



Portfolio Presentation

PORTFOLIO



Stacey Stokes
Digital Marketing Specialist



Portfolio Presentation

STACEY STOKES

Social Media Management and Creative

I am a dedicated fractional chief marketing officer with a strong focus on developing data-driven strategies that are tried and tested before delivering impactful digital content with real results. My expertise lies in creating cohesive campaigns that align with brand objectives, enhance audience engagement, and drive measurable business outcomes. With experience managing multi-platform content, I bring a balance of creative execution and analytical insight, ensuring that every piece of content supports broader marketing goals. This portfolio demonstrates my ability to translate brand vision into clear, effective digital storytelling that builds credibility and strengthens market presence.

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Account Management **EXPERIENCE**

Over 20 past and present clients including:

REYMOND GROUP - L'HOTEL GITAN, BISTRO GITAN,
FREDERIC, VILLAGE WINE BAR
33 DEGREES PUB ESPERANCE
BARBEQUES GALORE
DR FOR MOMS CHIROPRACTIC AND WELLNESS
WHITE SANDS GALLERY
HAIR AT STUDIO 13
HARRIS AND ASSOCIATES FAMILY DENTAL
PLUM AND LORNA ARTISTRY
SJ ATHLETIC

RUSTIC & WILD
HEALTH IN HAND CHIROPRACTIC
PLUS FITNESS ESPERANCE
BELLEZZA BEAUTY BY B
ESPERANCE CHAMBER OF COMMERCE
CELESTIAL NATURE
JOIA CUCINA
CHOICES FLOORING ESPERANCE
ESPERANCE CAMPING GALORE

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CASE STUDY 01

REYMOND GROUP

Restaurant Group with 4 venues

Revived 3 accounts from stagnant views, no engagement and created a strong brand voice to elevate content and maximise reach

