



S O C I A L M E D I A M A N A G E M E N T

# PORTFOLIO



# TABLE *of* CONTENTS

01. Welcome

02. About Me

03. Mission & Vision

04. Services

05. Case Study

06. Portfolio

07. Process

08. Testimonials

09. FAQ

10. Discovery Call

# WELCOME

Hello and welcome! I'm Jana, and I'm delighted to share my journey and expertise in social media management with you. Thank you for requesting our portfolio and feeling curious in what we can offer you!

Please take your time to analyse our portfolio and feel free to contact us to set up a discovery call and/or a personalised budget to discuss your tailored package.





# ABOUT ME

I visualise a world where design does more than just please the eye. My vision stands as "Crafting Identities, Shaping Narratives." I deeply believe in the transformative power of visual storytelling, design and branding, aiming to make businesses not merely visible, but deeply felt and remembered.

## PROFESSIONAL BACKGROUND

Over the past 10 years, I've had the opportunity to work with a variety of brands, ranging from startups to well-established companies within different industries. My experience includes developing and implementing social media strategies, creating and curating engaging content, managing online communities, and executing successful advertising campaigns. I hold a Bachelors in community, media and design from. In my years of work I have come to learn that there are certain subjects businesses struggle most with. Which is finding a way to clearly tell their story. Getting more understanding on what it takes to start a business/brand, which aspects are important and how to reach people with this message.

## AREAS OF EXPERTISE

My areas of expertise include: Social Media Strategy: Crafting tailored strategies that align with brand goals and drive engagement; Content Creation: Designing visually appealing and compelling content that captures audience attention; Analytics and Reporting: Analysing performance metrics to continuously improve social media efforts. Aside from Social Media Management, I offer PR management, branding & design and digital marketing services.



# MISSION 01.

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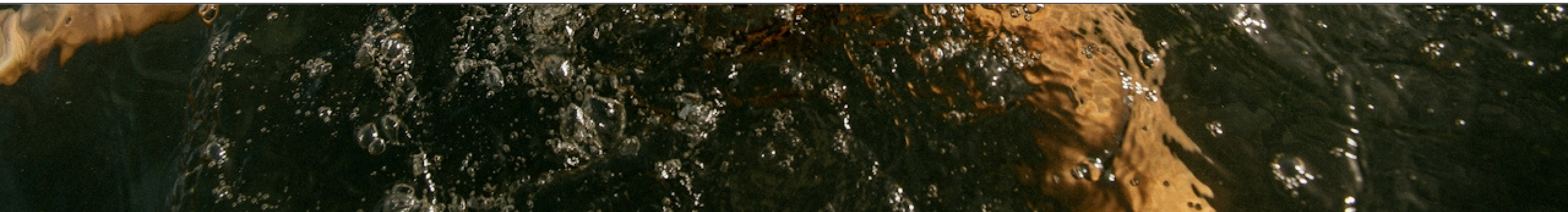
Unwavering Commitment to Quality: I strive to offer designs that meet the highest industry benchmarks, ensuring every piece is clear, adaptable, and timeless.

## 02.

Strategic Brand Building: More than just creating visuals, I delve deep into understanding the core values and aspirations of every brand I work with.

## 03.

Education & Collaboration: Empowering my clients is key. I aim to create a space where your vision and my expertise come together seamlessly.



# SOCIAL MEDIA SERVICES

<b>Content Creation</b>	<p>I create content that not only looks good but also delivers results. My approach is data-driven and tailored to meet your specific needs, ensuring that every piece of content aligns with your brand's goals and speaks directly to your audience.</p>
<b>Social Media Strategy</b>	<p>A social media strategy is a comprehensive plan designed to establish and enhance your brand's presence on social media platforms. This service aims to create a cohesive, goal-oriented approach to your social media activities, ensuring consistent growth, engagement, and success.</p>
<b>Social Media Ads Campaign</b>	<p>A social media ads campaign is a targeted and strategic effort to promote your brand, products, or services through paid advertising on various social media platforms. This service aims to increase brand visibility, drive traffic, generate leads, and boost sales through carefully crafted and optimized ad campaigns.</p>
<b>Social Media Management</b>	<p>Social media management involves overseeing and administering your brand's social media presence across various platforms to build a strong, engaged community and achieve your business goals. This comprehensive service includes content creation, audience engagement, performance analysis, and strategic planning.</p>

# OUR PROCESS

BRANDING & DESIGN

## 01 / Discovery

We'll schedule a discovery call to outline your project and visual goals, discuss your brand and set the deadlines. Please note that for one time service packages we require a 100% payment before starting a project.

