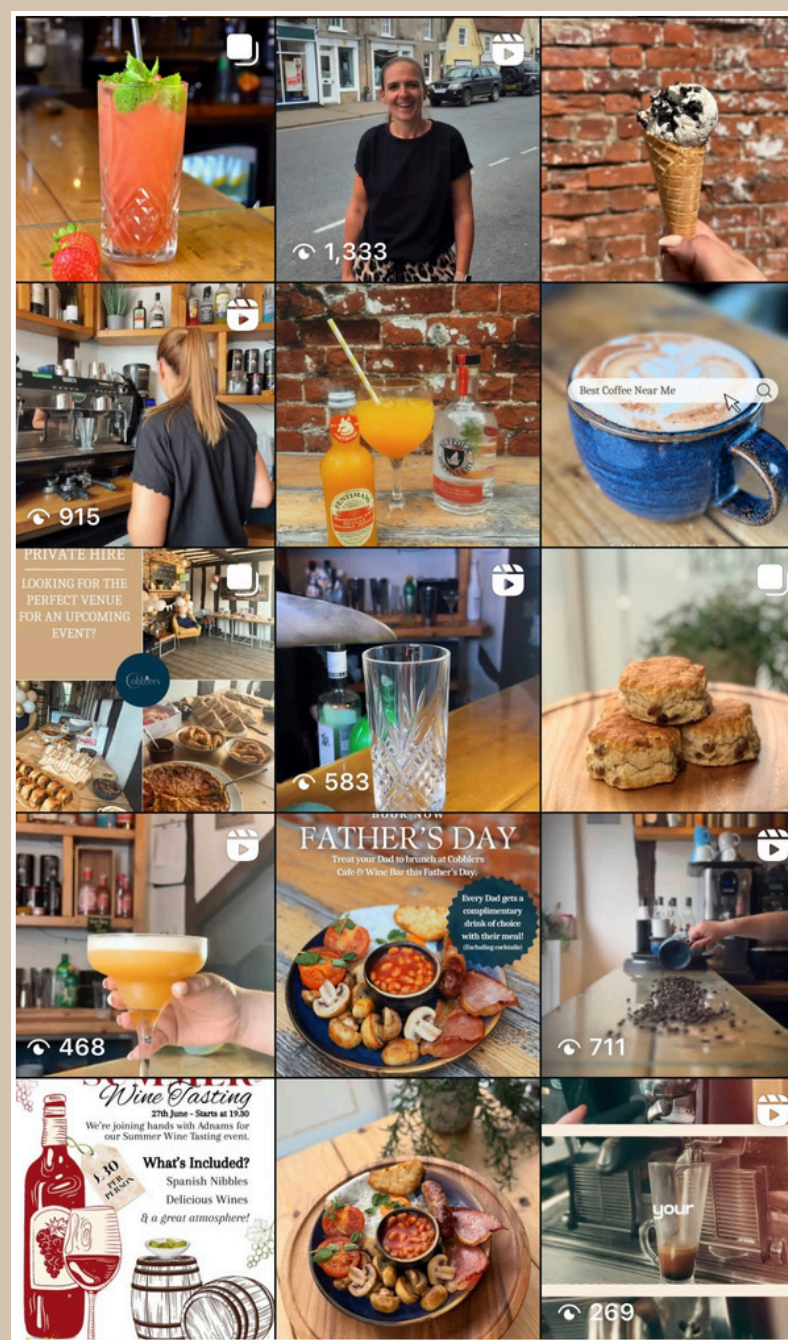
# INSTAGRAM FEED

BEFORE