Launched and organically grew a brand new account to over 7k followers

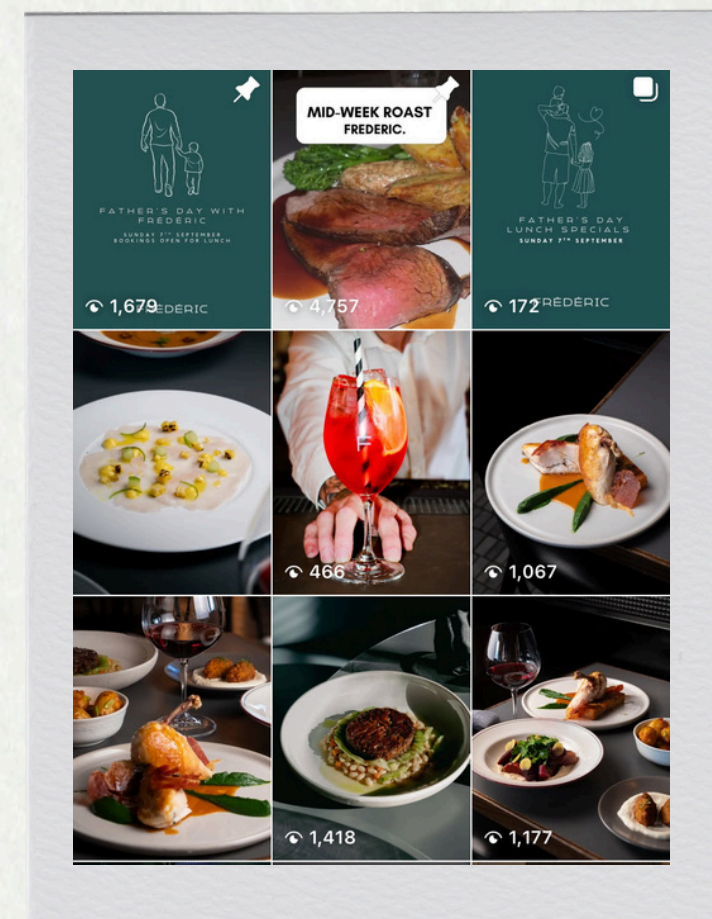
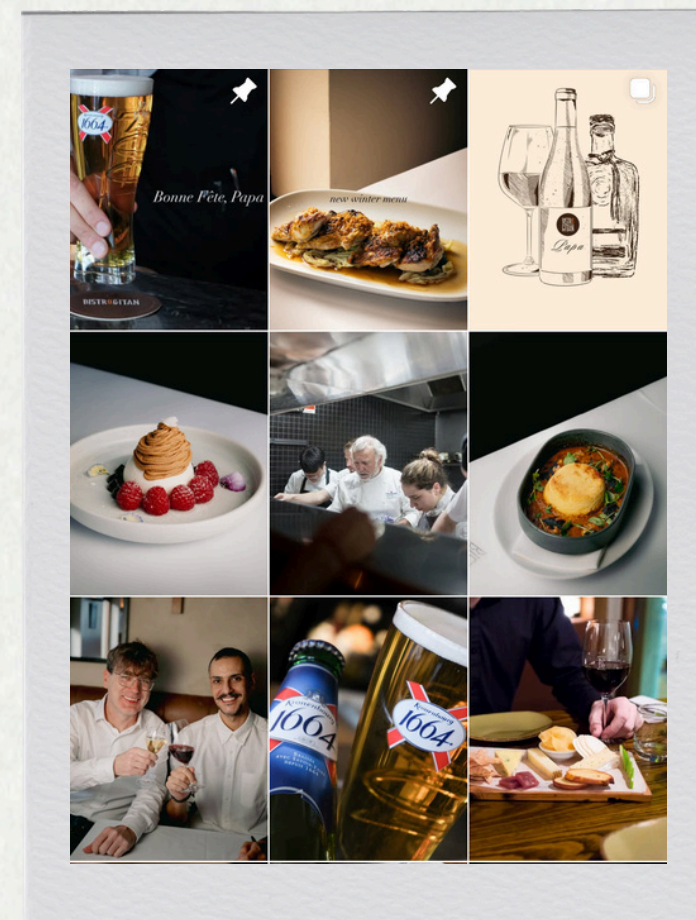
Retained client for 7 years.

