Portfolio

BURNT TOAST DIGITAL

BROOKE SANDERS



I am a Social Media Marketing professional and Account Manager, with over 7 years of experience in organic & paid social media marketing, community management, content creation and copywriting.

I have worked across several industries including: not-for-profit, influencer, retail, sports, finance, photography, entertainment and construction/building & design.

Introduction



I’ve had the pleasure of managing vibrant communities across a variety of platforms, including 140,000+ followers on Facebook, 90,000 on Instagram, and 8,000 on Twitter, along with smaller, high-impact audiences on LinkedIn and TikTok.

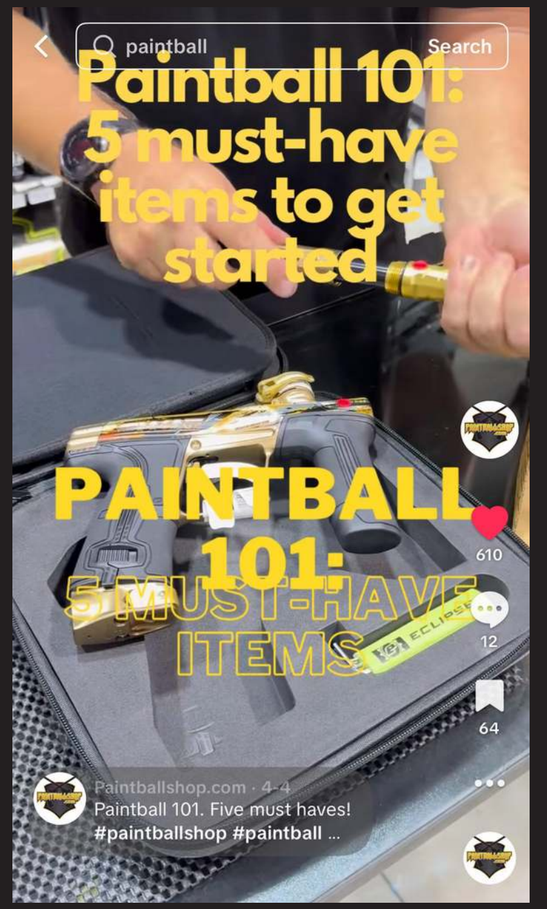
From growing channels and sparking meaningful engagement to crafting compelling content and managing brand reputation, I’ve helped clients elevate their social media presence.

My experience spans strategy and execution, including content creation, copywriting, community engagement, and paid advertising across Instagram, Facebook, Google, TikTok, LinkedIn and Twitter.

WELCOME TO MY PORTFOLIO

CLIENT WORK - PAINTBALLSHOP.COM

Responsible for content creation, including filming TikToks/Reels, copywriting, scheduling of social media posts - organic and paid.