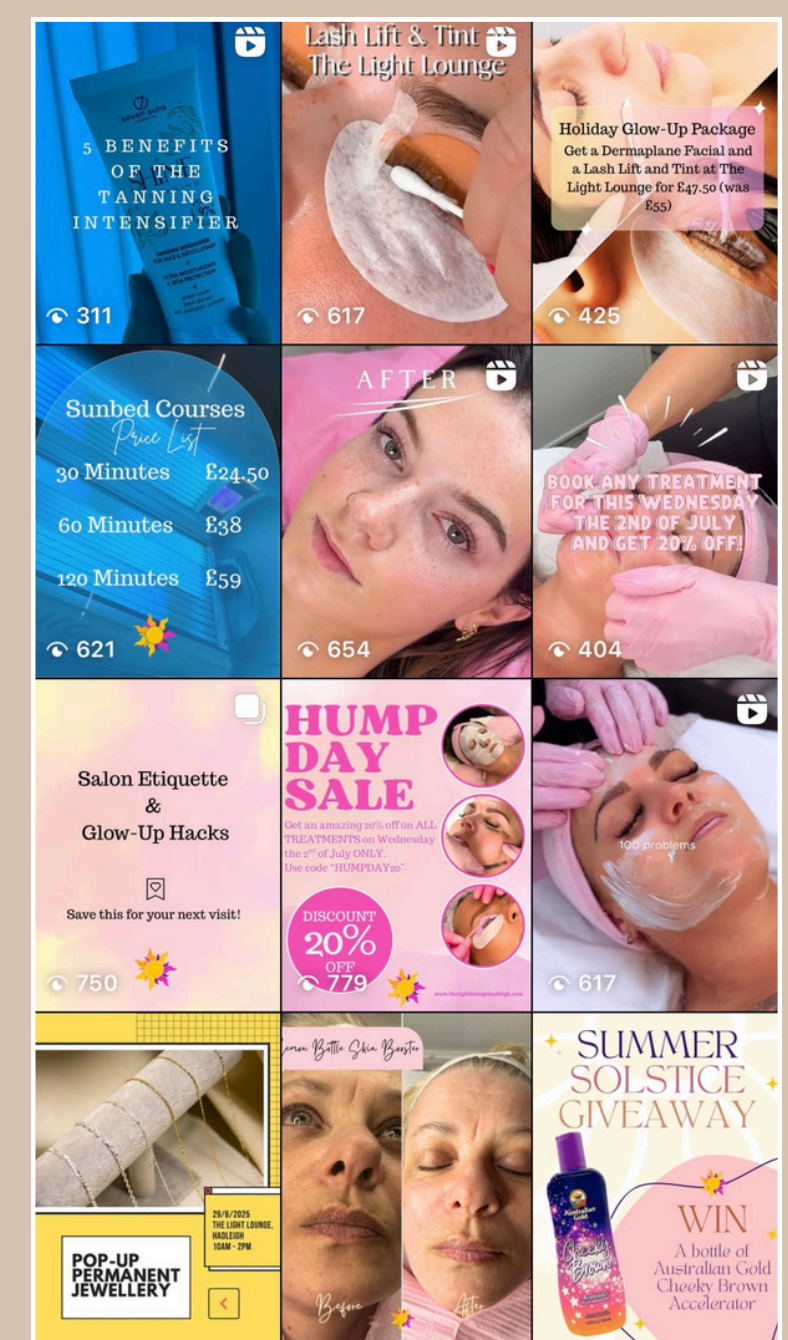
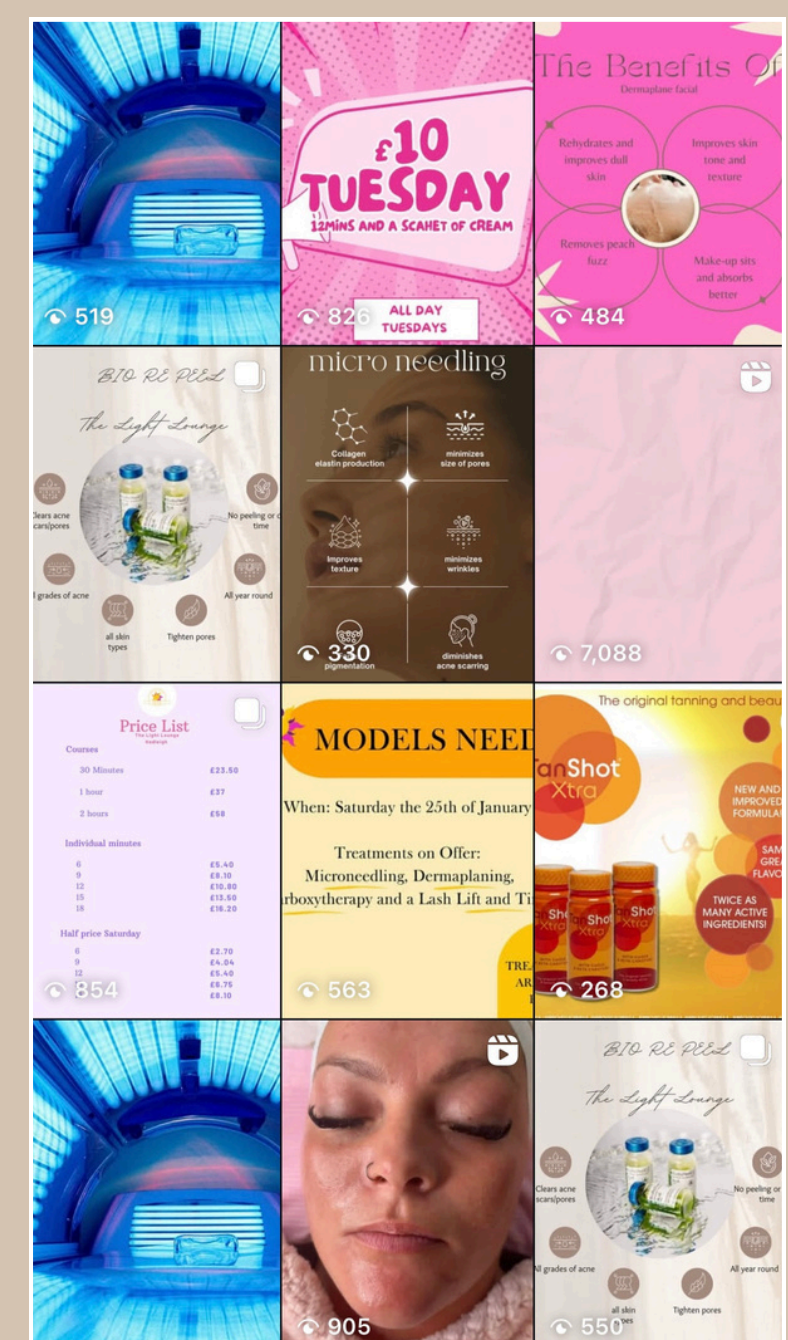
AFTER