@hotelgitan

@bistrogitan

@frederic_cremorne

@village_winebar





CASE STUDY 02



Barbecue and Outdoor Retailer

Came to me in 2020 wanting some direction with social media

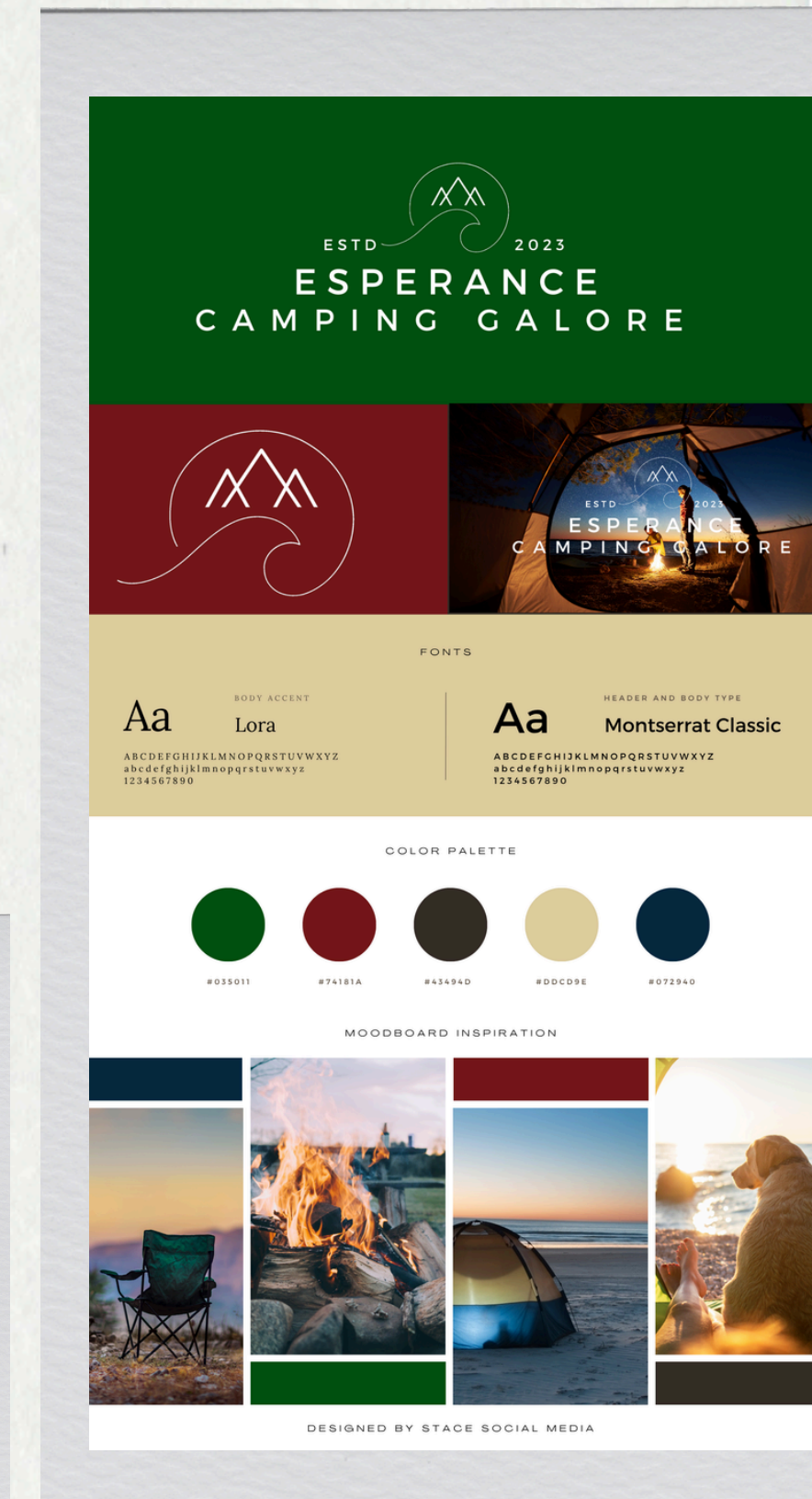
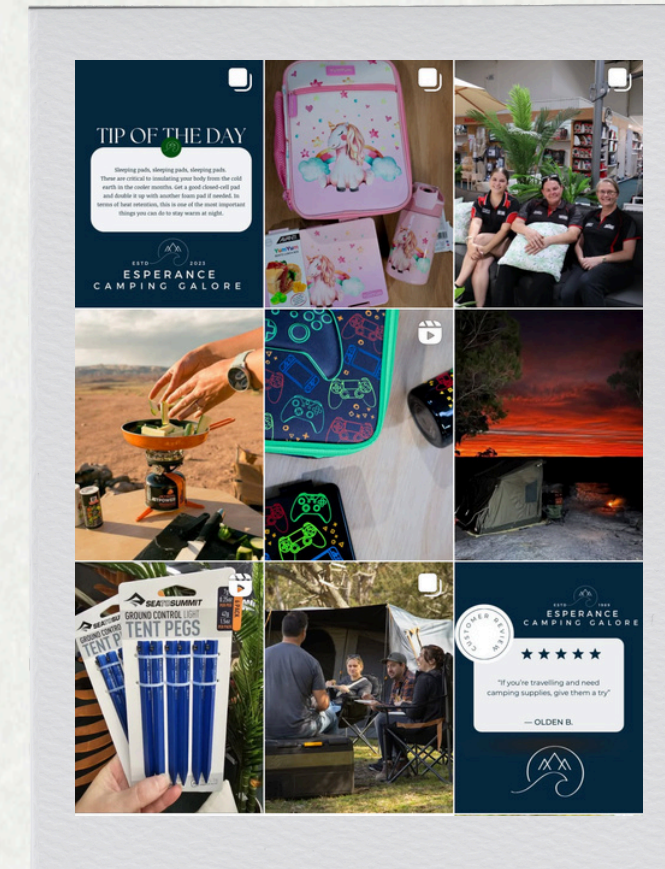
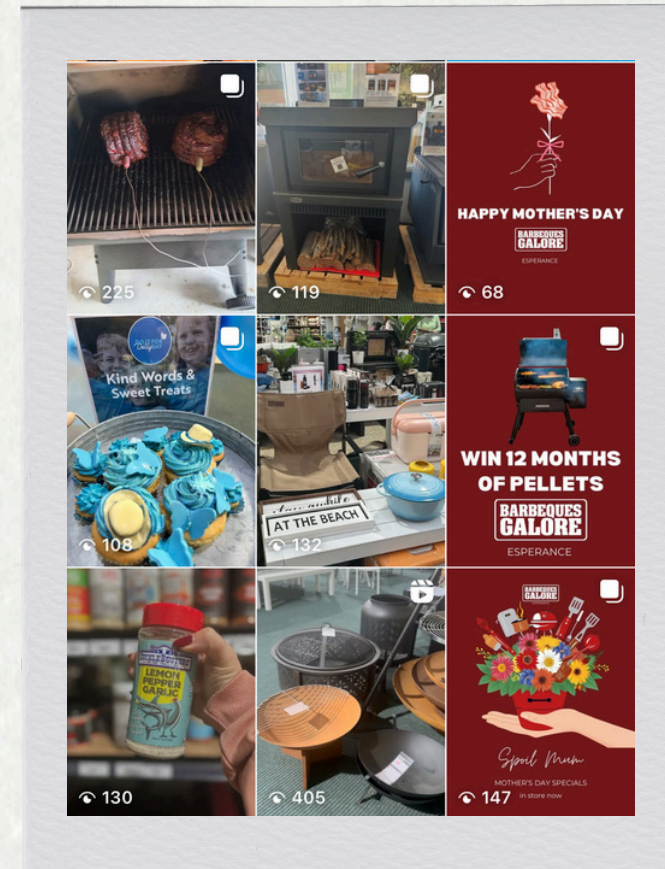
Created a strong brand recognition and voice online

