



Social Media Manager
for health & wellness brands

PORTFOLIO

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Introduction

MAUREEN TRAN

Social Media Manager

Hello! It's a pleasure to meet you.

I genuinely believe that all health and wellness practitioners (accredited or not) have the ability to pass on tools and wisdom through their lived experience to help people create positive change in their lives.

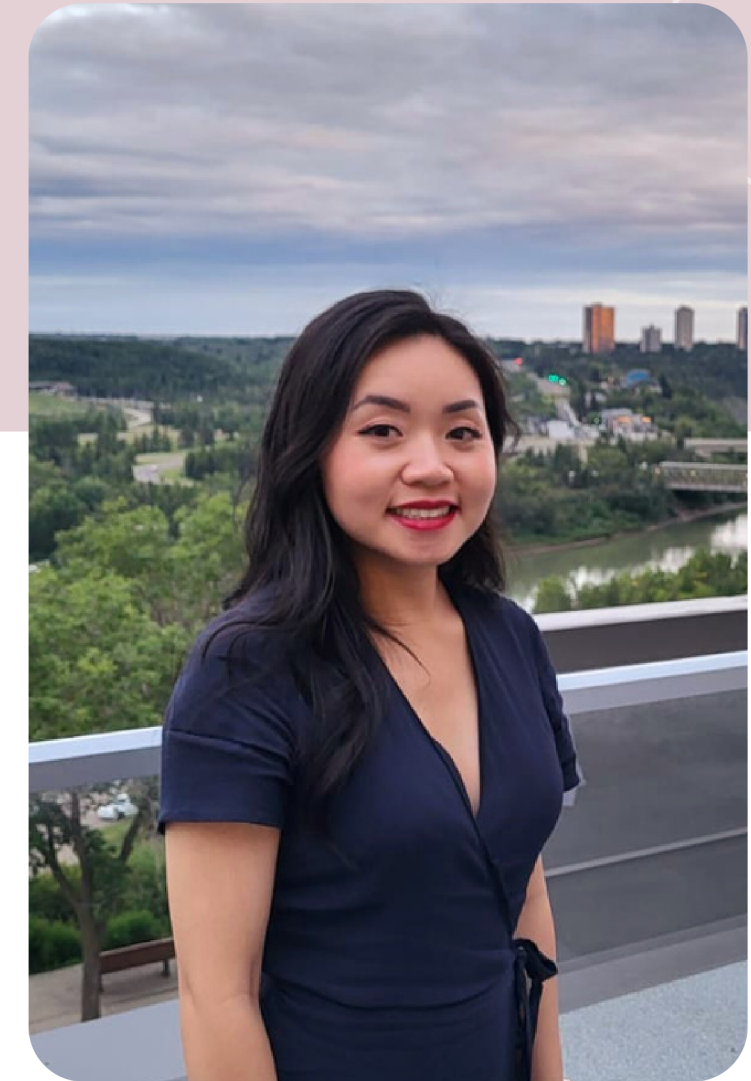
I've been fortunate to come across practitioners who have inspired me to drastically improve my life. I'd like to pay it forward and increase awareness to thought leaders in the health and wellness field so that help is more accessible to those in need.

Many practitioners have often expressed that since social media marketing isn't their specialty, they find it difficult to manage their time in order to do so. That's where I'm happy to step in!

My unique perspective of being a recipient of health and wellness services, skills in content creation, and passion for self-development allows me to be an effective Social Media Manager in this field. I'm committed to representing your business in a way that is consistent across all platforms, authentic to your voice, and resonates with your audience.

Thank you for your time!

*Sincerely,
Maureen Tran*



"If you talk to a man in a language he understands, that goes to his head.

If you talk to him in his language, that goes to his heart."

NELSON MANDELA



Vision

To destigmatize social media and tip the scales in favour of it becoming a net positive environment for users.

Mission

Creating a consistent brand message across all platforms so that there is no disconnect in communication whether a client discovers you online or speaks to you personally.

By increasing exposure to you as a health and wellness practitioner, it will boost your revenue to enable you to keep doing what you love and help those in need.

Services & Specialities

Go from overwhelmed to being able to focus on what you were born to do; improving the well-being of your clients.

Social media marketing isn't your forte?

Here's an idea of what I can do for you that will help:

- Graphic Design
- Cohesive Visual Branding
- Content Repurposing
- Community Management & Outreach
- Copywriting
- Video Editing
- Monitoring data analytics (KPI's)
- Ghostwriting

We have various packages that will cater to your needs. This will be assessed during our Discovery Call.