BEFORE

AFTER

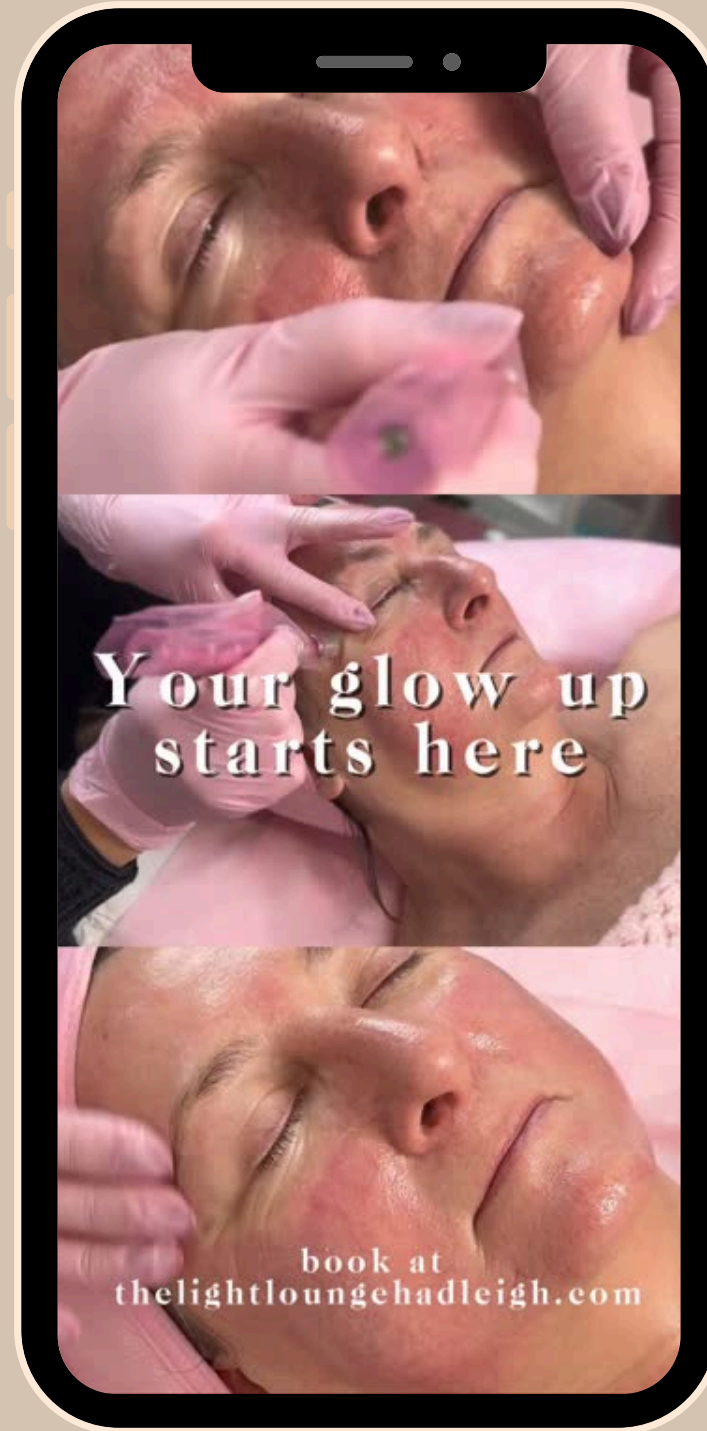
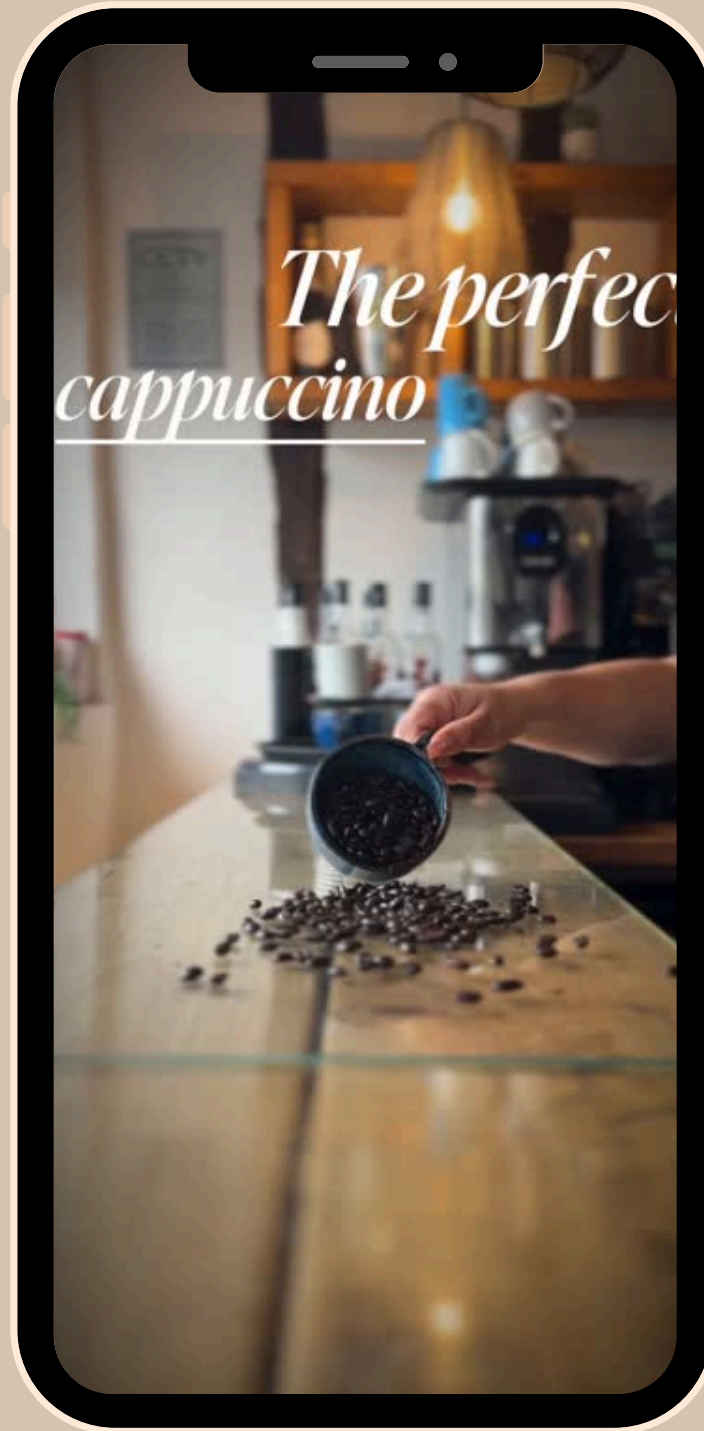


CLIENT 1  
CLIENT 2





# REELS & TIKTOKS <sup>4</sup>



# CLIENT SUCCESS

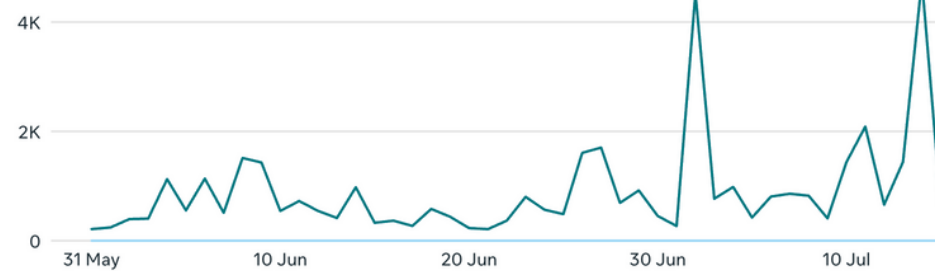
6

Stats are shown from the first month of managing this client's social media channels.