18.1k views
639 likes
Organic on TikTok

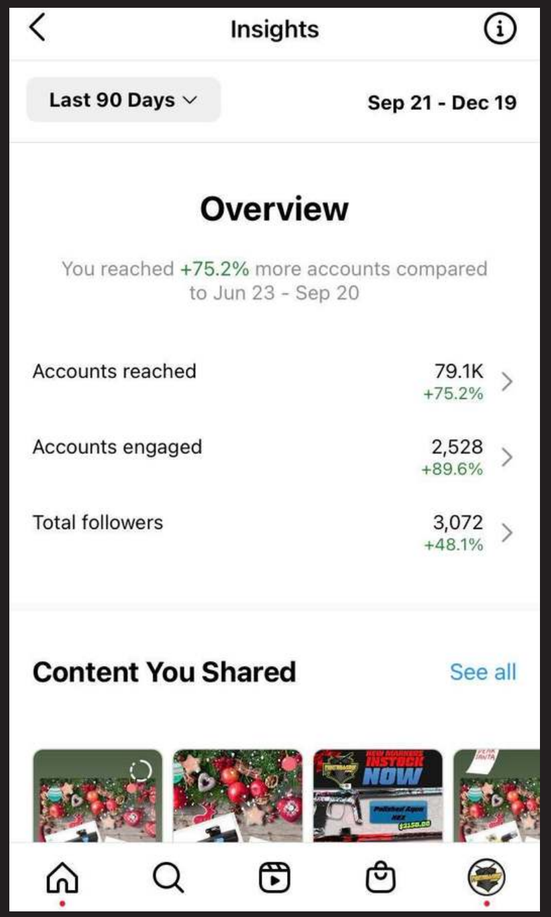


39.6k views
944 likes
Organic on TikTok

CLIENT WORK - PAINTBALLSHOP.COM

Growth in followers on the Facebook platform over the last two years.

