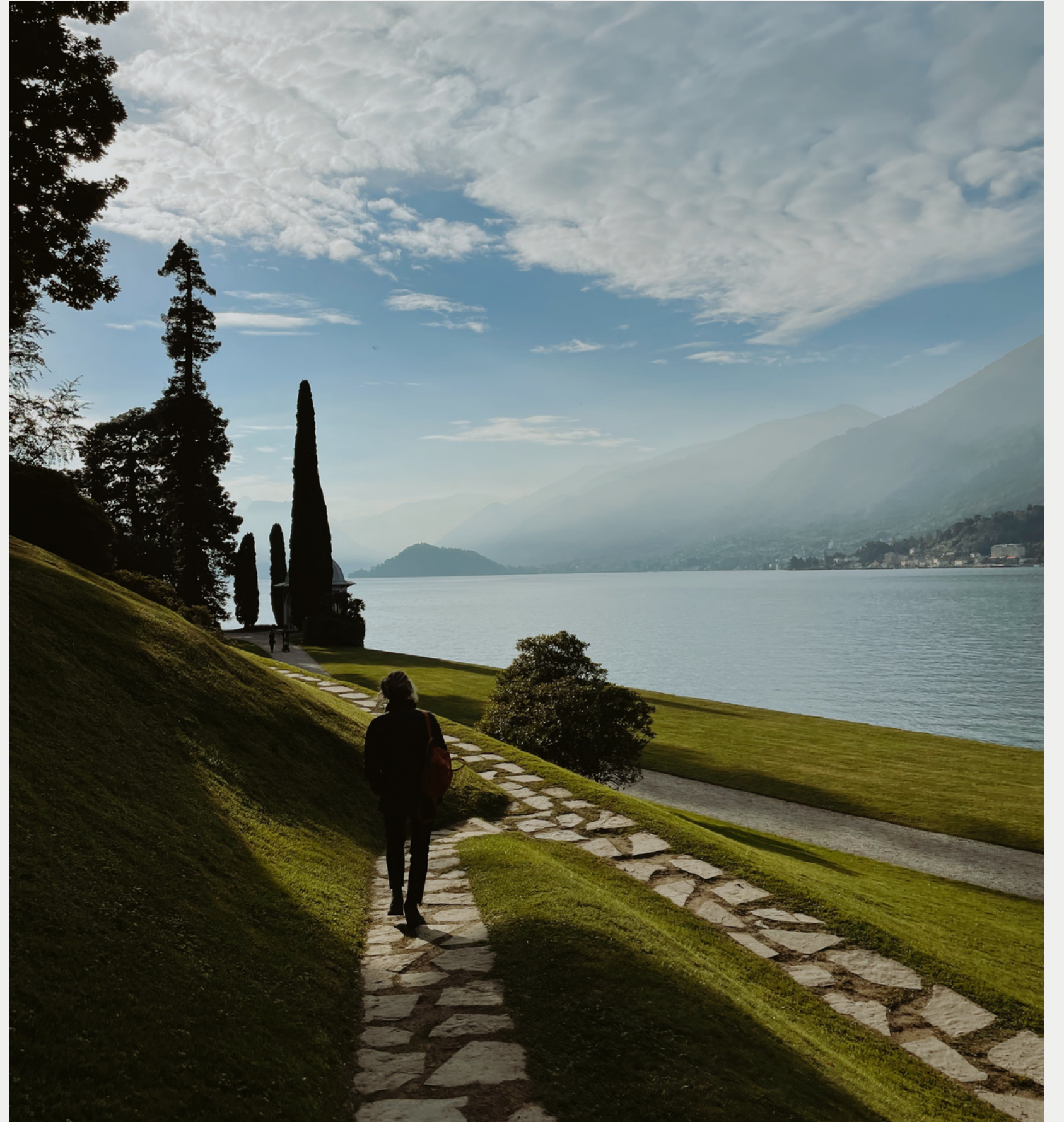


KRISTEN STURDIVANT

SOCIAL MEDIA MANAGER
DIGITAL CONTENT CREATOR
VISUAL DESIGNER

CREATIVE PORTFOLIO



ABOUT

Hi, I'm so happy you're here! I've been a digital content creator for social media since 2014 when I started marketing and storytelling projects with international non-profits. After working at Disney World (AKA, the greatest storytelling company in the world), I decided to launch my content creation business in 2020. I went back to school for UX/UI Design in 2022, which propelled my passion for visual design through digital content.