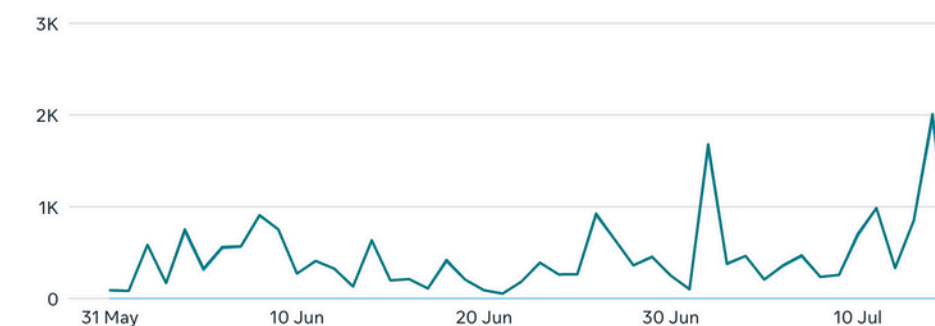
Views ⓘ

41.7K ↑ 166.3%



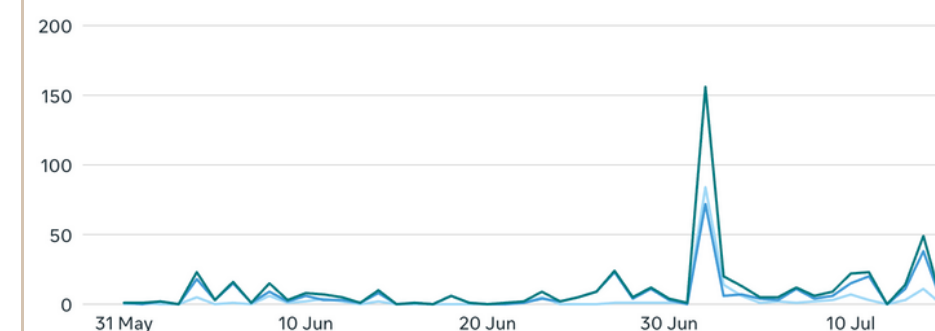
Reach ⓘ

7.9K ↑ 145.7%



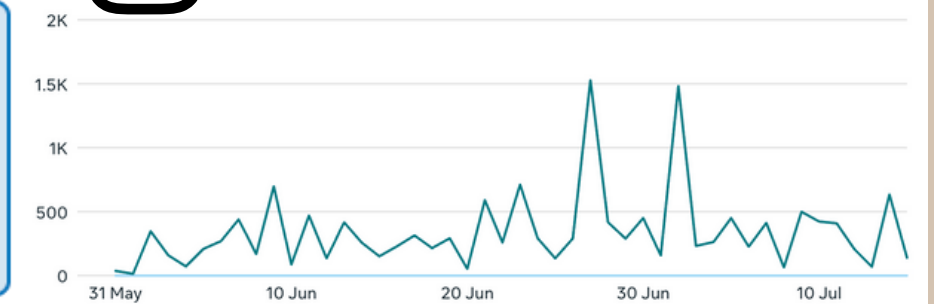
Content interactions ⓘ

514 ↑ 269.8%



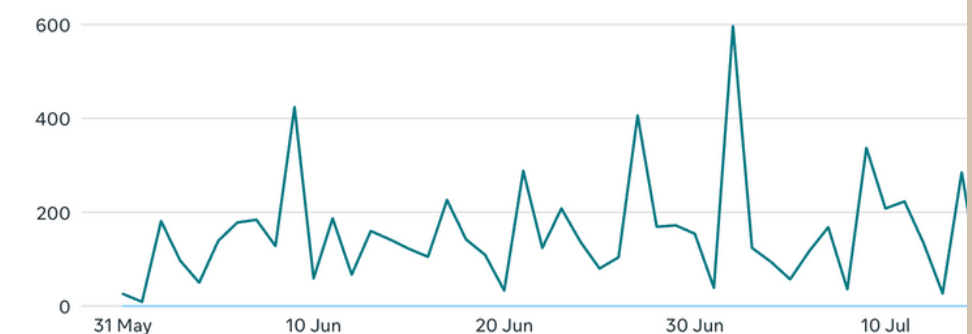
Views ⓘ

15.7K ↑ 685.6%



Reach ⓘ

1.7K ↑ 261%



Content interactions ⓘ

176 ↑ 5.8K%