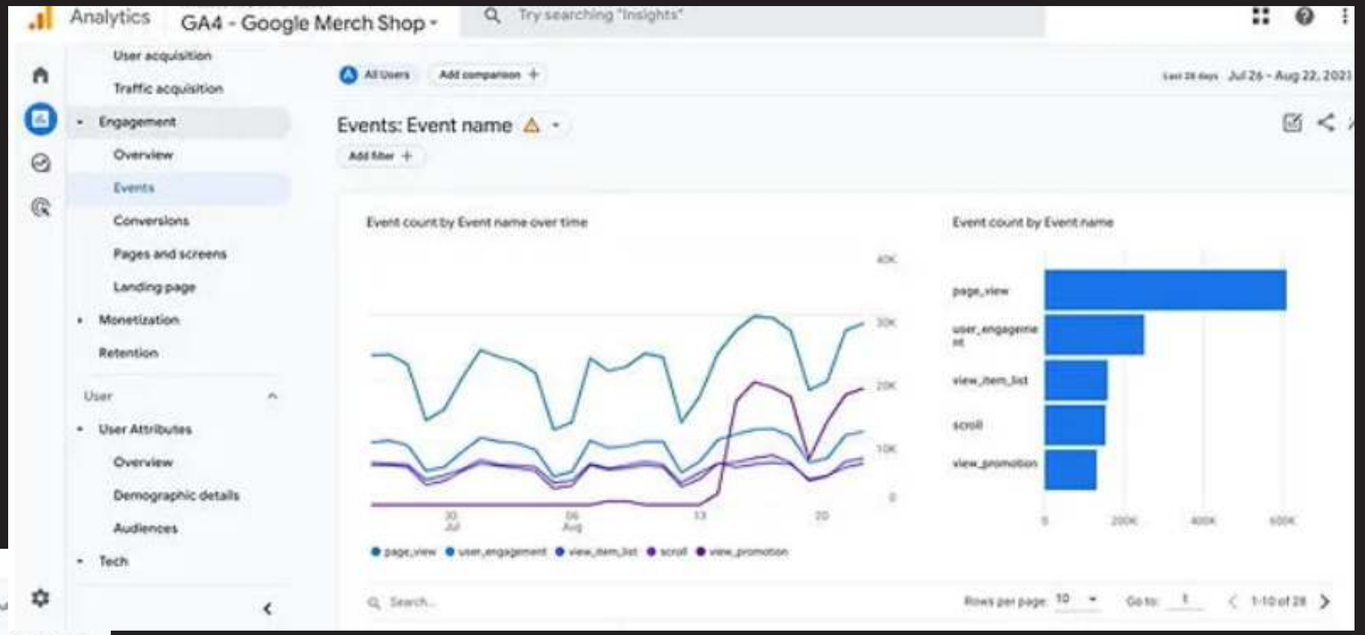


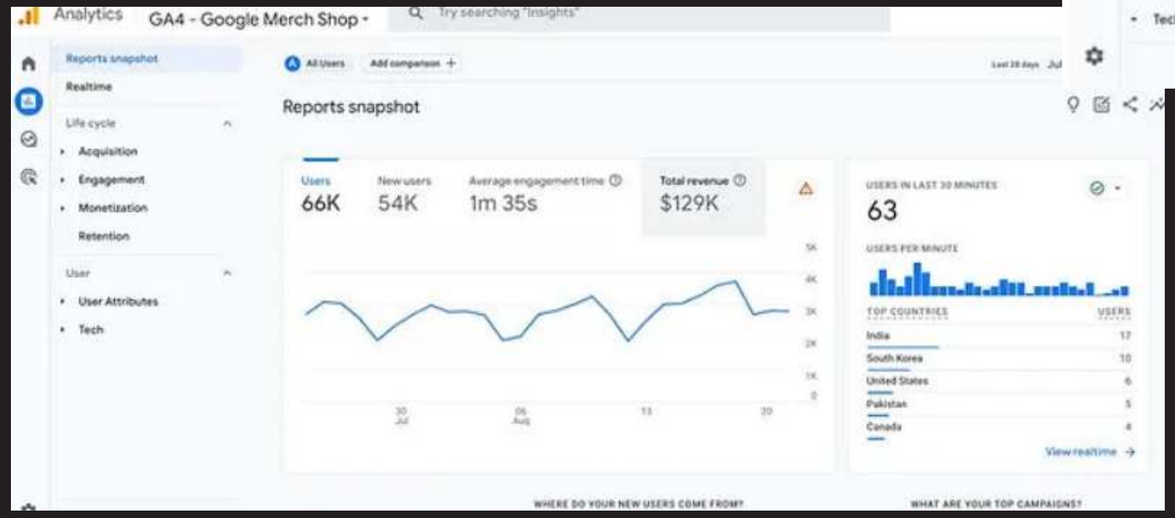


There has been substantial growth across the IG platform over the last 3 months.

CLIENT WORK - PAINTBALLSHOP.COM

GA steady growth in engagement, and overall.





GROWTH ASSOCIATION - PBS

Organic Social Media

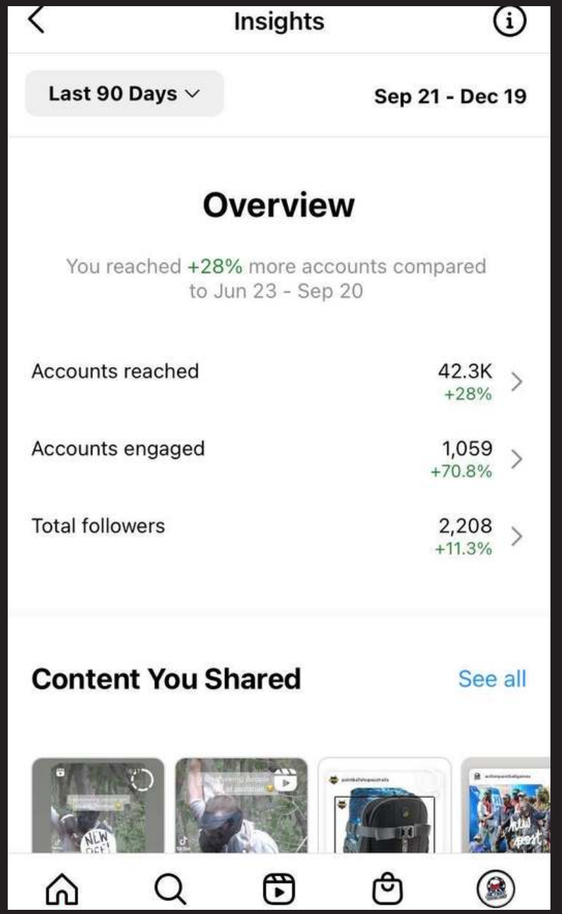
- Content planning for 3-5 days a week in Hootsuite with posts across Facebook, Instagram, LinkedIn, Twitter, Pinterest and TikTok.
- Proactive social media engagement and reputation management on all social media platforms.
- Filiming of content for TikTok and repurposing on Reels to save costs.

Paid Social Media

- Successfully created and launched several campaigns across Facebook, Instagram and tested on LinkedIn.
- Created multiple target audiences to meet each campaigns need.
- Optimisations of each campaign.
- Reporting.