## 02 / First Concepts

We will create a mood board to exchange ideas and share some inspiration. We will then create a first draft. And provide you with our strategy report

## 03 / Revisions

We will complete and refine the design through 2 or 3 rounds of revisions depending on your package.

## 04 / Delivery and Launch

Depending on type of package, we will start delivering/launching once all items have been approved.

# OUR PROCESS

## SOCIAL MEDIA MANAGEMENT

### 01 / Discovery

Our first discovery call is an opportunity to get to know each other and for us to gain more insights into your brand, your current position in Social Media challenges.

### 02 / Proposal

After our consultation we will provide you with a detailed proposal catered to your wishes and our recommendations that will help you elevate your brand to success online.

### 03 / Contract & Invoicing

Once you're ready to proceed we will provide you with our contract and first invoice. All our management packages start off with a 4 month cycle, after 4 months you can revise our services each month.

### 04 / Onboarding

Next we will provide you with a brief brand onboarding document. These documents ensure you that you have all the information you need for a successful start.

### 05 / Questionnaire

Then we will send you our questionnaire to gain all insights into your brand's unique assets, preferred style and social media goals.

### 06 / Social media strategy

When the questionnaire is filled out, we will start working on your strategy.

### 07 / Content creation & Planning

As soon as the strategy is aligned with your brand and approved by you we will start with our first design proposals. After this is approved we will start scheduling and planning your posts and providing you with a complete schedule per month.

### 08 / Posting & Engagement

At this stage the content will be posted to your feed and we will start engaging with your audience. Let your organic growth begin!

### 09 / Monthly analytics

Every month you will receive an in-depth analytic report, so you can track all results and succeed easily!



# OVERVIEW SERVICES

## **Embracing Design, Building Brand Identities**

In the intricate and captivating realm of graphic design and branding, my services are crafted to offer a holistic solution tailored to your unique needs. Every project I take on is approached as a collaborative journey, where your brand narrative meets my design expertise.

## **Here's a snapshot of the services I offer**

### **Brand Design**

The cornerstone of your brand identity. I create logos, fonts, color palettes and complete identities that are not just symbols but reflections of your brand's ethos and essence.

### **Print Design**

From business cards to brochures, posters to packaging - I craft print materials that leave a lasting impression and effectively communicate your brand message.

### **Brand Guidelines**

Consistency is key. I provide detailed brand guidelines to ensure your brand is represented cohesively across all touchpoints.