SERVICES OFFERED

- Social media management
- Social media graphics
- Social media short form video
- Brand Design
- User Experience, mobile and web



FEATURED CLIENTS:

As a freelance social media manager, I have worked with 30+ businesses creating content, organizing campaigns, facilitating community management, and much more. These are just a few highlights of accounts I've worked with in the last several years:

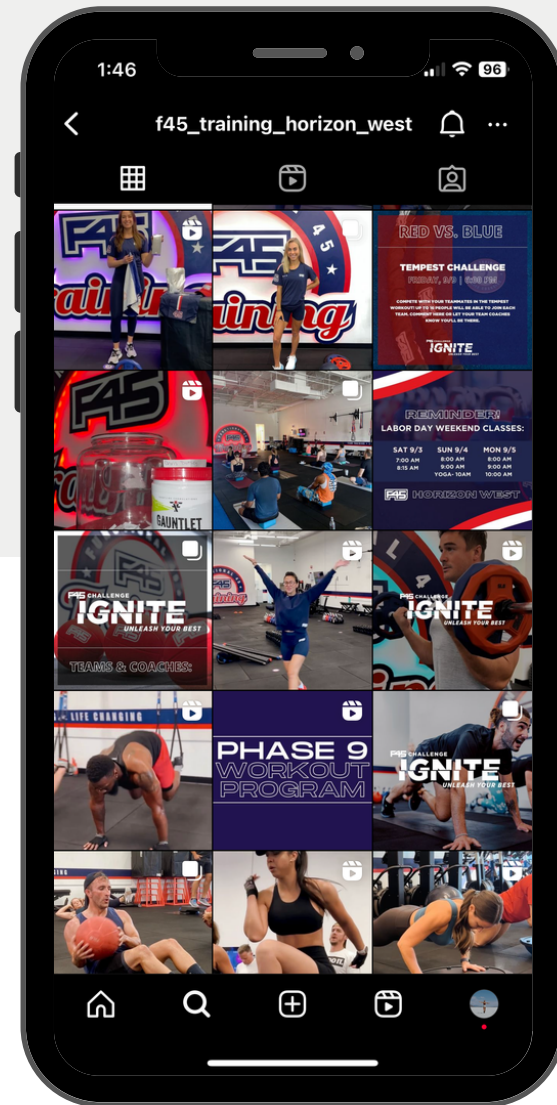
Jett Noland Racing

Current



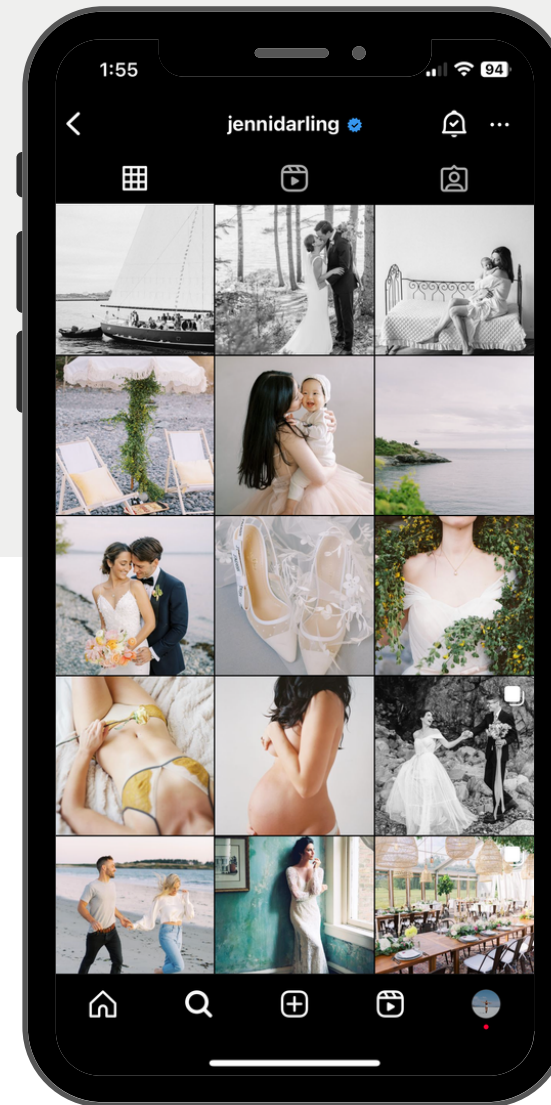
F45 Horizon West

2022-2023



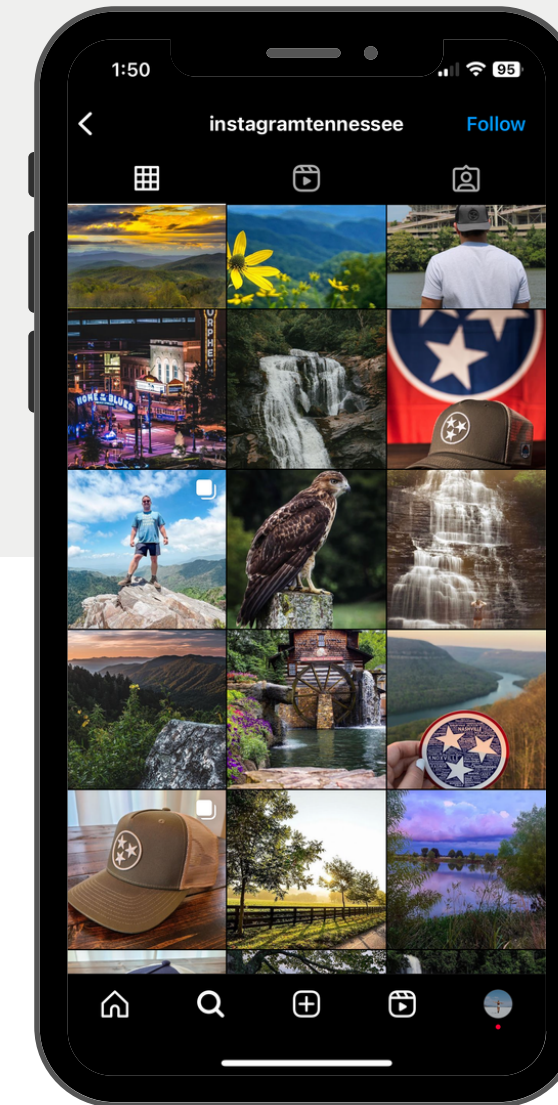
Darling Photo

2021-2022



Instagram Tennessee

2021



Show Hope

2018



*LINKS AND PHOTOS ARE CLICKABLE, BUT MAKE SURE YOU'RE LOGGED INTO AN INSTAGRAM ACCOUNT TO VIEW!