# CLIENT SUCCESS

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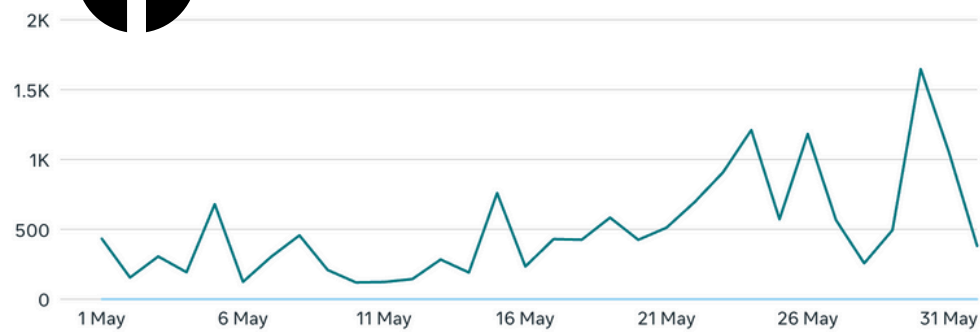
Stats are shown from the first month of managing this client's social media channels.

a. 2



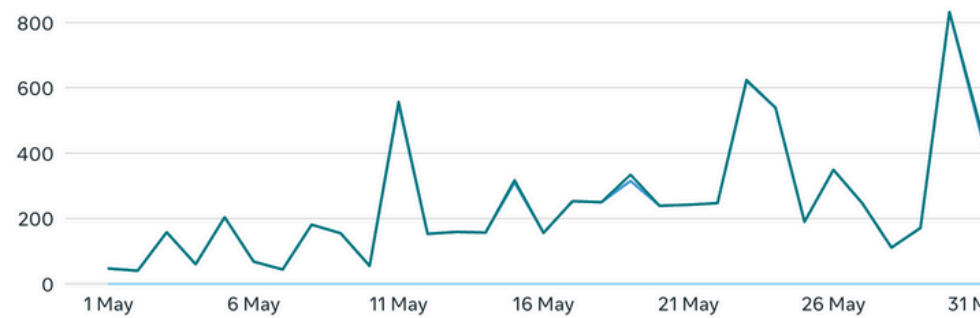
Views ⓘ

16.1K ↑ 86.2%



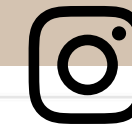
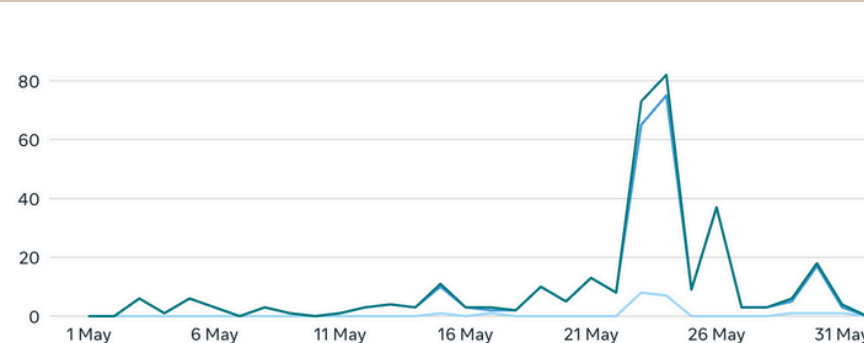
Reach ⓘ