PLATFORMS

I WORK WITH



INSTAGRAM



FACEBOOK



LINKEDIN



Content Creation

By being attentive to your speech patterns and interests, I create content by staying true to your voice to prove your consistent and reliable.



Content Strategy

I do market research on industry leaders within your niche and track trends so that your clients feel heard and that your addressing their needs specifically.



Content Scheduling

I monitor optimal times your followers are online and post accordingly to make it easier for your dream clients to find you!

“Testimonials”

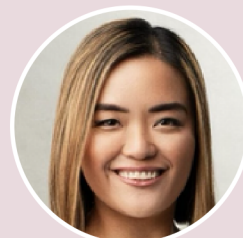


Alana | Life Coach & Hypnotherapy Trainer



My experience of working with Maureen far exceeds what I expected, and I have high expectations! She is talented, conscientious and organized. A couple of traits that I truly appreciate about Maureen are that she has a fantastic strong character of integrity, and she also has a passion for health and wellness.

She takes the time to listen to my objectives, then delivers accordingly. If you are looking for someone to help you and your business shine through SMM, I highly recommend going with Maureen!



Cindy | Psychotherapist



Maureen has gone above and beyond to ensure that my social media channels are delivering value to my audience and driving engagement.

One of the standout qualities of Maureen is the ability to curate and share content that is both relevant and helpful to my target audience.



Alex | I/O Psych Practitioner & Neurodivergent Advocate



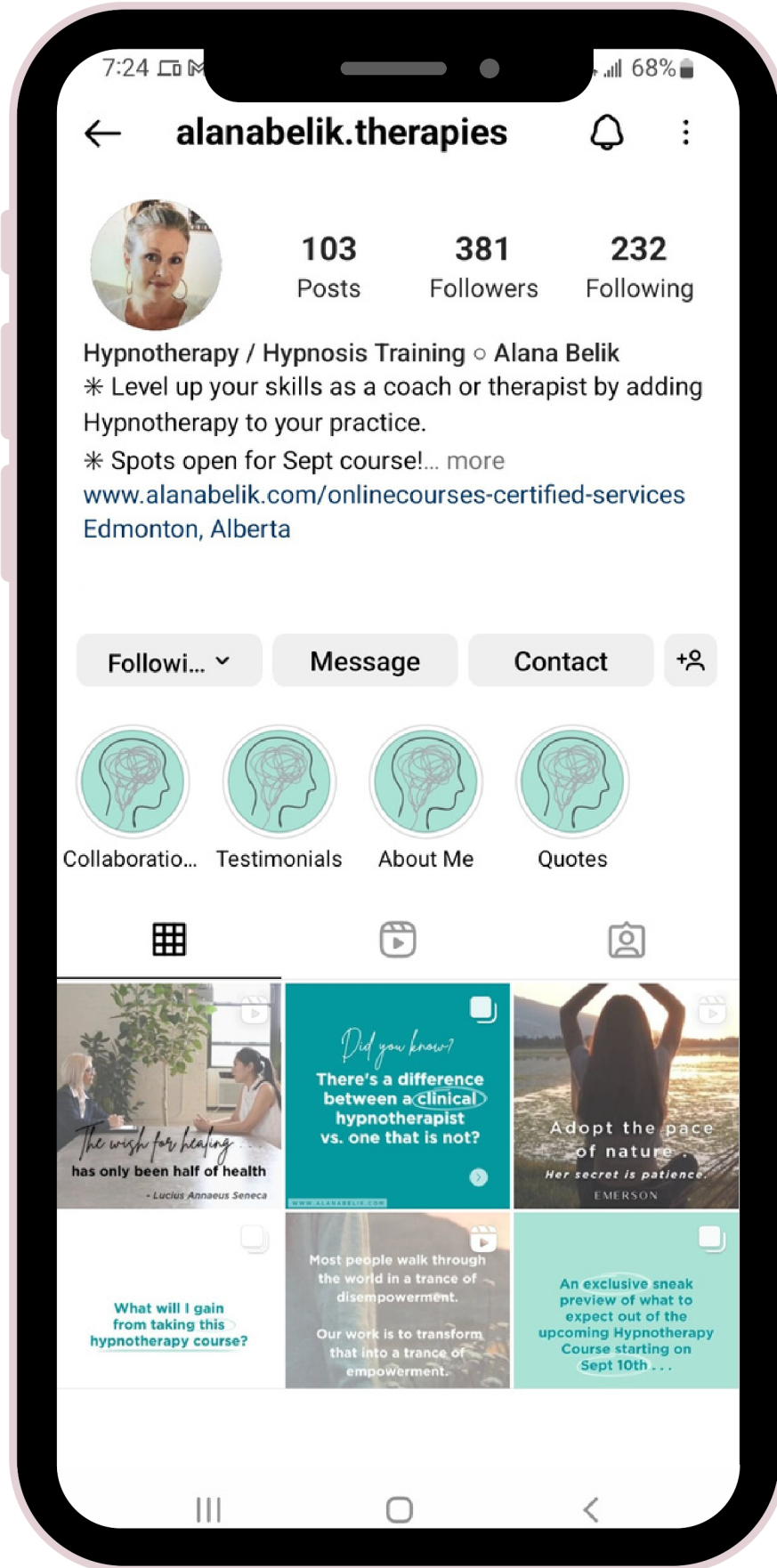
Maureen is an empathetic and gifted analytical and thoughtful story-teller.