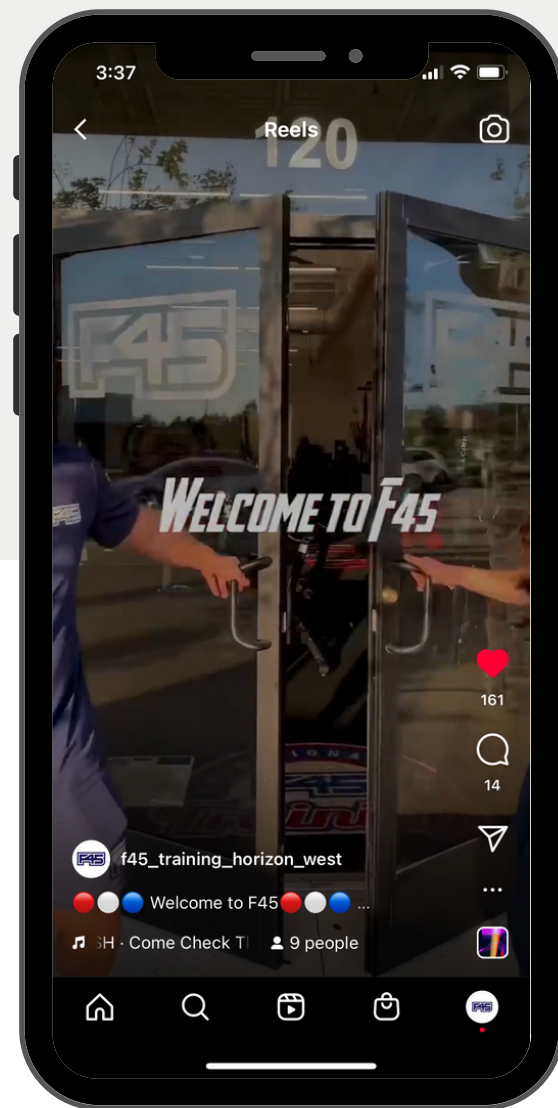
FEATURED PROJECT:

I worked for several **F45 Training** gyms in the Eastern US. The gym ownership group came to me and asked for more engaging posts on their Instagram and Facebook accounts. In 2022, I was able to **boost engagement rates by up to 175%** on multiple accounts. Below are links to featured videos that showcase some of my work.

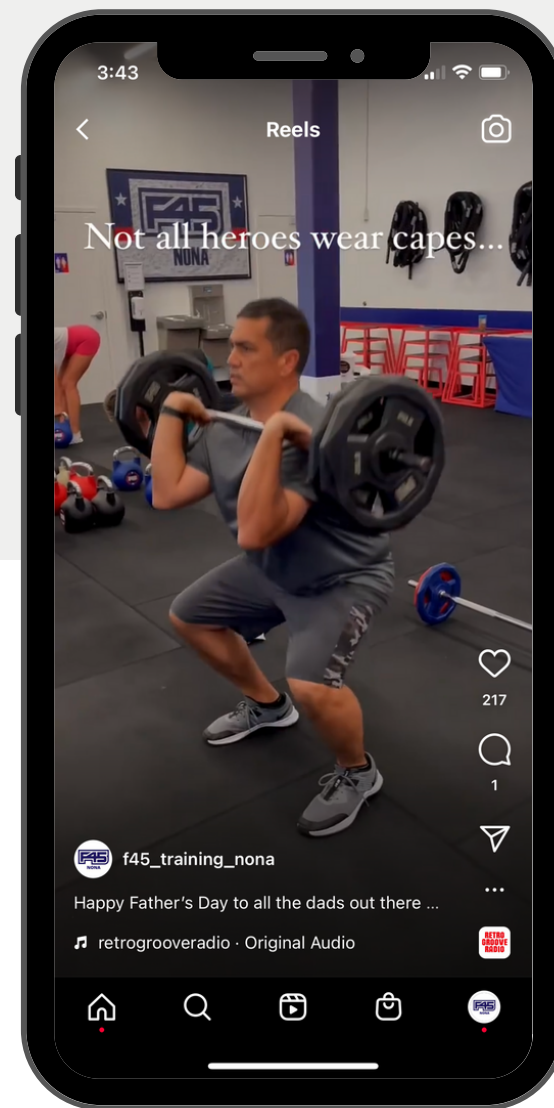
Trending:



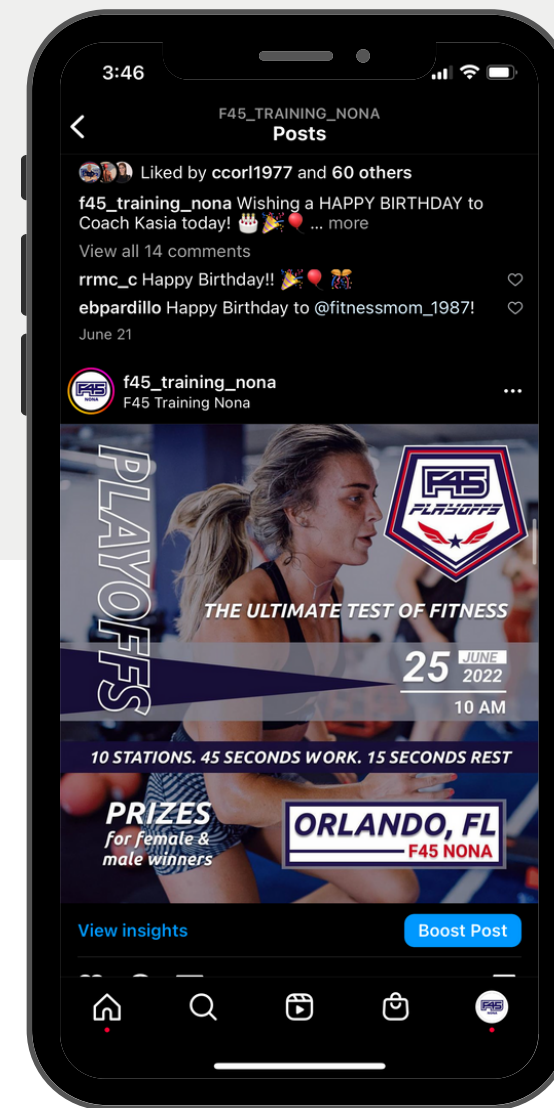
Campaign:



Community



Graphic:



I was in charge of filming, editing and posting videos on these accounts. I've designed all the graphics, and I write all the captions. Additionally, I provided quarterly analytics reports. The studios shown as examples here are all in Central Florida.

***LINKS AND PHOTOS ARE CLICKABLE, BUT MAKE SURE YOU'RE LOGGED INTO AN INSTAGRAM ACCOUNT TO VIEW!**



F45 TRAINING MARKETING COLLATERAL

As part of my design job with F45 Training, I designed marketing collateral for various events, publications, and public signage. These designs were created using Figma. They were used to attract new gym members and increase memberships.



GRAPHICS EXAMPLES

10 STATIONS **45 SECONDS WORK** **15 SECONDS REST**

F45 PLAYOFFS

ORLANDO, FL
F45 NONA

25 **NOVEMBER 2022** | 10 AM

THE ULTIMATE TEST OF FITNESS

F45

4x / Biweekly Membership
\$60 / bi-weekly

- 8 Sessions per month
- 1 Free InBody scan
- Cancel any time with 28 day notice

Unlimited Membership
\$85 / bi-weekly

- Unlimited sessions
- Just \$8 per session
- 3 Free InBody scans
- Access to the F45 Challenge app with meal plans, goal tracking, etc.
- Cancel any time with 28 day notice

TEAM TRAINING ★ LIFE CHANGING

KEEP GOING

YOU'RE GETTING STRONGER EVERY DAY

Holiday Savings

\$50 OFF

Full-Priced Instagram Audits

ONLY APPLIES IF PURCHASED TODAY 11.28.2021

SHINEBOND CLAYTON, LLC

TRUE OR FALSE

Custom visual design can help build your brand's legacy.