CLIENT WORK - ACTION PAINTBALL GAMES

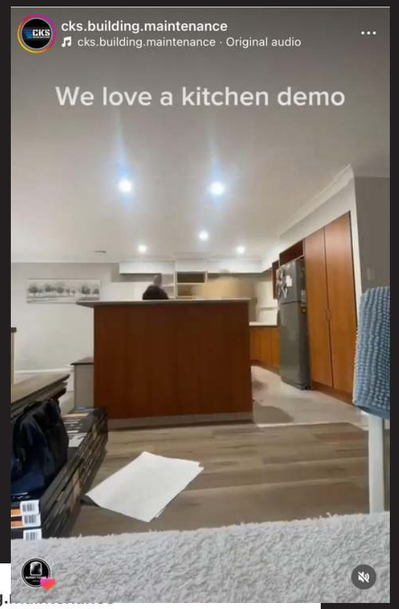
- By managing their Instagram page, i was able to grow it's following by 11%, boost engagement by 70% and reach 28% more people within 3 months organically and by boosting Reels.
- Gained 481 new followers as a result of boosting and proactive engagement with profiles following similar sports pages on Instagram.
- Basic image and video editing of assets.
- Copywriting and monthly reporting.



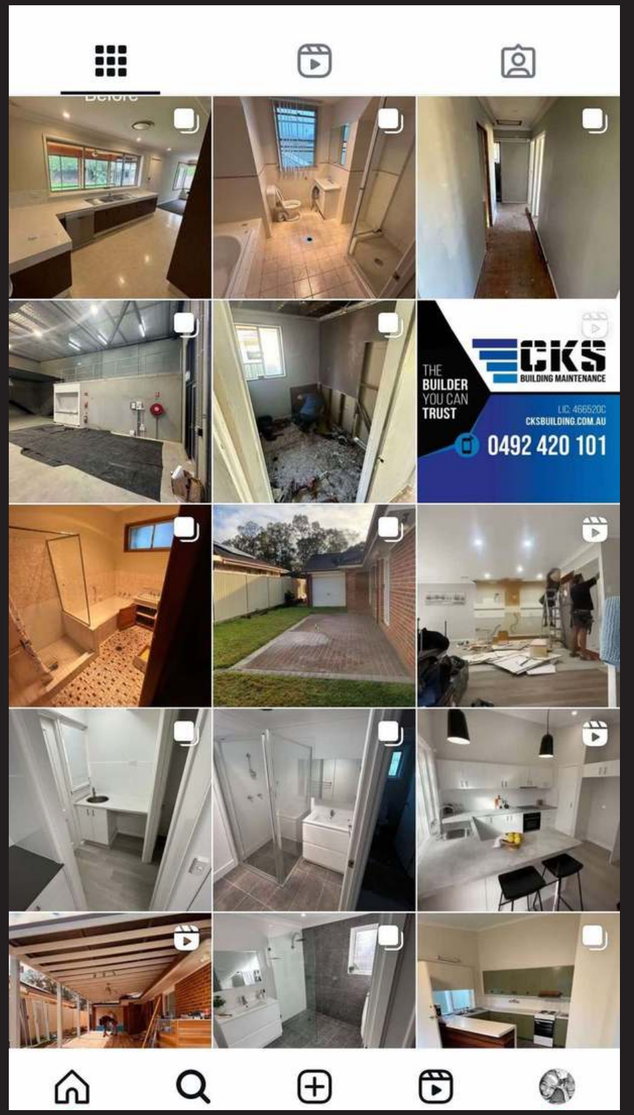
13.2k views
187 likes
Boosted on Reels

CLIENT WORK - CKS BUILDING MAINTENANCE

- Paid content - content creation, copywriting, optimising paid campaign.
- Content planning for 4 posts per week on Facebook and Instagram building Brand Awareness.
- Proactive engagement on both profiles.