### **Brand Strategy & Consultation**

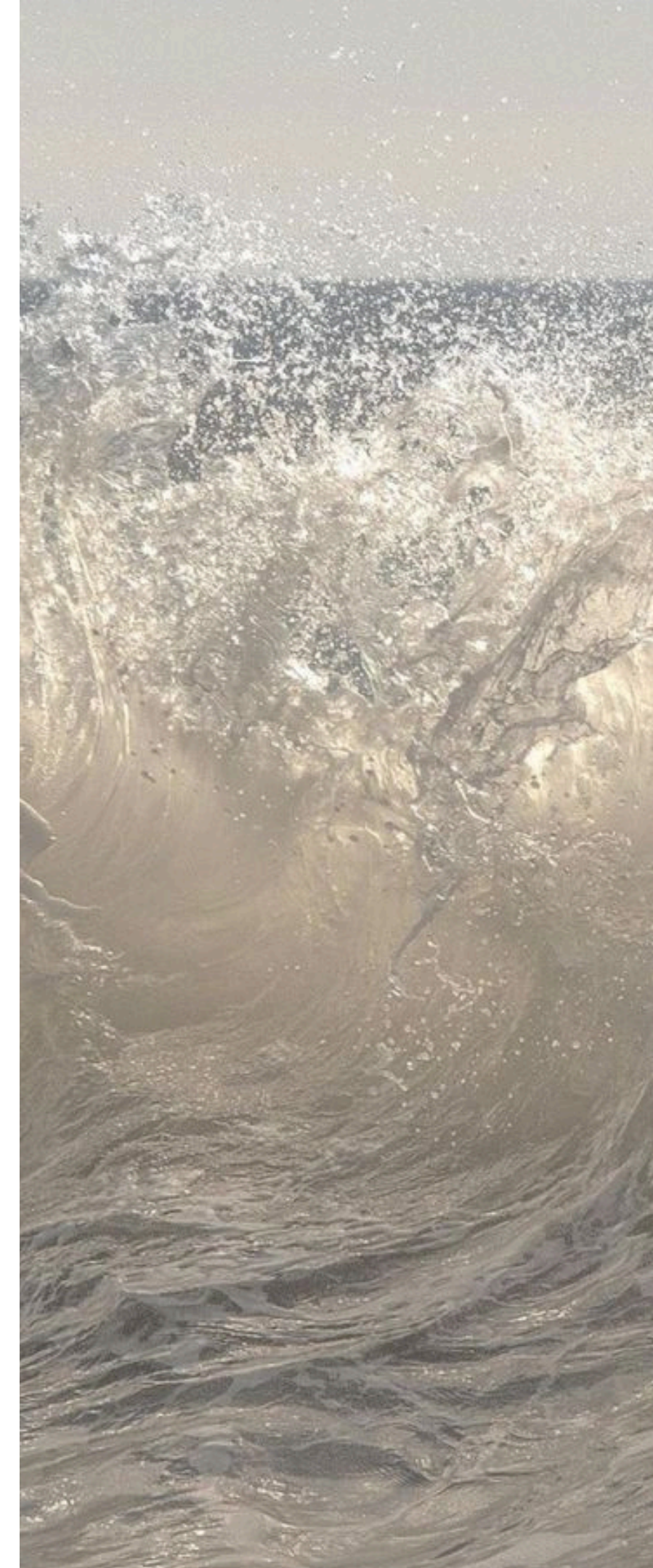
I'll pinpoint your brand's goals, target audience, and competitive landscape. This strategic foundation ensures that the designs align perfectly with your brand's direction.

### **Digital Design**

In an increasingly digital world, I design visually compelling and functional assets for web, social media, and other digital platforms.

### **Rebranding Services**

For brands looking for a fresh start or an evolution, I offer rebranding services to breathe new life into your visual identity.



# OUR TERMS

## We Are A Good Fit If

- ✓ You value communication and collaboration in the design process.
- ✓ You understand the importance of investing in quality design.
- ✓ You're open to feedback and suggestions based on my expertise.
- ✓ You're committed to a timeline and respect the process.
- ✓ You recognize the power of branding and its long-term impact.
- ✓ You're seeking a partnership, not just a transaction.

## We Are Not A Good Fit If

- ✗ You expect immediate results without iterative refinement.
- ✗ You're seeking the lowest possible price over value and expertise.
- ✗ You prefer dictating every design detail without flexibility.
- ✗ You're unable to commit to timelines or provide timely feedback.
- ✗ You see our partnership as an optional extra rather than a core necessity.
- ✗ You view our interaction as a one-time engagement with no follow-up.



A black and white photograph showing a close-up of a person's arm and hand. The hand is holding a dark, textured object, possibly a book cover or a piece of fabric. The background is a light-colored surface with a dark, repeating pattern. The word "PORTFOLIO" is overlaid in the center in a white, serif font.