True False

Leave your thoughts in a comment below

@GEN6MKTG

HOLIDAY SHOPPING CHECKLIST

- Seek out small businesses
- Shop local businesses
- Support business owners

@GEN6MKTG

F45

SWAMP TOWN

SOFT OPENING:

08 · 13 · 22

GRAND OPENING:

08 · 20 · 22

JULY CLIENT REFERRAL PROGRAM 2022

THE DETAILS

- Refer a friend to F45
- If your friend signs up for a membership, receive a raffle ticket and be entered to win an F45 cooler and case of Celsius
- Each additional membership = an extra ticket.
- 1 = 1 ticket
- 2 = 2 additional tickets

10 · 01 · 22

10 STATIONS 45 SECONDS WORK 15 SECONDS REST

HOSTED BY:

F45 PLAYOFFS

10 · 01 · 22

10 STATIONS 45 SECONDS WORK 15 SECONDS REST

HOSTED BY:

NEW PODCAST EPISODE

CHORDS AND COURTS

SEAN CAVANAUGH

INSPIRATION

SURROUND YOURSELF WITH THE THINGS THAT MAKE YOU FEEL ALIVE

A CREATIVE WOMAN SHOULD FEEL

empowered

WITH HER MONEY.

@_JILLIANTOOD

UNION PLACE RESIDENCE

JOIN F45 NOMA FOR AN

OUTDOOR BOOT CAMP

11.12.22 | 10 AM

LOCATED IN THE UNION PLACE RESIDENCE COURTYARD. FREE TO RESIDENTS!

MIMOSAS TO FOLLOW BOOT CAMP!

F45 NOMA

F45 CHALLENGE ELEVATE

OCT 24 - DEC 17

INFO SESSION

10.24.22

7:15 PM

EVERYTHING YOU NEED TO KNOW ABOUT THE 8 WEEK CHALLENGE! SEE YOU THERE!

F45 HORIZON WEST

TEAM TRAINING ★ LIFE CHANGING

F45 SWAMP TOWN

REGISTER FOR A FREE 3 DAY TRIAL

*VISIT THE F45 SWAMP TOWN BOOTH ON 09.25.22 AT THE FLORIDA BRIDAL EXPO TO SIGN UP

4871 Celebration Pointe Ave, Suite 20 | Gainesville, FL 32608 | 352-309-7401

INNOVATION · MOTIVATION · RESULTS

⊗ INSTEAD OF

✓ TRY THIS

@GEN6MKTG

INSERT TEXT HERE

ecoclothingboutique

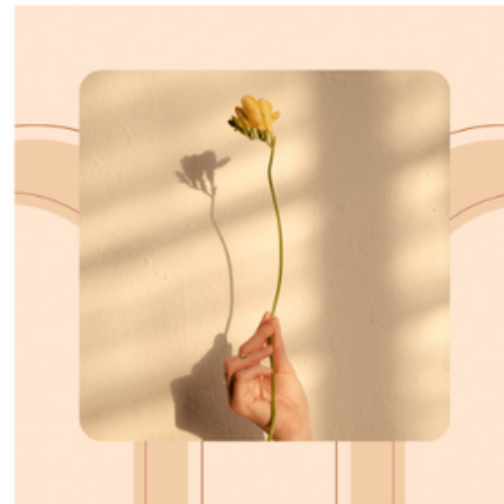
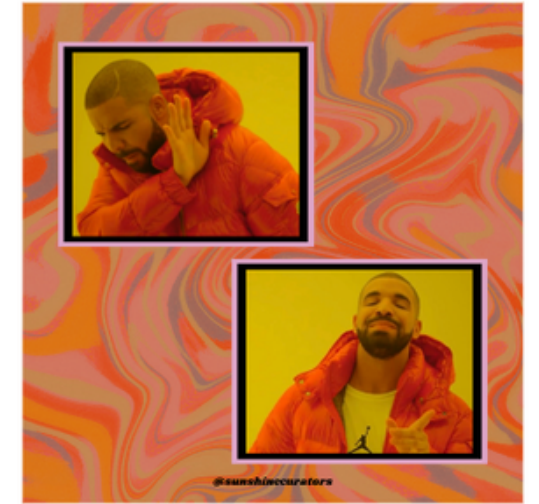
Introducing

TOP TIPS FOR...