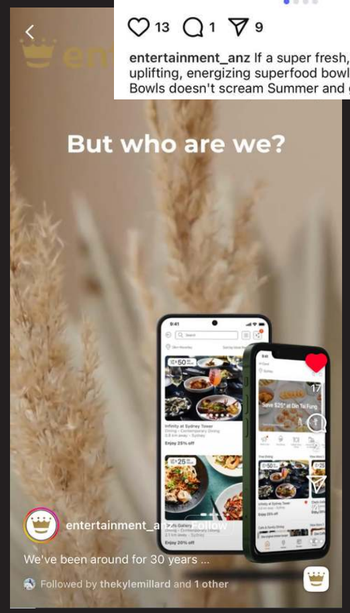


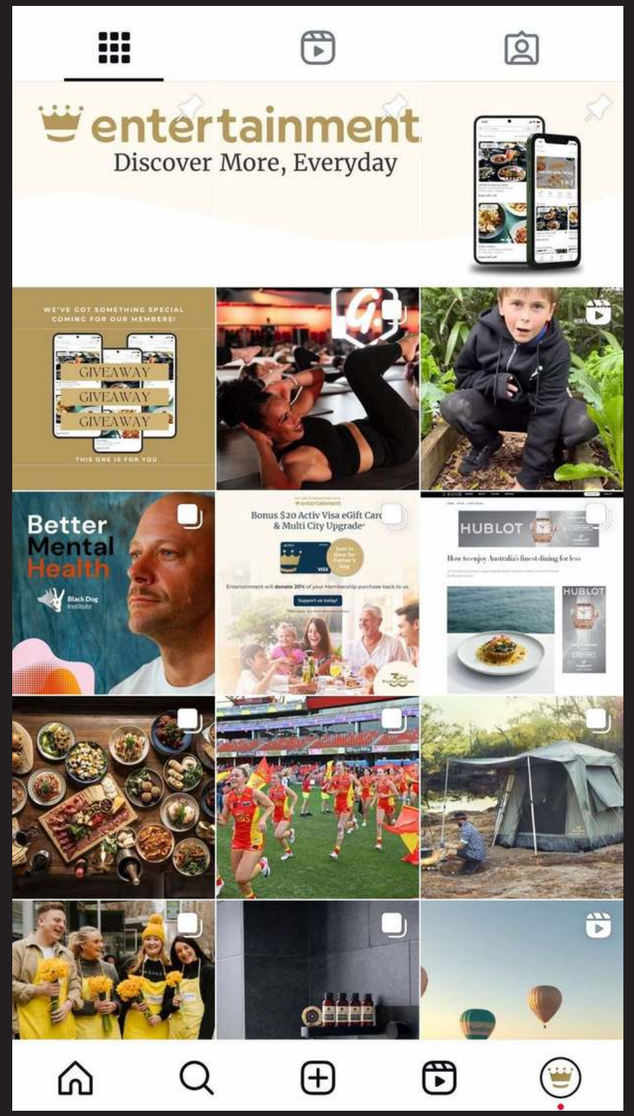


CLIENT WORK - THE ENTERTAINMENT APP

- Paid and organic content - content creation, copywriting, optimising paid campaign.
- Content planning for 4-5 posts per week on Facebook and Instagram building Brand Awareness.
- Building focus on Fundraising.
- Managing a small team.