PORTFOLIO



Prolific  
VILLAS - BOATS - TRANSPORT  
IBIZA

SERVICE & PRICING GUIDE



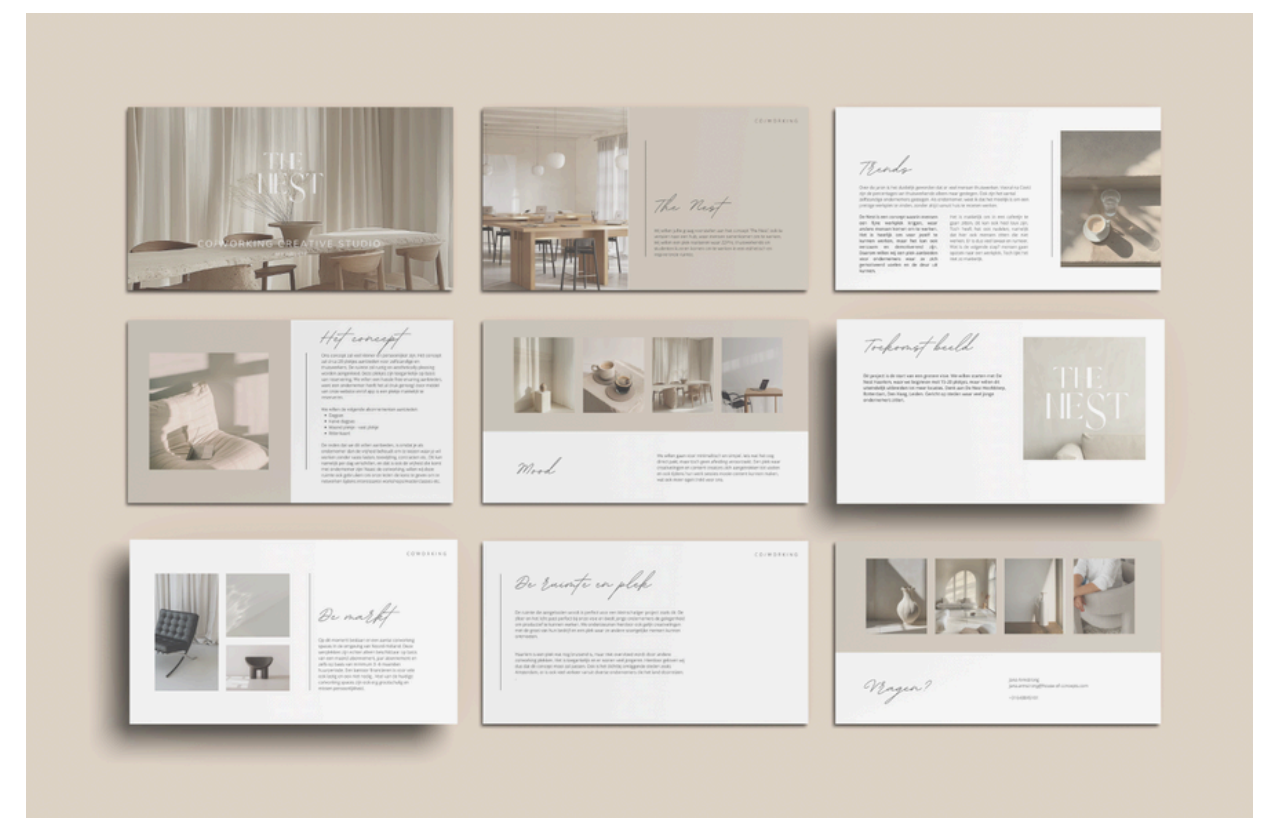


There are still open times in June, July, August, September and October for private guests.

to enjoy the mediterranean lifestyle, having time to reconnect with your own rhythm, with yourself and with nature.

If you long for spending some restful days and take a break from your daily life, **you are very welcome to join us in our little paradise** enjoying some quiet and relaxed time, receiving a **healing massage**, a **private yoga class**, emerge into **dancing and art making**, book a **Gestalt therapy session**, or simply let yourself flow with whatever calls you in the moment.

**Ibiza Moving Arts** is a little oasis in the middle of the countryside in the north of the island and we are happy to receive you as our guest. It has the charm of the old houses and radiates the authentic atmosphere of ancient times