Engaging potential clients creatively

@GEN6MKTG

GRAPHICS EXAMPLES



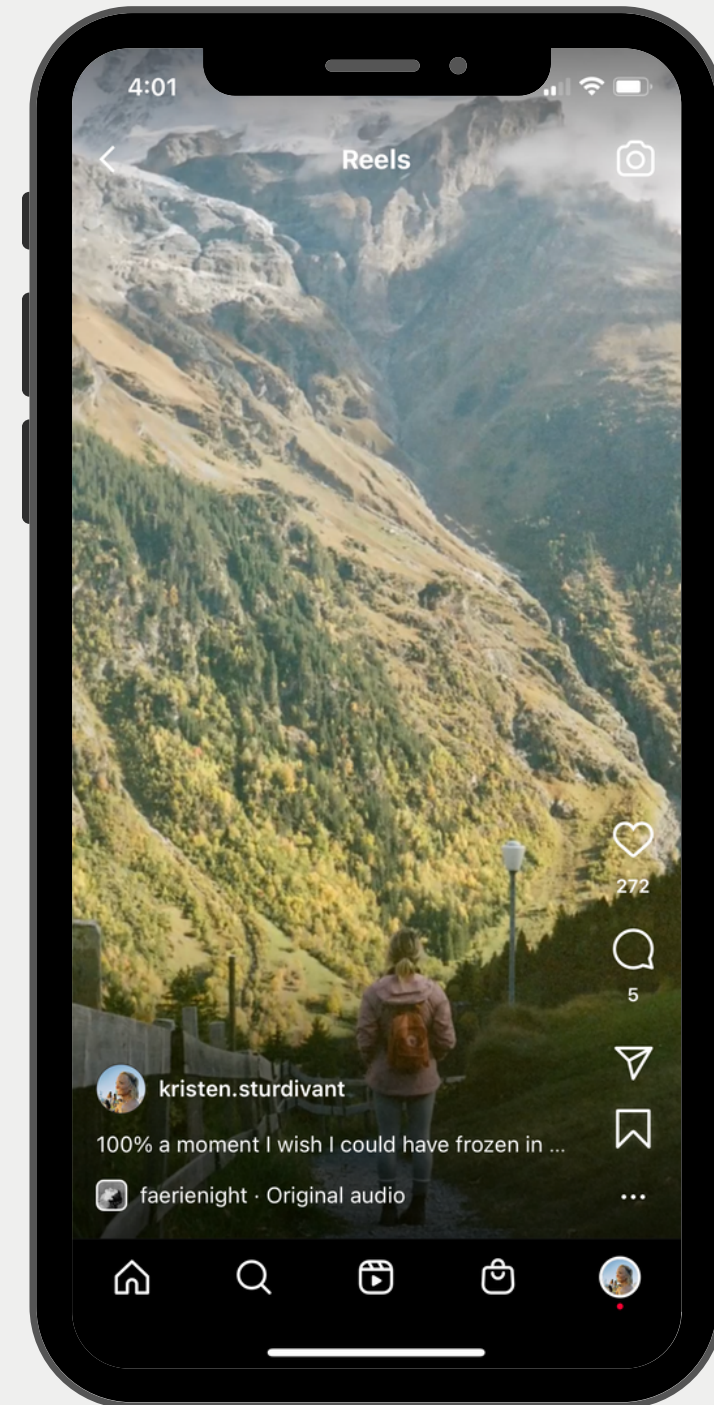
KRISTEN'S PERSONAL WORK

Since traveling is a large part of my life, I focus on creating travel related content on my personal accounts when I can.

Being fully transparent, I had built a solid community of over 5000 people on Instagram and Facebook, but in April 2022 my accounts got hacked and totally deactivated. The sad reality of work in social media is that anything could happen!

I gained a healthier mindset towards social media through it all, though. I'm happy to say that I'm now rebuilding my community on what used to be my business Instagram. you can find my account here: [@kristen.sturdivant](https://www.instagram.com/kristen.sturdivant)


Click here →



CONTACT ME

There's so much more to share than what a portfolio can hold. If you want to discuss more of my past experience with international non-profits, small business owners, or larger corporations, please contact me! I'd love to connect.

 kristen@kristensturdivant.com

 615-347-9981

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