3.5K ↑ 164.2%



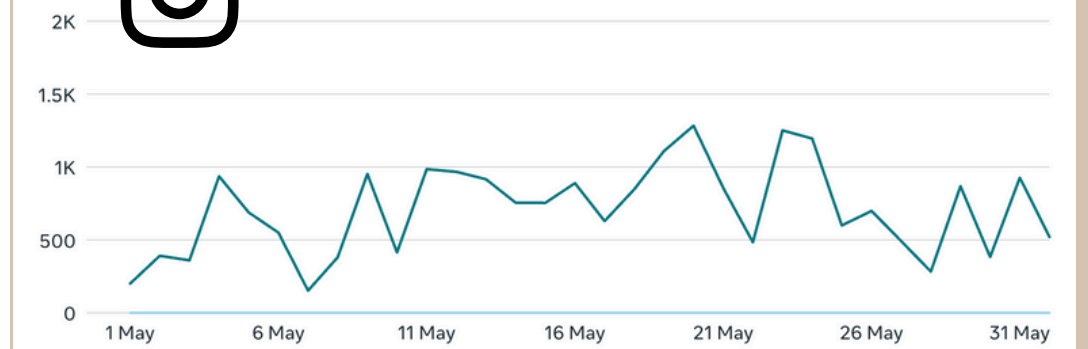
Content interactions ⓘ

321 ↑ 260.7%



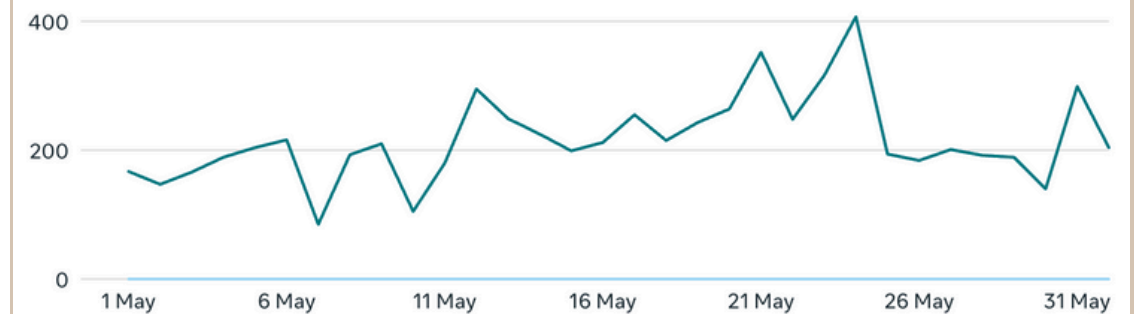
Views ⓘ

22.7K ↑ 67.9%



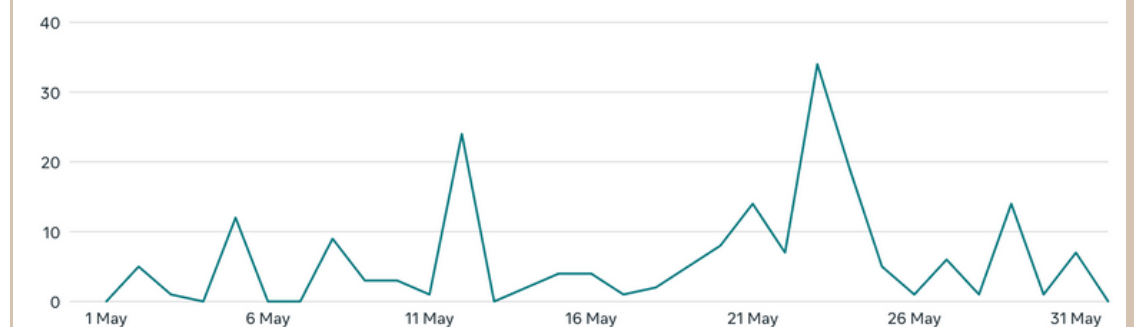
Reach ⓘ

1.1K ↑ 46.8%

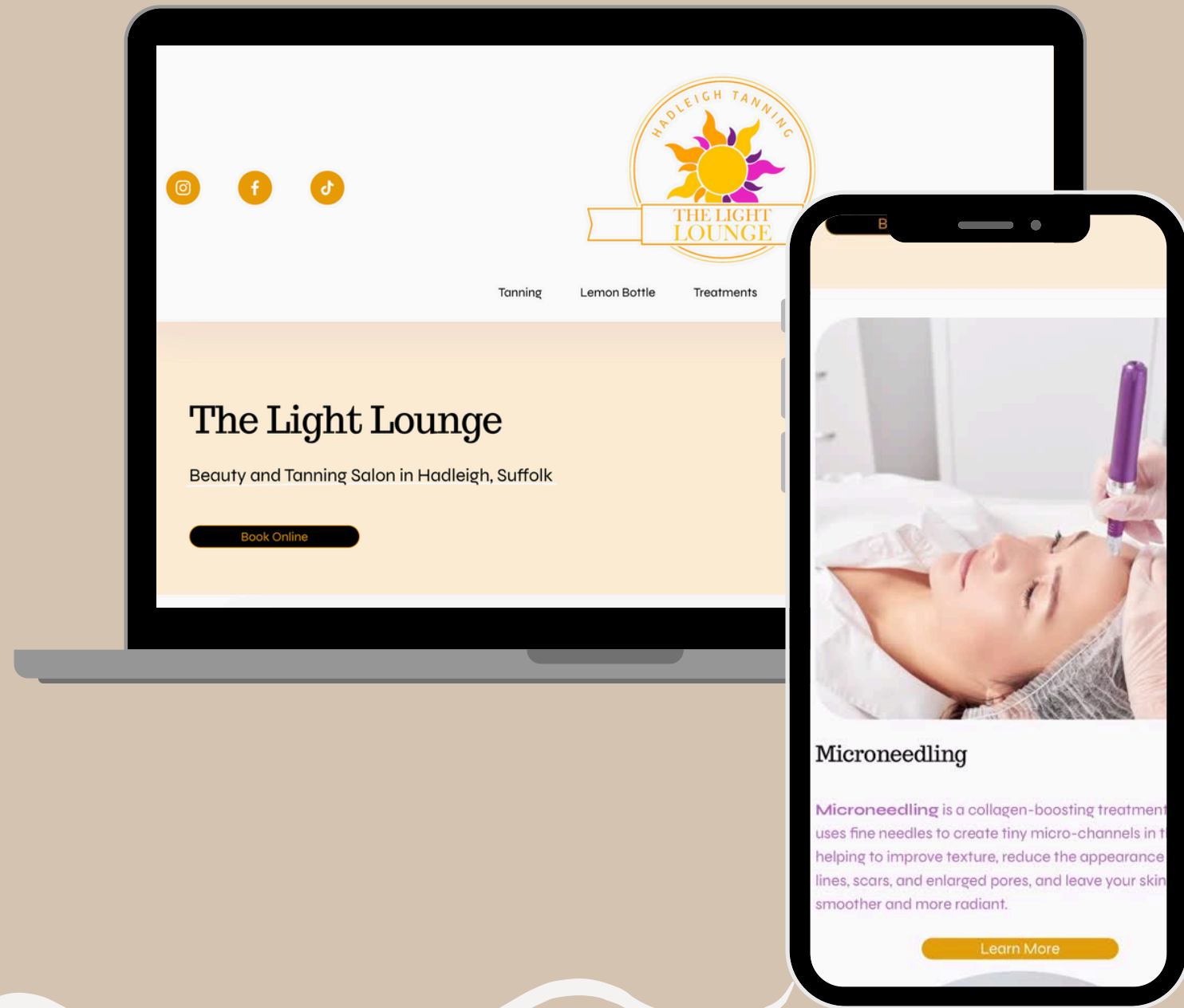


Content interactions ⓘ

193 ↑ 302.1%



# WEBSITE DESIGN <sup>8</sup>



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Design from scratch, or  
update current website.

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Make it easy to navigate,  
desktop and mobile friendly.

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Regular SEO maintenance,  
to help rank higher on  
search engines.



# CLIENT TESTIMONIALS

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“Niamh from NDigital has been fantastic to work with. She has created engaging content tailored to my businesses, kept our socials consistently active and interesting, and put us on a positive path that I’m genuinely excited about. Her creativity and reliability has made a real difference.”

*Sarah Smy from Sarah’s Coffee Shop and Cobblers Cafe and Wine Bar*

COMING  
SOON

COMING  
SOON

# SERVICES

## SOCIAL MEDIA MANAGEMENT



Strategy & Planning, Content, Scheduling & Publishing, Community Management, Analytics & Reporting, Account Management, + add-ons.

## WEBSITE DESIGN & SEO



Discovery & Planning, Website Design and Build (across WIX, WordPress, Squarespace, or GoDaddy), SEO Setup, Review Launch and Monitor.

## CONTENT CREATION



Content Planning & Strategy, Asset Gathering, Graphic Design in Canva, Shoot Videos and Photos, Edit & Polish, Save & Organise, Schedule or Post.



# PACKAGES

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## Standard

