



Portfolio Presentation

# PORTFOLIO



Stacey Stokes  
Social Media Manager/Digital Marketing Specialist



Portfolio Presentation

# STACEY STOKES

*Social Media Management and Creative*

I am a dedicated social media marketing professional with a strong focus on developing data-driven strategies and delivering impactful digital content. 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.

ursue them because  
ave one





Portfolio Presentation

# *Social Media 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

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

*strongly believe - strongly believe th*



# 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**

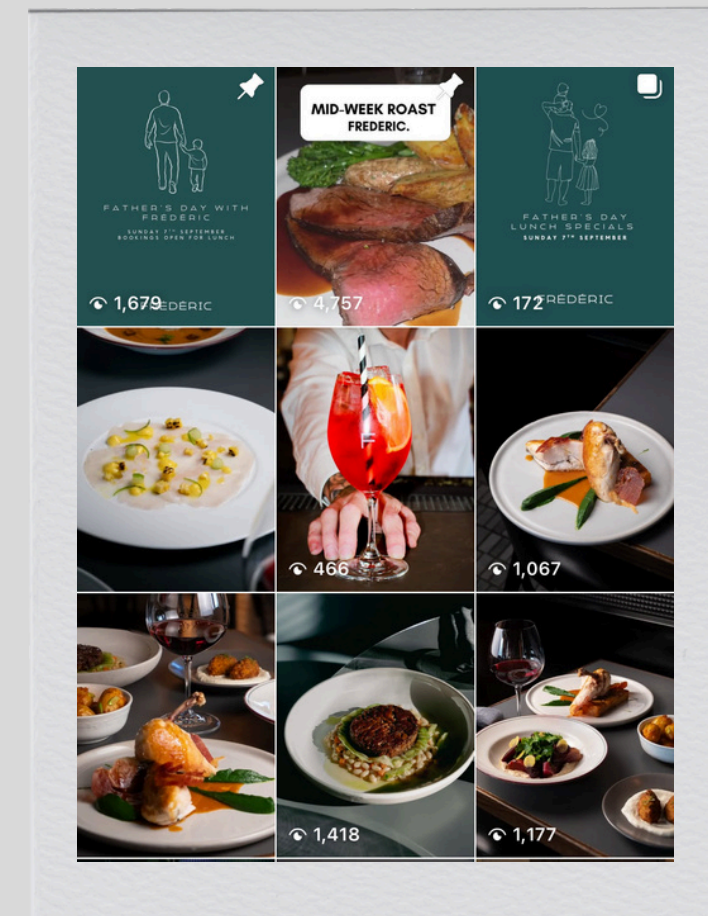
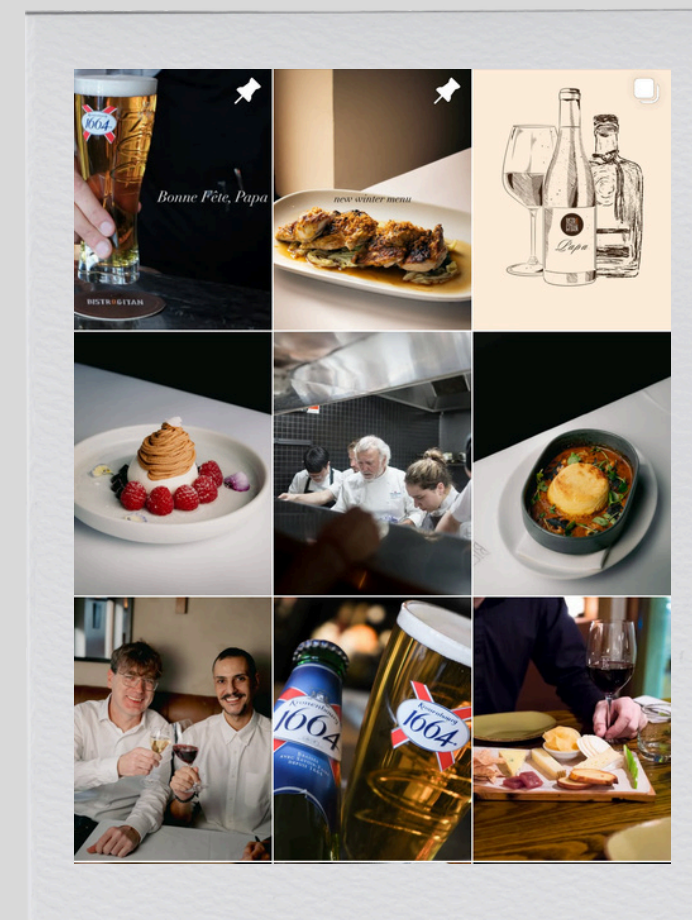
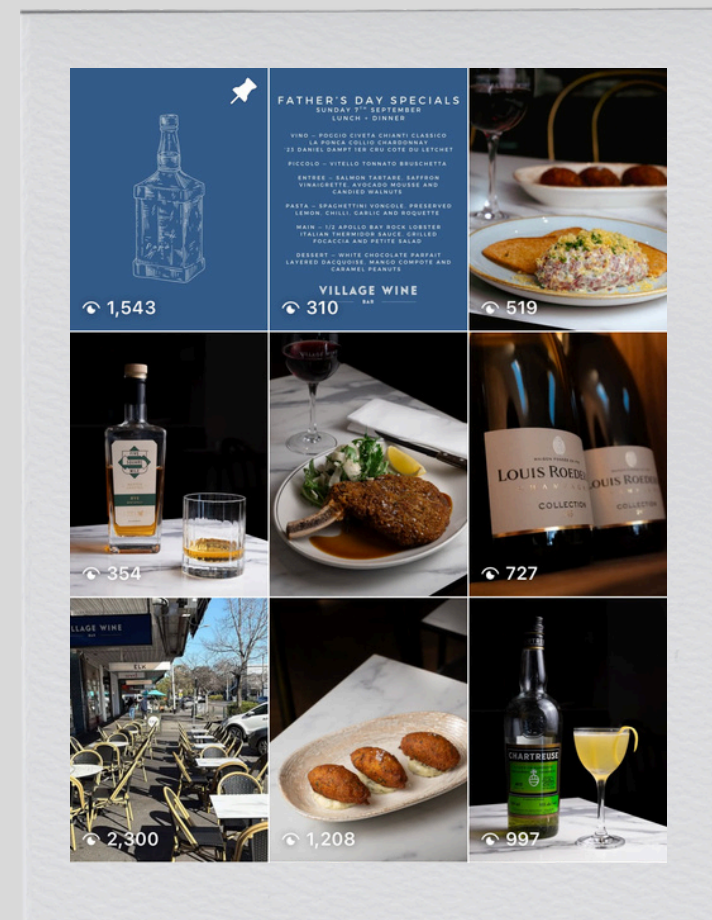
**Retained client for 7 years**