I entrusted her with building out a robust and organized data repository for my 365k+ following on TikTok. She was able to use the data and brand I had developed over years to distill a critical and impactful data story illustrating my journey in providing critical diagnostic resources alongside informed lived-experience to over 200 million viewers.

With her analysis of my content themes, relevant follower feedback - both qualitatively and quantitatively - she was able to turn years of reading, research, and a delicate diagnosis journey into a timeless physical artifact with many use cases.

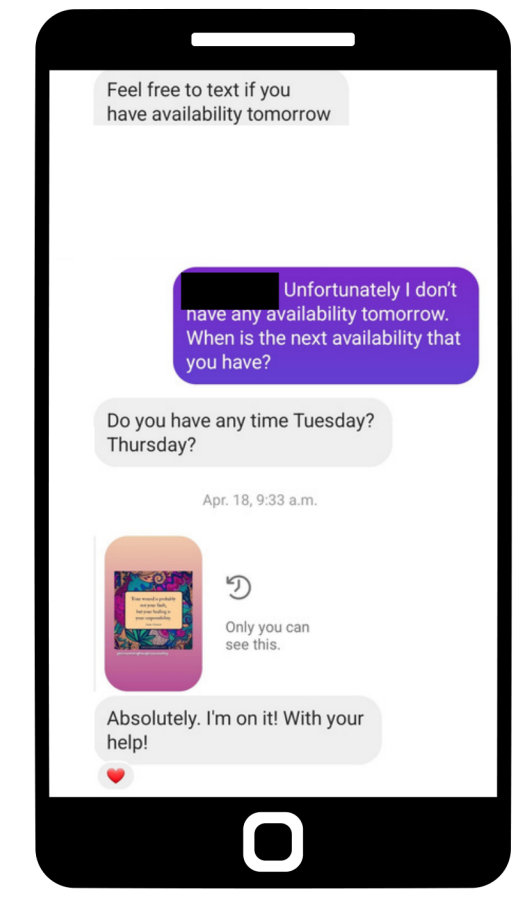
Always love and enjoy collaborating with Maureen.