COLOR PALETTE



FONTS



MOODBOARD INSPIRATION



FONTS

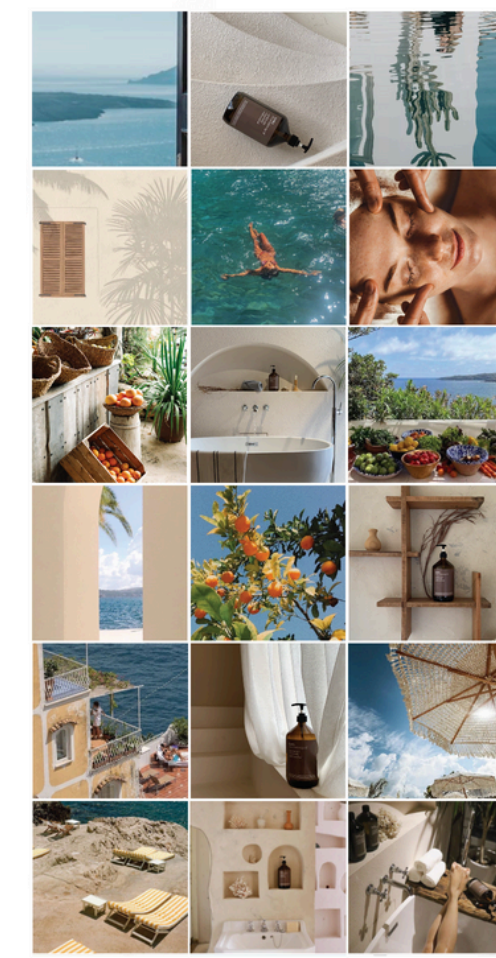
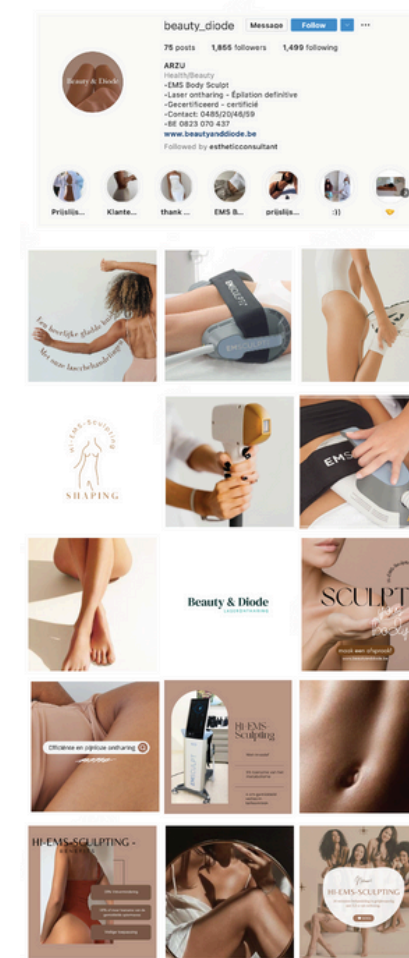
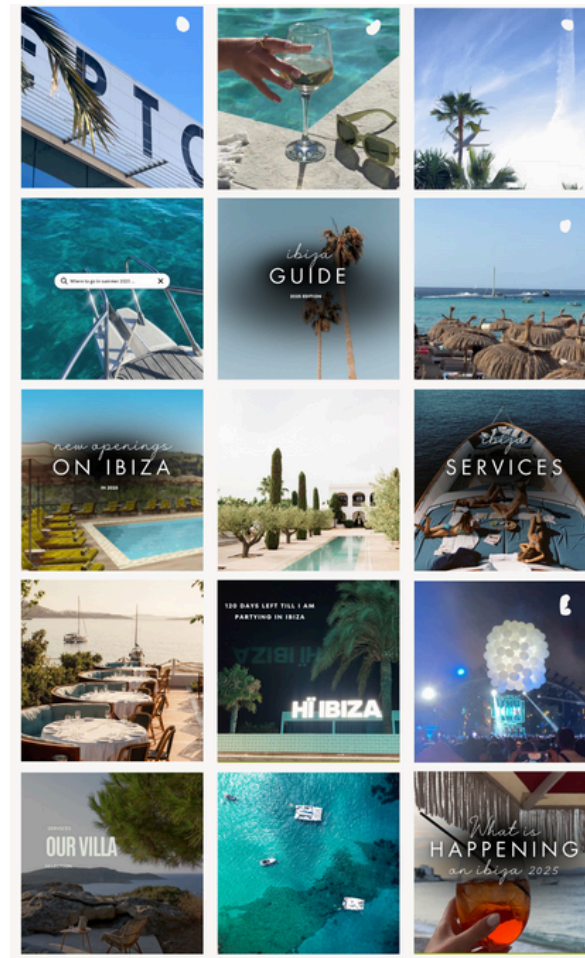
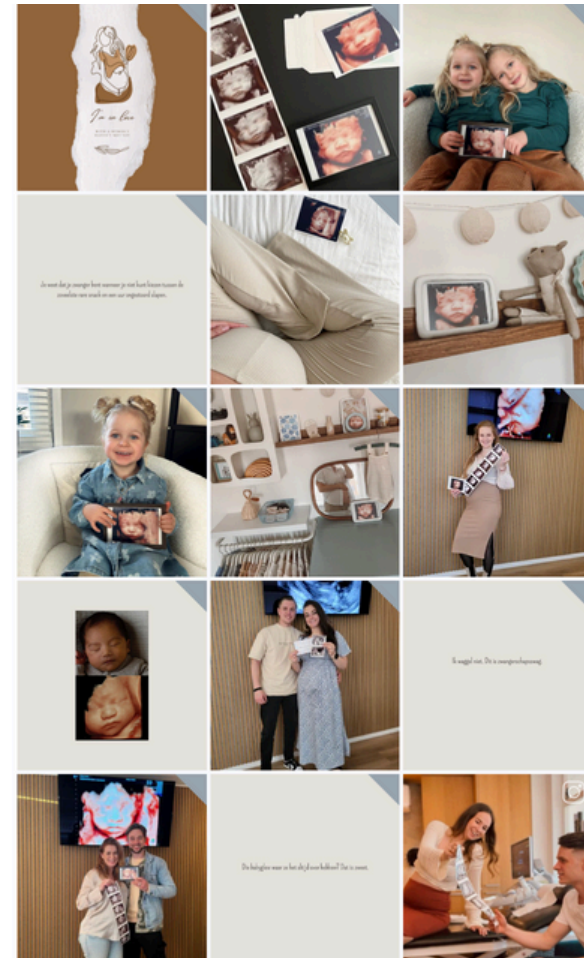


