

PORTFOLIO



Adriana Sim

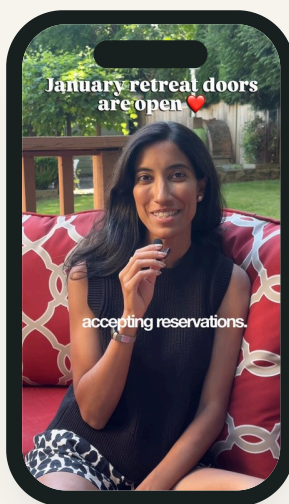
DENTAL CONTENT HOUSE

Instagram for an egg freezing retreat in Mexico City

The Fertility Co-Living runs three-week egg freezing retreats, priced above \$8,000 per participant.



Retreat recap
Reel



Founder announcing January dates
Reel



What past guests said
Carousel

8.5%

Average follower growth every month, sustained for five months and well above the industry average.

51.4%

follower growth in five months

85,764

content views

67.2%

of the audience in the US and Canada

WHAT I DID

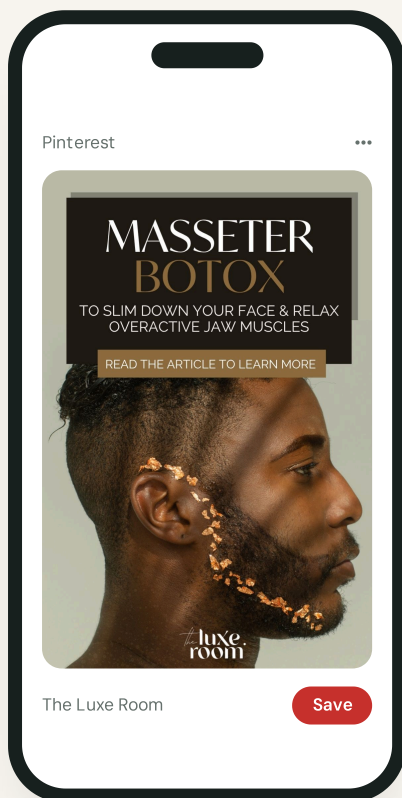
Strategy, trend research, scripts and filming guidance, reel editing, carousels and static posts, scheduling, community management and monthly reporting.

"I noticed leads are saying yes quicker on discovery calls and raise fewer objections."

ALIZA VIRANI, FOUNDER

Pinterest, blog articles and website copy

A year and a half on the in-house marketing team at The Luxe Room, an Inc. 5000 med spa in Denver, plus the full website for The Lads Room, a men's aesthetics brand.



Masseter Botox
Pin linking to a blog article



Botox for men
Pin linking to the price list



Exosomes
Pin linking to a blog article

150k

monthly Pinterest views, built from zero in under nine months. A year after the work stopped, the account was still getting around 80k a month.

COPY

Every page of The Lads Room website and its blog, plus treatment articles for The Luxe Room blog.

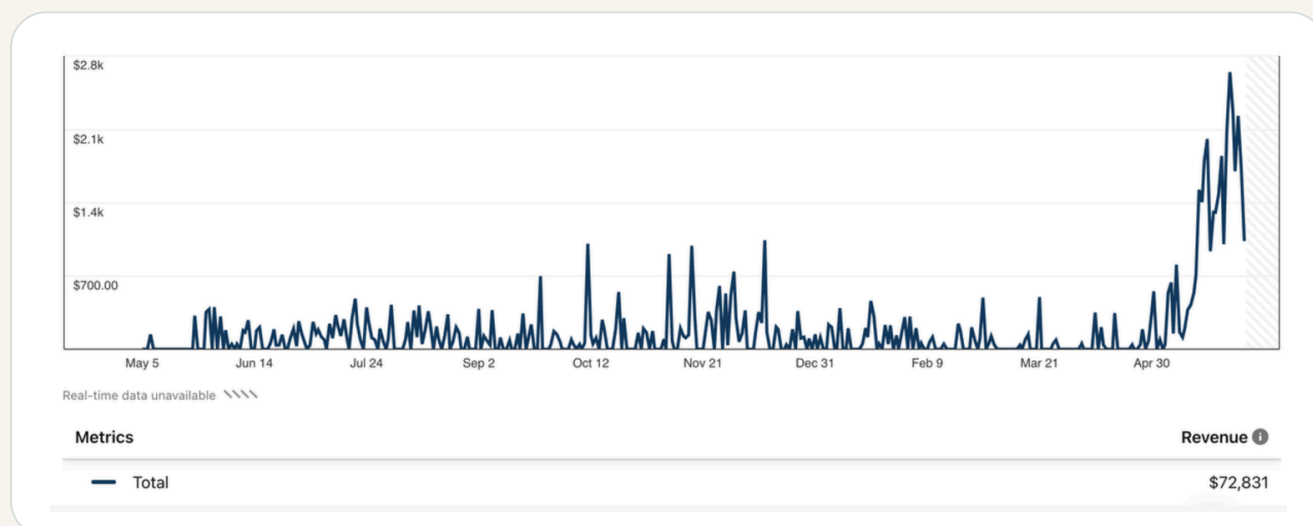
[The Lads Room website](#)

[The Luxe Room blog](#)

COMFRT

Organic Pinterest for a viral hoodie brand

Comfrrt has sold over 15 million hoodies. I ran their organic Pinterest: the strategy, the pin creative, titles and descriptions written for search, publishing and reporting.



Organic revenue from Pinterest, 12 months

Source: Pinterest organic report

\$72,831

organic Pinterest revenue in 12 months

“Working with Adriana on our overall strategy has been incredible. We've seen exceptional growth since bringing her on — her professionalism, eye for detail, and overall ease to work with is honestly on another level. She just gets it, and the results speak for themselves.”

BRAD MATHERS, THE LUXE ROOM

“Adriana helped me launch my keepsake trunk business on Pinterest and she is extremely knowledgeable about the platform. Adriana is both analytical and creative so she was able to guide both aspects of marketing my brand. Adriana is very responsive to emails and conscientious of deadlines and I recommend her very highly.”

GAYLE SLONIM, MEMORIZE

“Adriana has a great eye for visuals and the right content and wording. I had a similar post before but as soon as we started putting her on my feed I immediately received comments! She was very flexible in adapting to my vision of my IG feed”

SHELLY SHARON, MOTHER WOUND
THERAPIST

DENTAL CONTENT HOUSE

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