Case Study 01

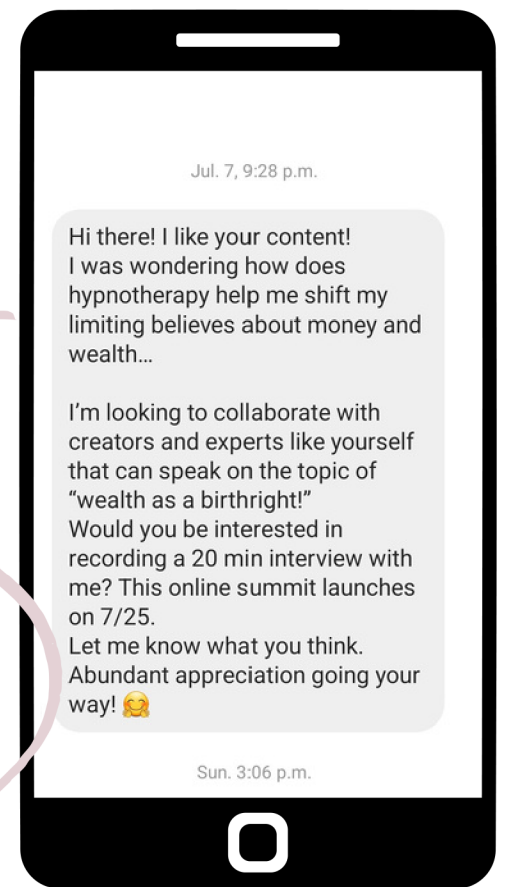


Analytics Over 3 Months

Followers	↑ ~ 80%
Profile Visits	↑ ~ 3X
Reach	↑ ~ 12X
Impressions	↑ ~ 13X
Website Traffic	↑ ~ 3X
Content Engagement	↑ ~ 85%



**GAINED
NEW CLIENTS**

**EXTERNAL MEDIA
& COLLABORATIVE
OPPORTUNITIES
TO INCREASE
REACH**



Case Study 01



REACH

88%
From 1.6k to 3k

PAGE VISITS

53%
From 199 to 305