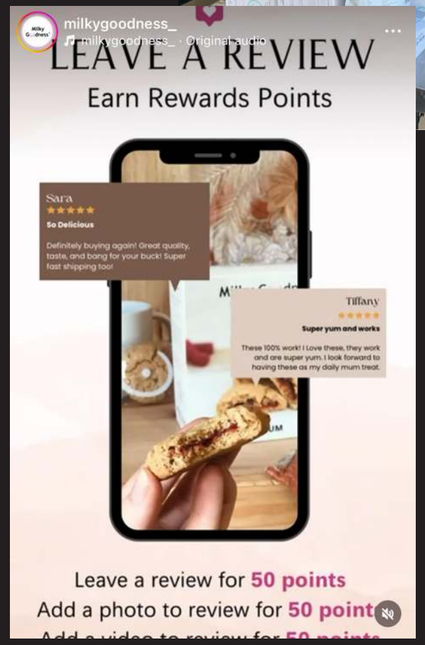


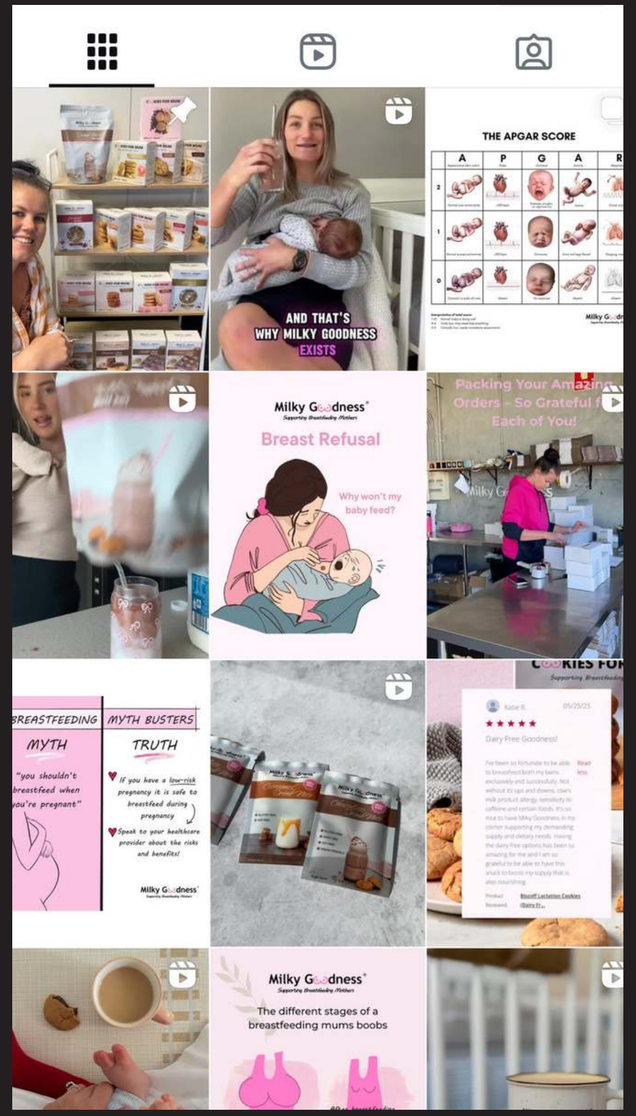


CLIENT WORK - MILKY GOODNESS

- Organic content - content creation, copywriting, creating infographics.
- Content planning for 7 posts per week on Facebook and Instagram building Brand Awareness.
- Building the TikTok platform.
- Building the online community hubs.
- Managing the Influencer marketing.