**@hotelgitan**

**@bistrogitan**

**@frederic\_cremorne**

**@village\_winebar**





# CASE STUDY 02



## Barbecue and Outdoor Retailer

Came to me in 2020 wanting some direction with social media

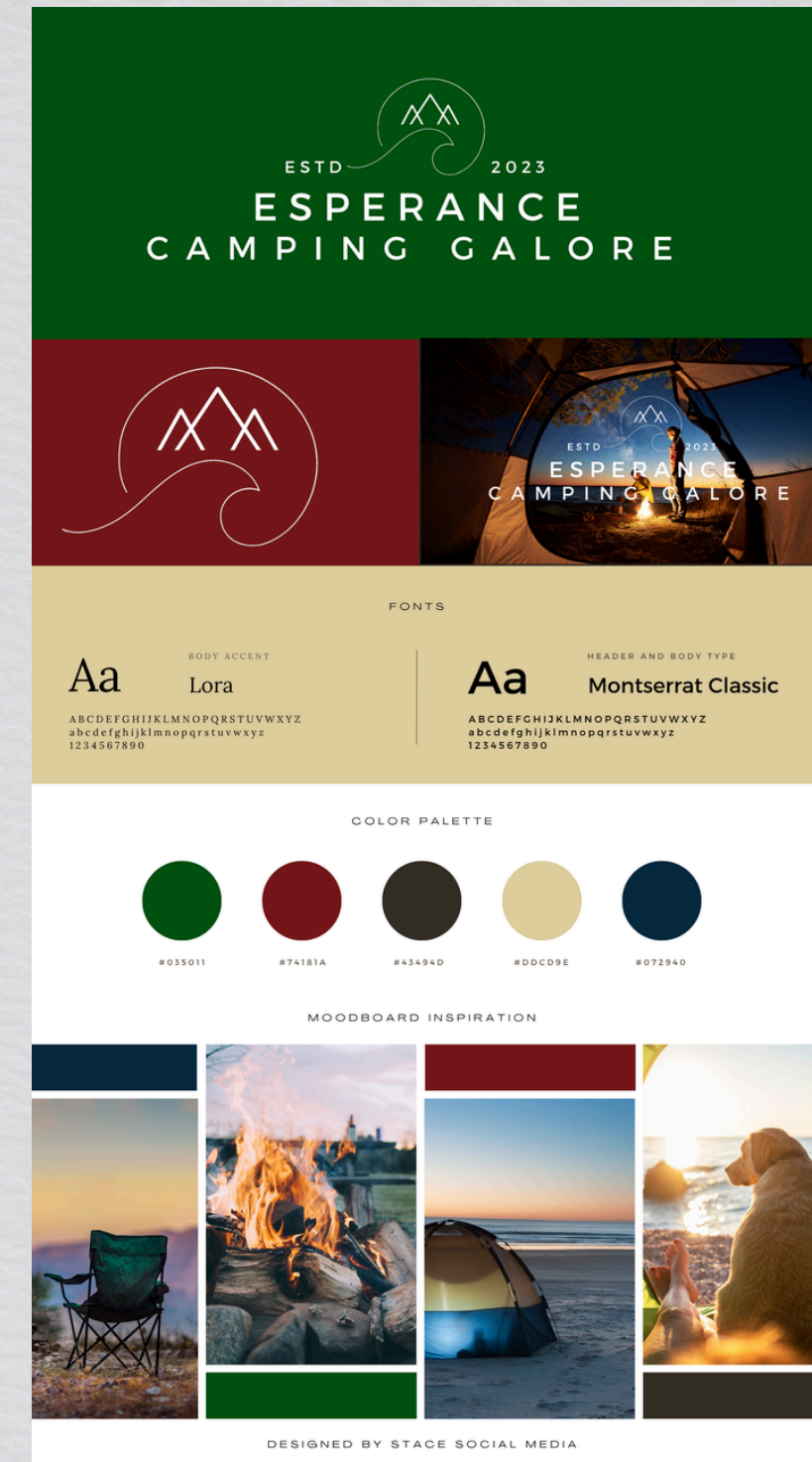
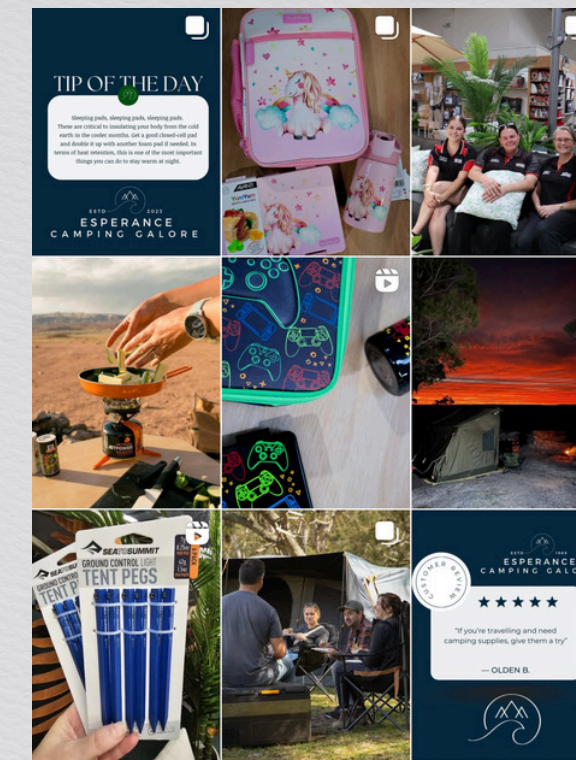
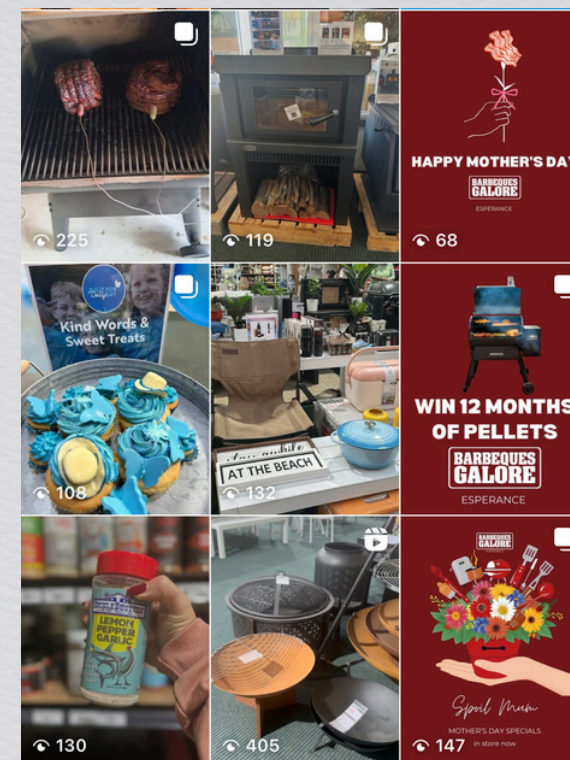
Created a strong brand recognition and voice online