FOLLOWERS

15%
From 91 to 105

facebook.com/AlanaBelik.Therapies

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Life Coaching
Free Resources

alanabelik.com Learn More +1 780-907-6192

Alana Belik Clinical Hypnotherapy and Life Coaching
105 followers • 22 following

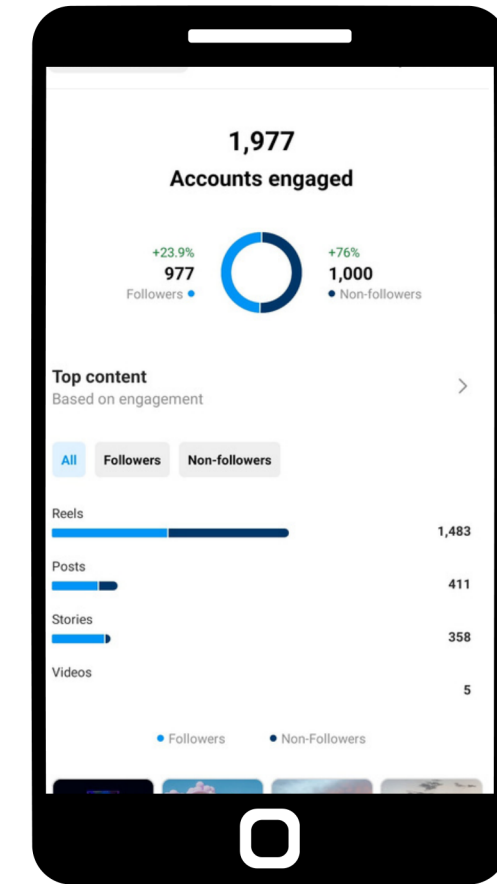
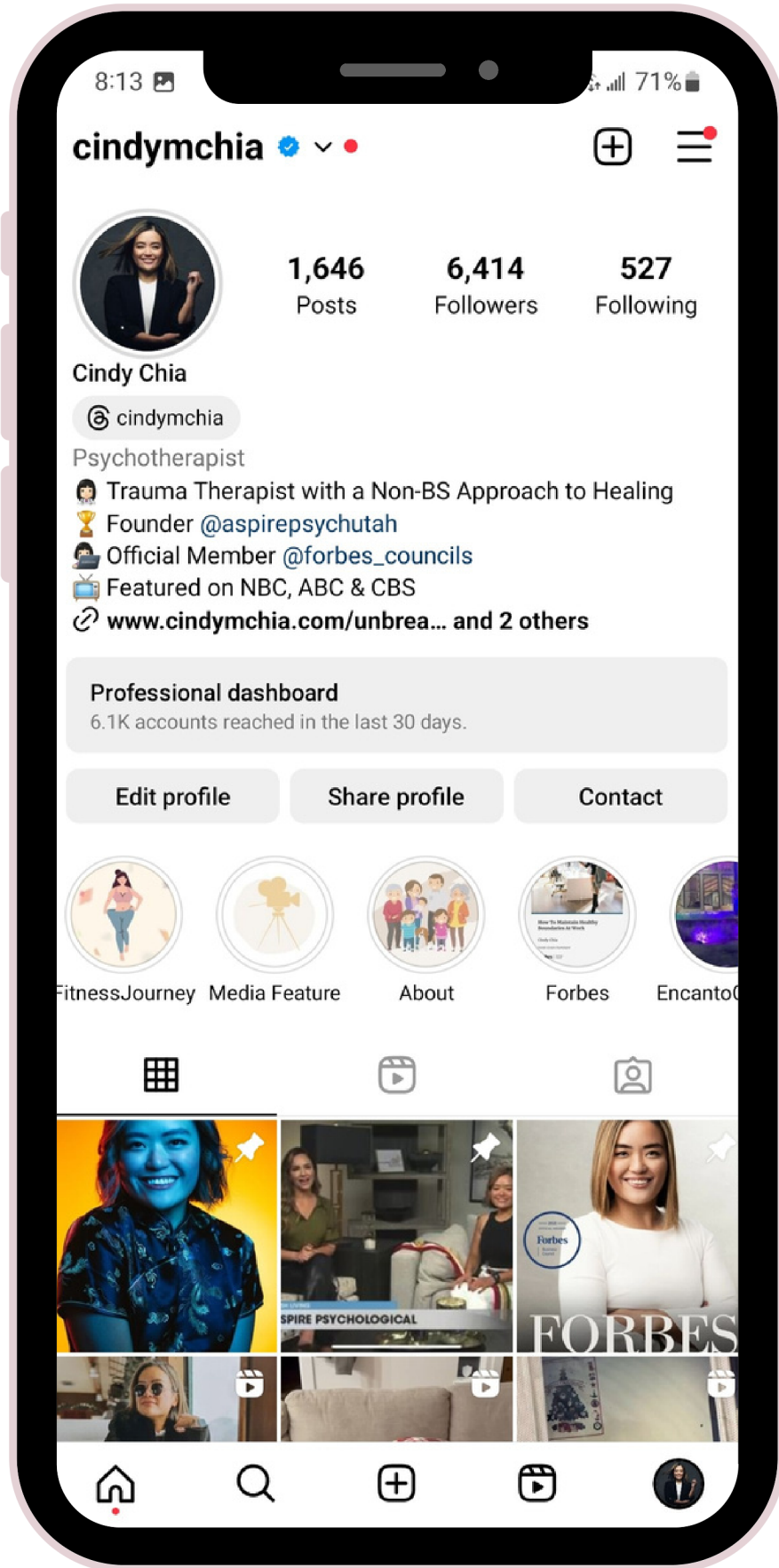
Contact us Following Message