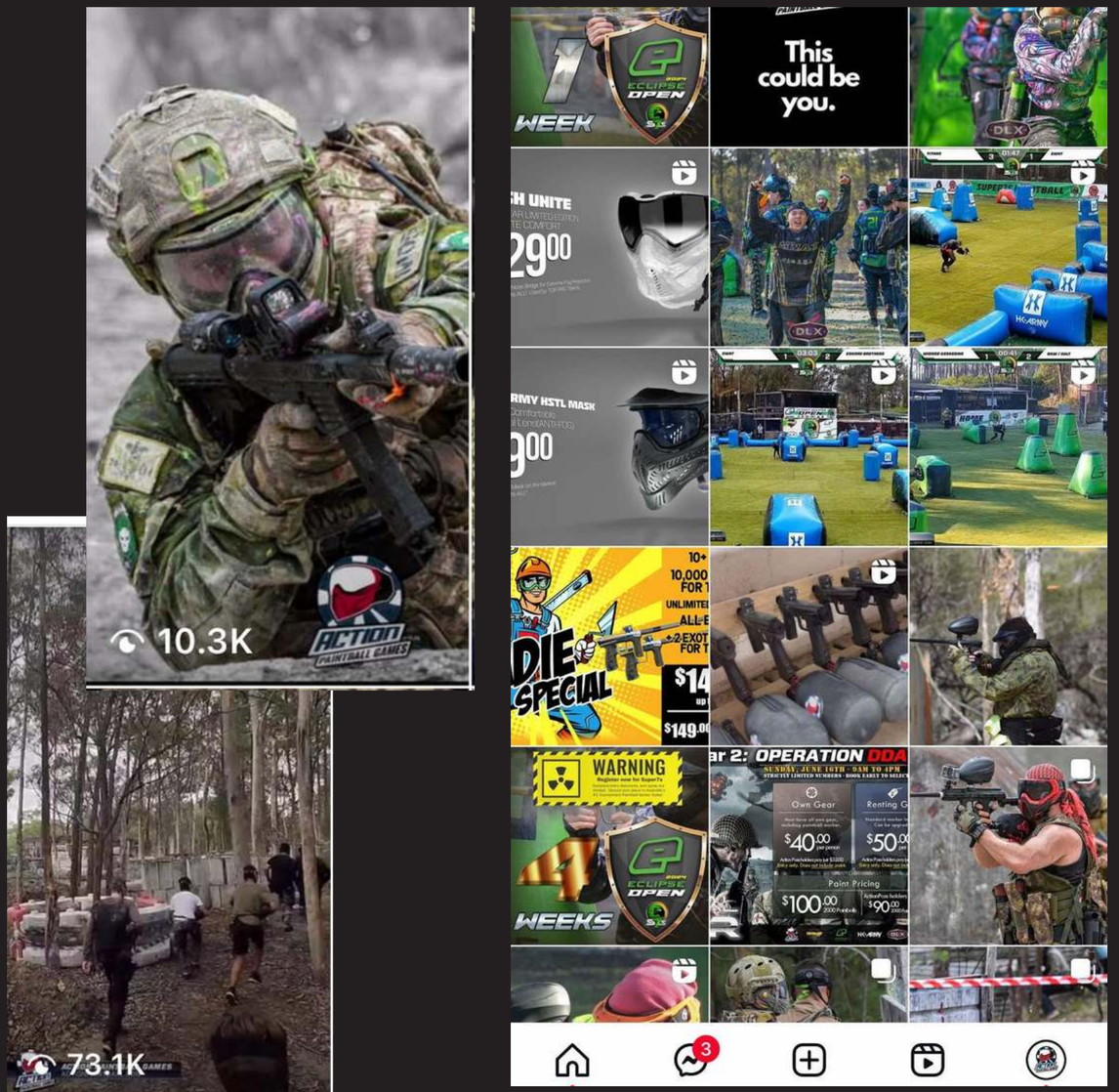




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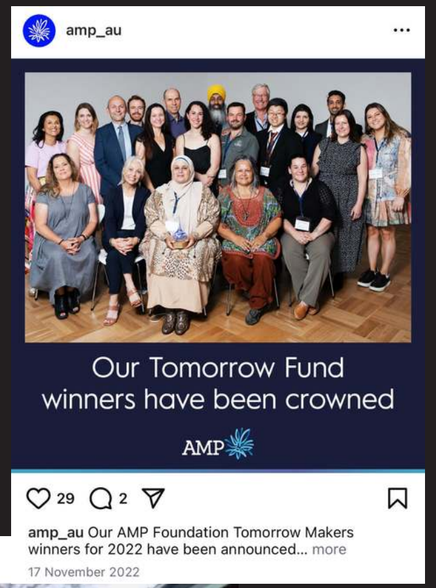
CLIENT WORK - ACTION PAINTBALL GAMES