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)

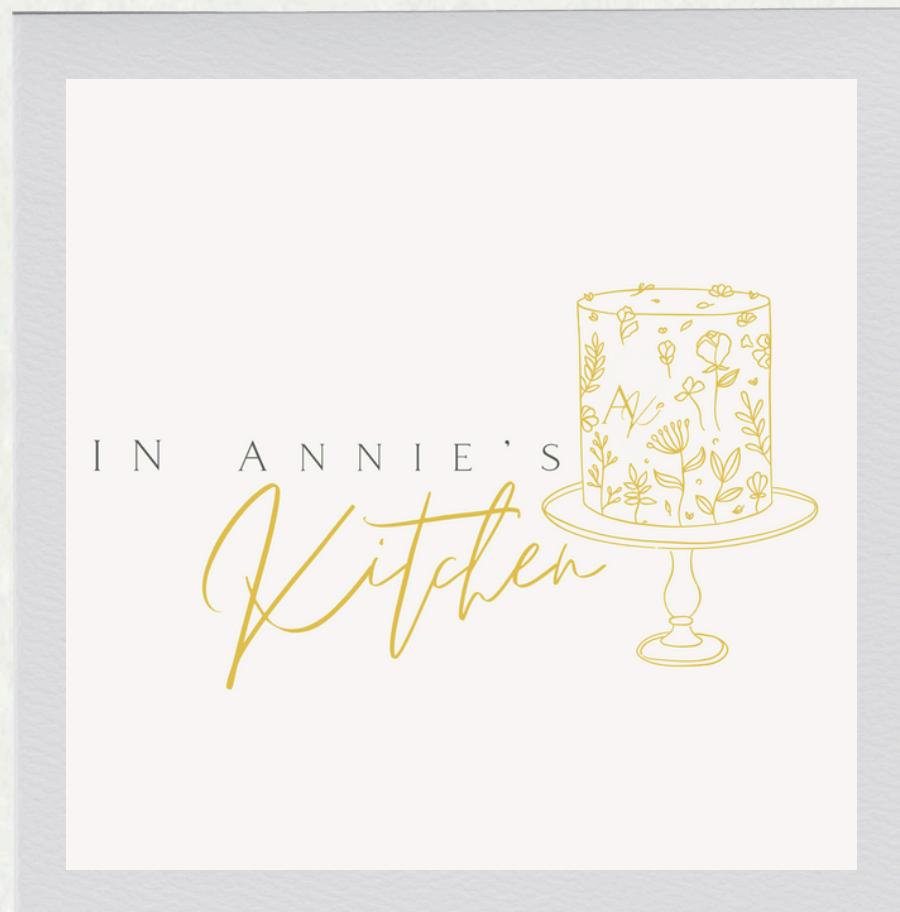
[@esperancecampinggalore](https://www.instagram.com/esperancecampinggalore)