Created a sub brand - Esperance Camping Galore.

Differentiating the camping sector from the Barbecues and outdoor entertainment established the camping department as its own brand recognised Australia wide

[@barbeques_galore_esperance](https://www.instagram.com/barbeques_galore_esperance)

[@esperancecampinggalore](https://www.instagram.com/esperancecampinggalore)





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CONTENT CREATION

A few examples of past projects and work

Frederic Reel

Kooyong Classic Promotion Reel

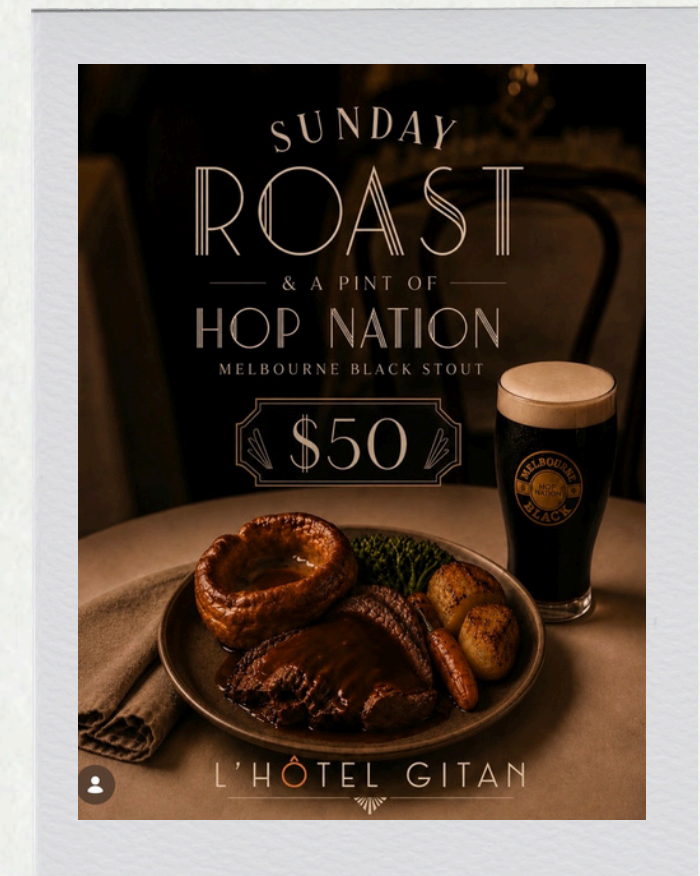
L'Hotel Gitan Christmas Promotion

L'Hotel Gitan Cocktail Closeup

Barbeques Galore - All Reels

Bistro Gitan - Father's Day Carousel

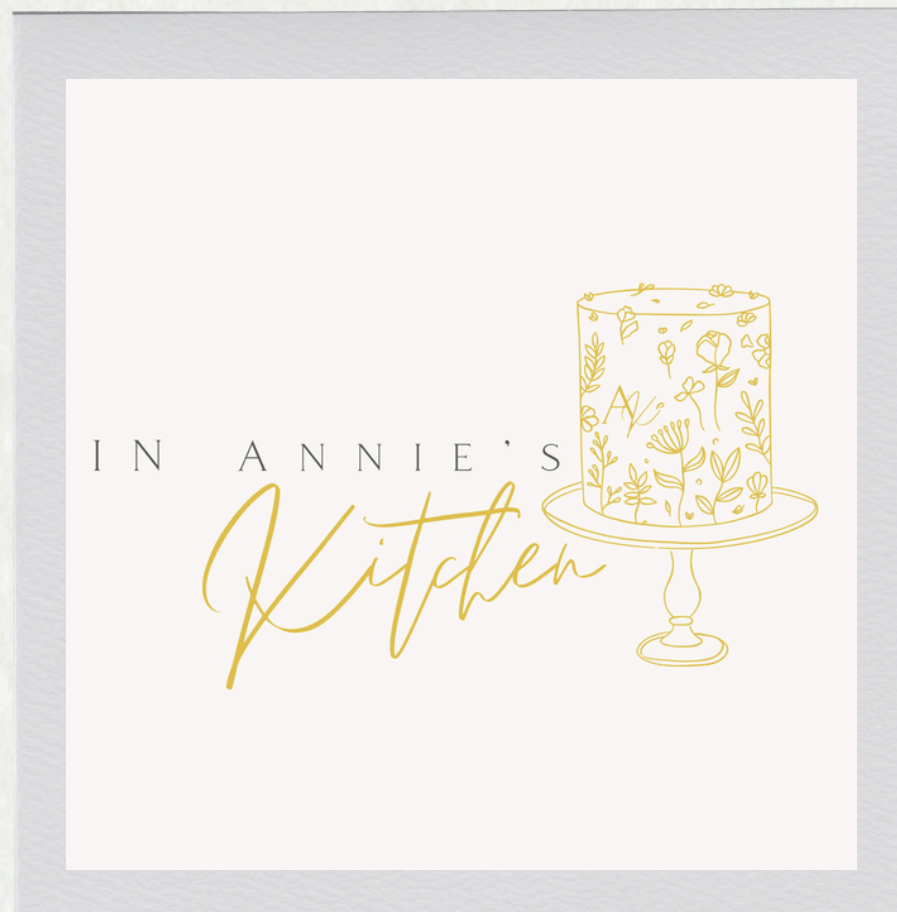
Bistro Gitan - Mother's Day Carousel





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BRAND AND LOGO DESIGN