£500 per month

- Management of 2 social media channels
- 10 posts per month including static, carousel and video across the two platforms
- Caption writing
- Basic hashtag and keyword research
- Scheduling & posting
- Content provided by the client.

## Premium

£800 per month

- Management of 2 social media channels
- 15 posts per month including static, carousel and video across the two platforms
- Caption writing
- Hashtag and keyword research
- Monthly analytics report
- Scheduling & posting
- Content Creation. And posting content you create.

## Deluxe

£1,000 per month

- One-time Social Media Audit including a strategy and in-depth analysis
- Management of 3 social media channels
- 22 posts per month including static, carousel and video across the two platforms
- Caption writing
- Hashtag and keyword research
- Scheduling & posting
- Monthly Analytics Reporting
- Content Creation.

# WORK PROCESS

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## 01 Discovery & Consultation

- Discovery call or meeting
- Quick questionnaire (brand tone, audience, current platforms, pain points)
- Review of existing social media presence

## 02 Proposal & Contract

- Custom proposal or package options
- Scope of work (posting frequency, platforms, engagement)
- Timeline & deliverables
- Digital contract

## 03 Onboarding & Setup

- Onboarding form (login details, goals)
- Brand toolkit
- Access to relevant platforms
- Set up scheduling tools

## 04 Strategy & First Content Plan

- Strategy overview (content pillars, target audience, tone of voice)
- Review/approval process
- Schedule content and monitor engagement



# TOGETHER

*Let's work*



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