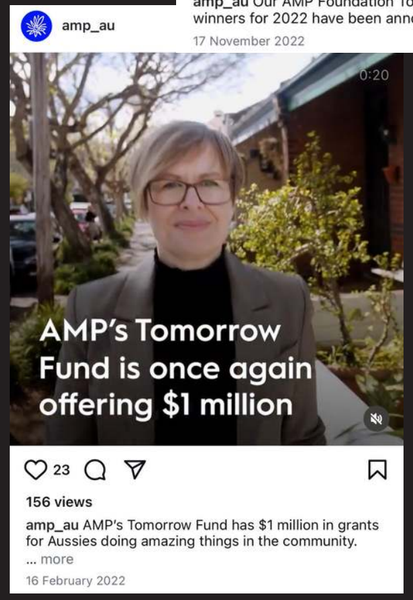
- Paid content and organic- content creation, copywriting, optimising paid campaign.
- Content planning for 3-5 posts per week on Facebook,Instagram, TikTok and LinkedIn.
- Creating video content/editing video content.



CLIENT WORK - AMP AU

- Content planning for 3-4 posts per week on Facebook and Instagram.
- Proactive engagement on both profiles.
- Copywriting and basic image editing of assets.
- Monthly reporting.



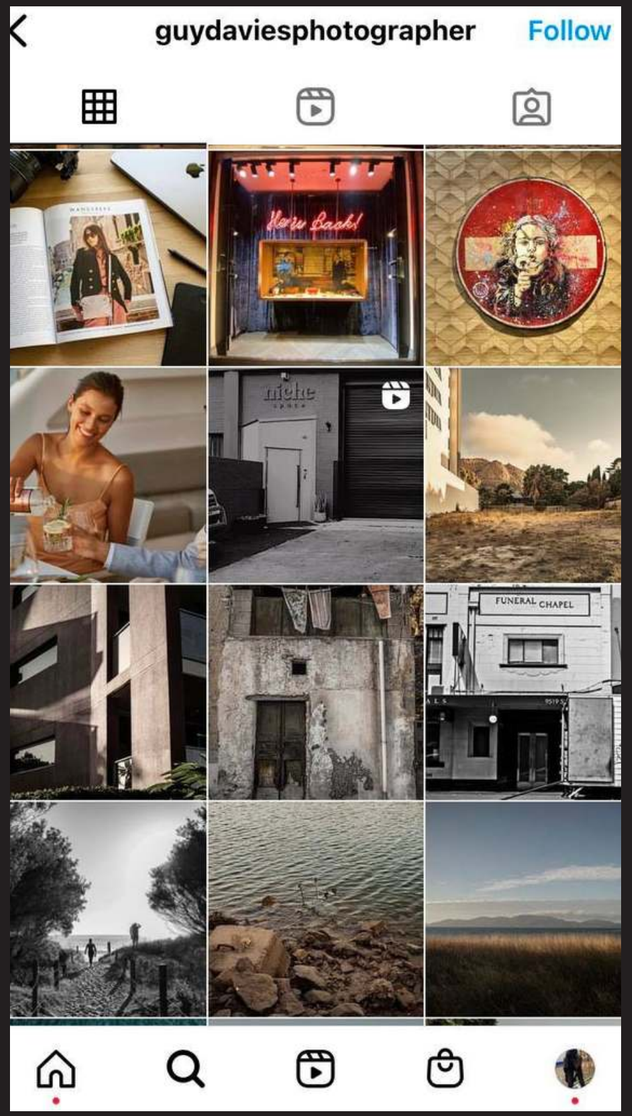




CLIENT WORK - GUY DAVIES PHOTOGRAPHY

- Content planning for 3-4 posts per week on Facebook and Instagram, with important focus on blending the colour scheme.
- Proactive engagement on both profiles.
- Copywriting for assets.





Portfolio





MY EXPERIENCE

- Social Media Strategy
- Content Creation (filming content, editing, creating imagery)
- Copywriting
- Profile Audit
- Keyword, Hashtag & Competitor Research
- Profile Optimisation
- Content Calendar Planning
- Social Media Advertising (Facebook, Instagram, Google, LinkedIn)
- Community Engagement
- Reporting



Let's work

TOGETHER

0421 098 892

burnttoastdigital@gmail.com

@burnt_toast_digital