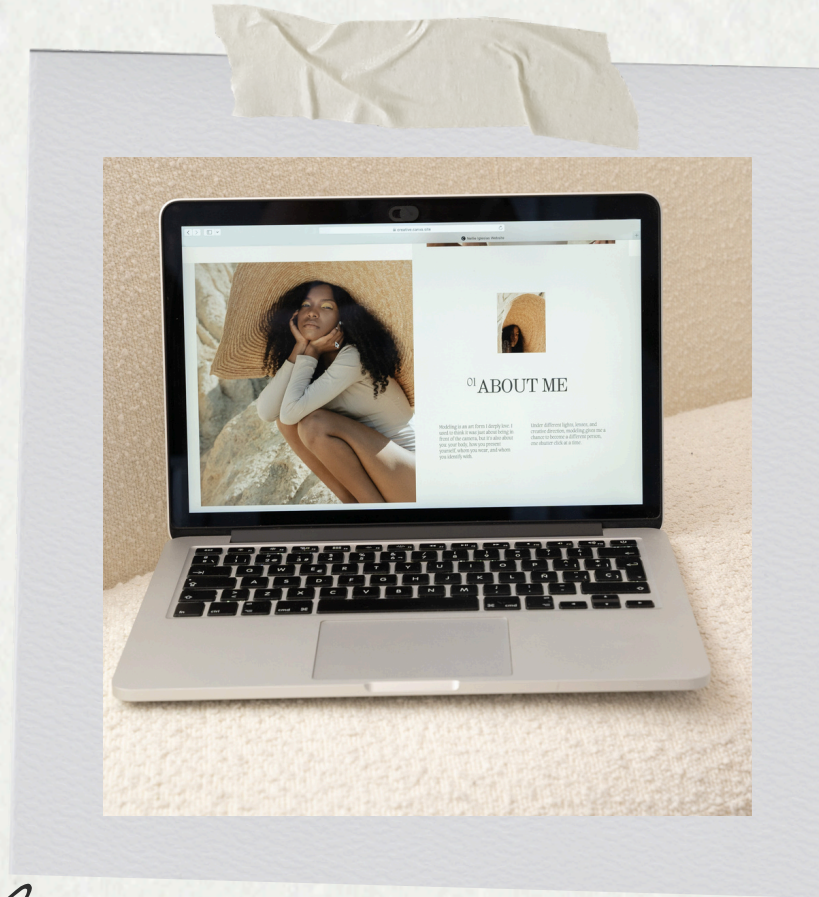
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Oh Honey Brows and Beauty
Mathew Stokes Constructions
Esperance Camping Galore



Celestial Nature
Hardcore Scaffolding
Dr. Patti Hort - New Aging

Stokes
WEBSITE BUILDS



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SOCIAL MEDIA STRATEGY &
MANAGEMENT (FACEBOOK,
INSTAGRAM, TIKTOK, LINKEDIN)
CAMPAIGN DEVELOPMENT & CONTENT
CREATION (PHOTO, VIDEO, DESIGN)
DIGITAL MARKETING & BRAND
DEVELOPMENT
SEO/AEO/GEO
AI SYSTEM INTEGRATION



EVENT MARKETING & COMMUNITY
OUTREACH
ANALYTICS & KPI REPORTING
STRATEGIC PLANNING & PROJECT
COORDINATION
ADOBE CREATIVE SUITE | CANVA |
META BUSINESS SUITE | MAILCHIMP |
WORDPRESS

Haley
Hokes
MY SKILLS

Portfolio Presentation

LET'S TOGETHER

Work



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Thanks for
WATCHING

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