Portfolio Presentation

# BRAND DESIGN



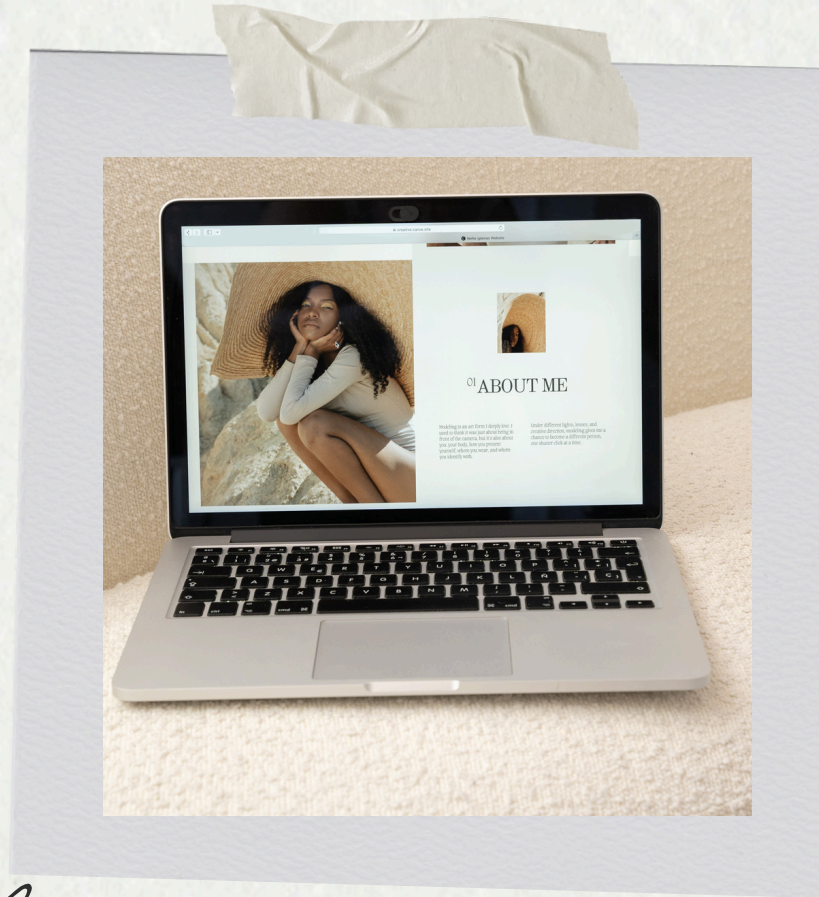
strongly believe the  
moment

strongly  
and



Portfolio Presentation

Oh Honey Brows and Beauty  
Esperance Camping Galore



Celestial Nature  
Hardcore Scaffolding  
Dr. Patti Hort - New Aging

*Hayes Stokes*  
**WEBSITE BUILDS**



## Portfolio Presentation

SOCIAL MEDIA STRATEGY &  
MANAGEMENT (FACEBOOK,  
INSTAGRAM, TIKTOK, LINKEDIN)  
CAMPAIGN DEVELOPMENT & CONTENT  
CREATION (PHOTO, VIDEO, DESIGN)  
DIGITAL MARKETING & BRAND  
DEVELOPMENT



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

*Haley Stokes*  
**MY SKILLS**


Portfolio Presentation

# LET'S TOGETHER

*Work*



 [www.lostlotusmedia.com](http://www.lostlotusmedia.com)

 587-284-3274

 [stacesocial6450@gmail.com](mailto:stacesocial6450@gmail.com)