Posts About Mentions Reviews Services Followers More

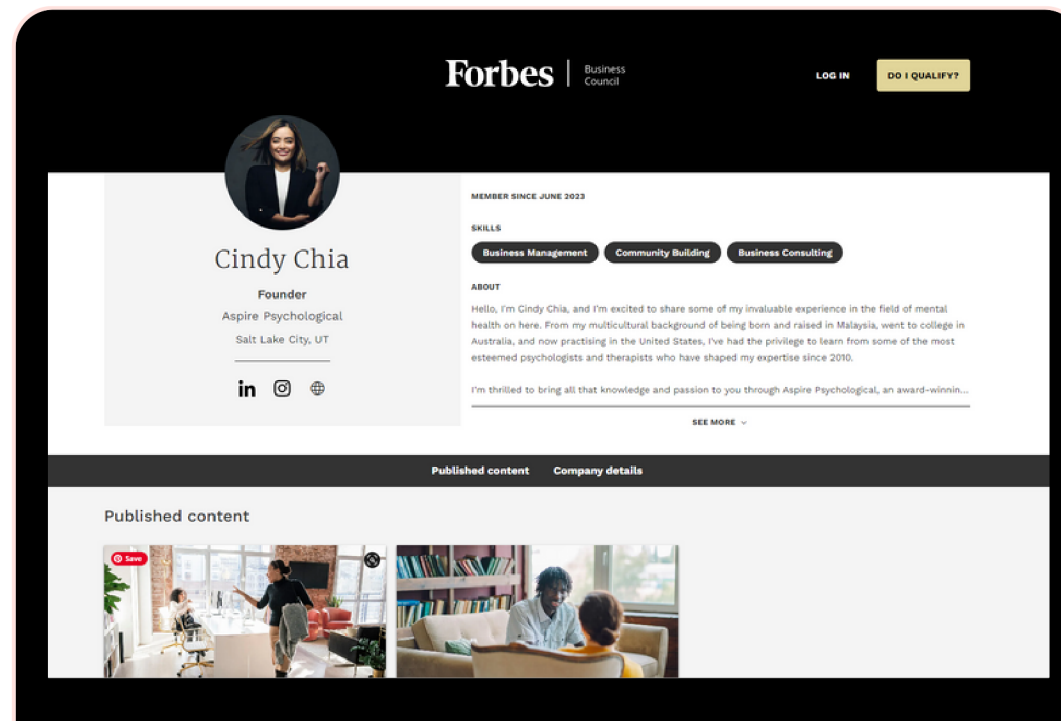
**** Analytics for 3 months.**

Case Study 02

Analytics Over 3 Months

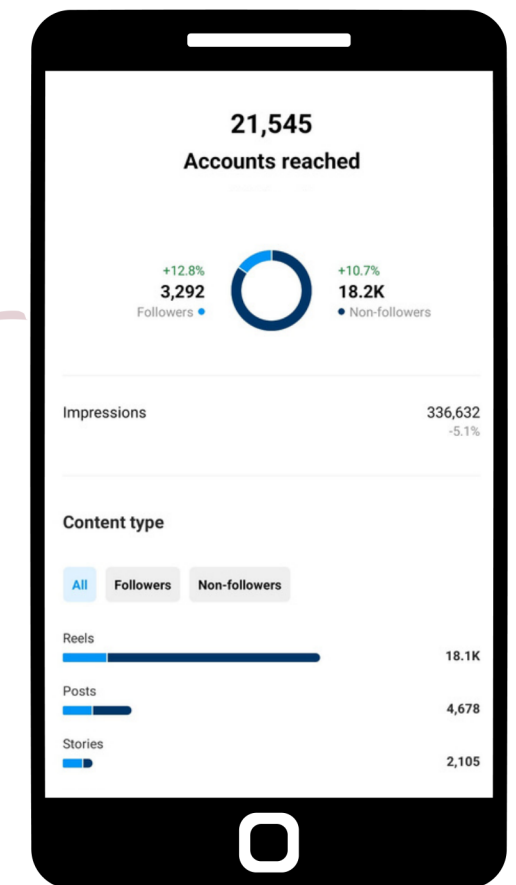


~ 2,000 ENGAGED

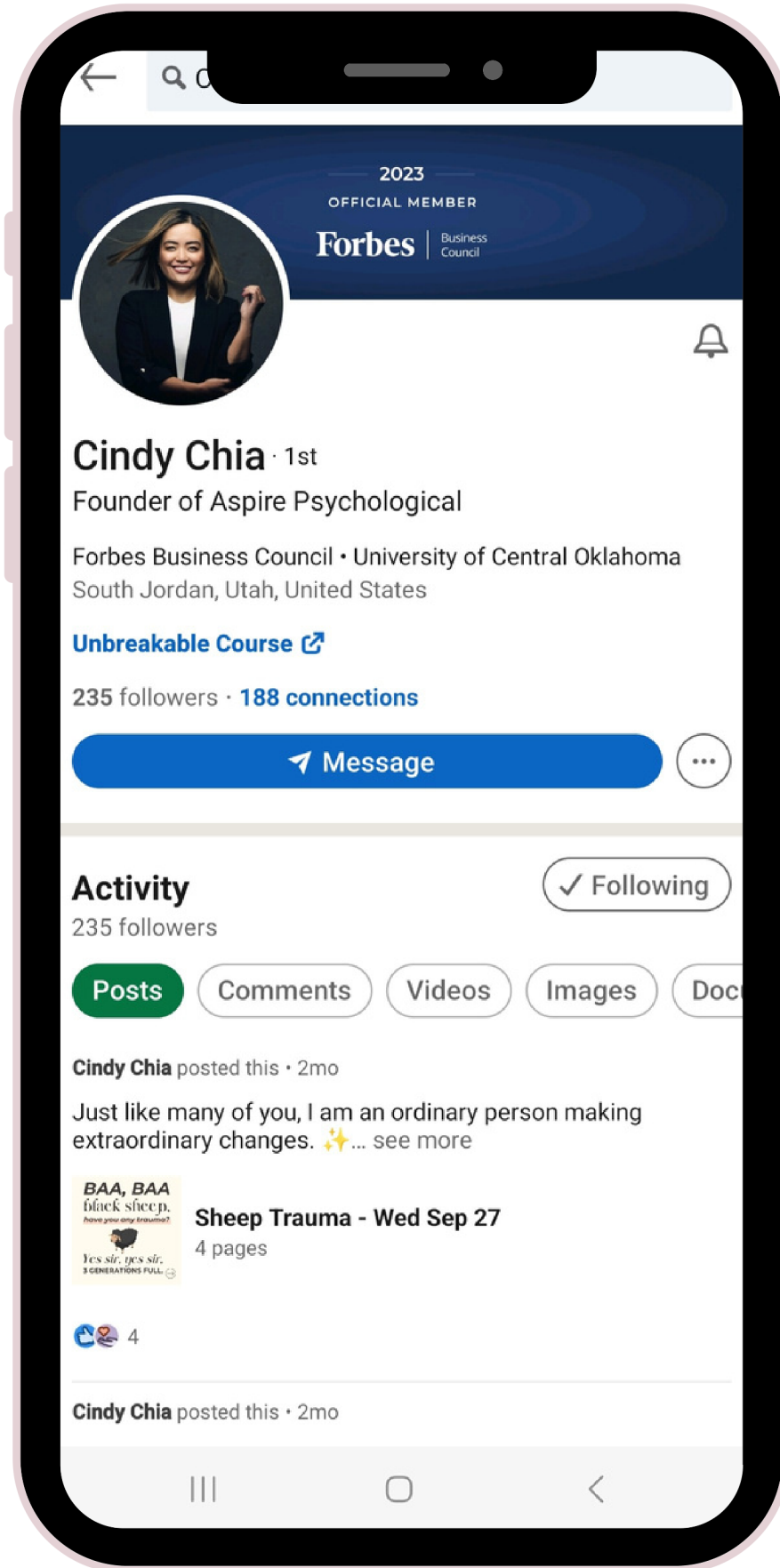


BECAME A MEMBER OF FORBES BUSINESS COUNCIL

~ 20,000 ACCOUNTS REACHED



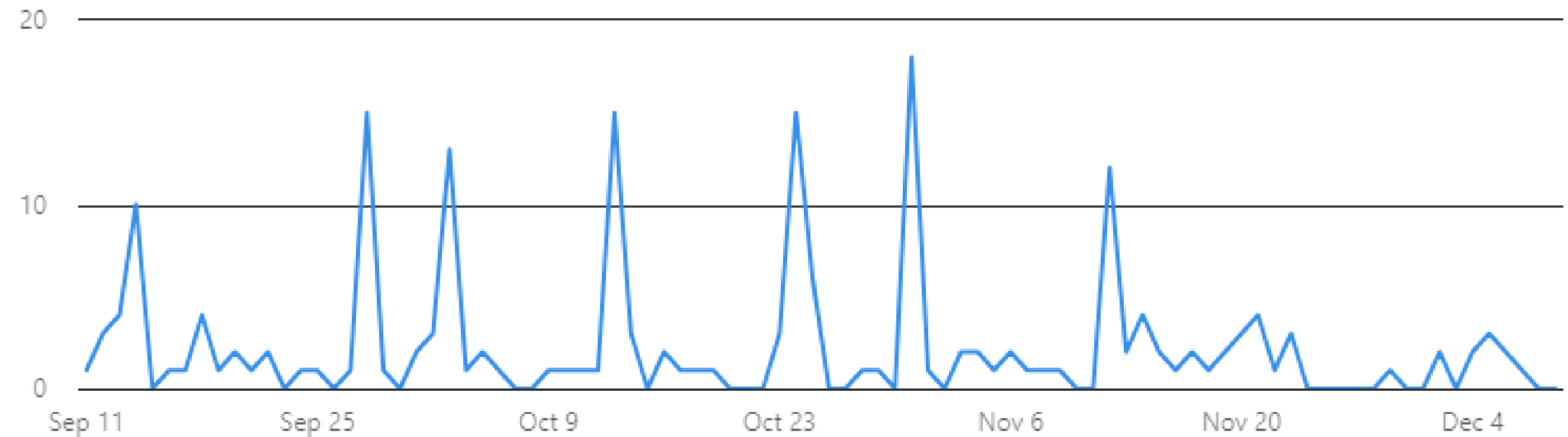
Case Study 02



235 [?]
Total followers
▲410.9% Past 90 days

New followers [?]

Past 90 days ▾



Daily data is recorded in UTC

MORE EXPOSURE



Maureen Tran

Social Media Manager
for health & wellness brands



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@mtdigitalstudio

*Thank you for your time!
Feel free to contact me with any
questions.*

-M. Tran