COLOR PALETTE



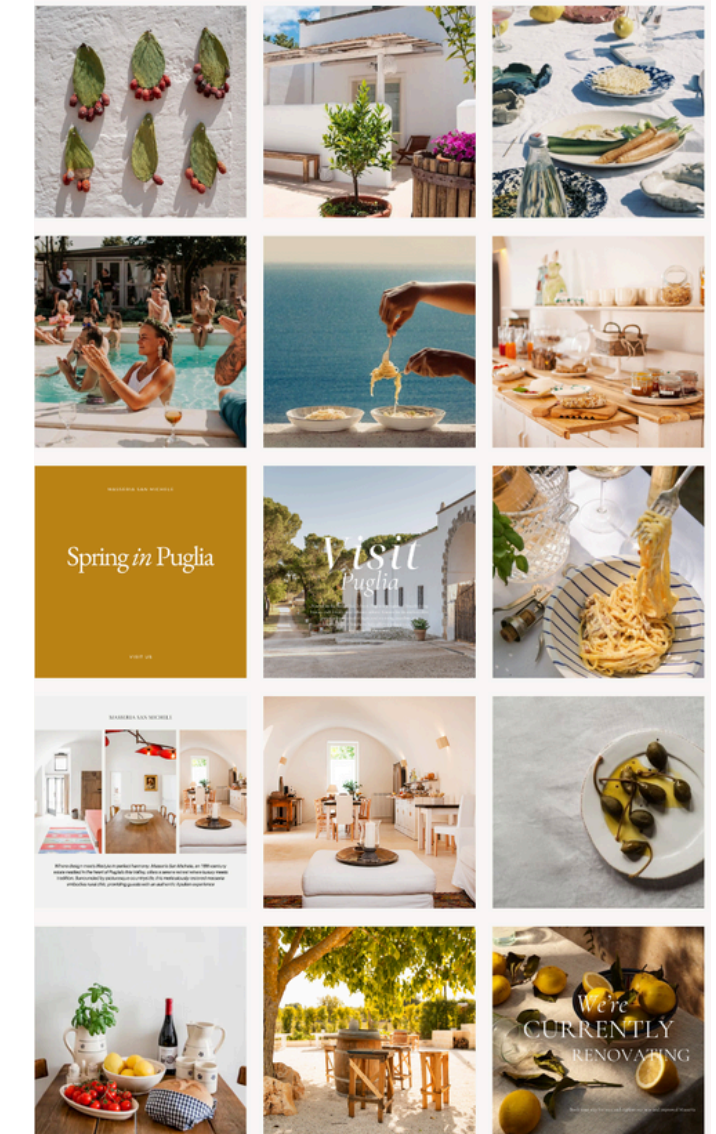
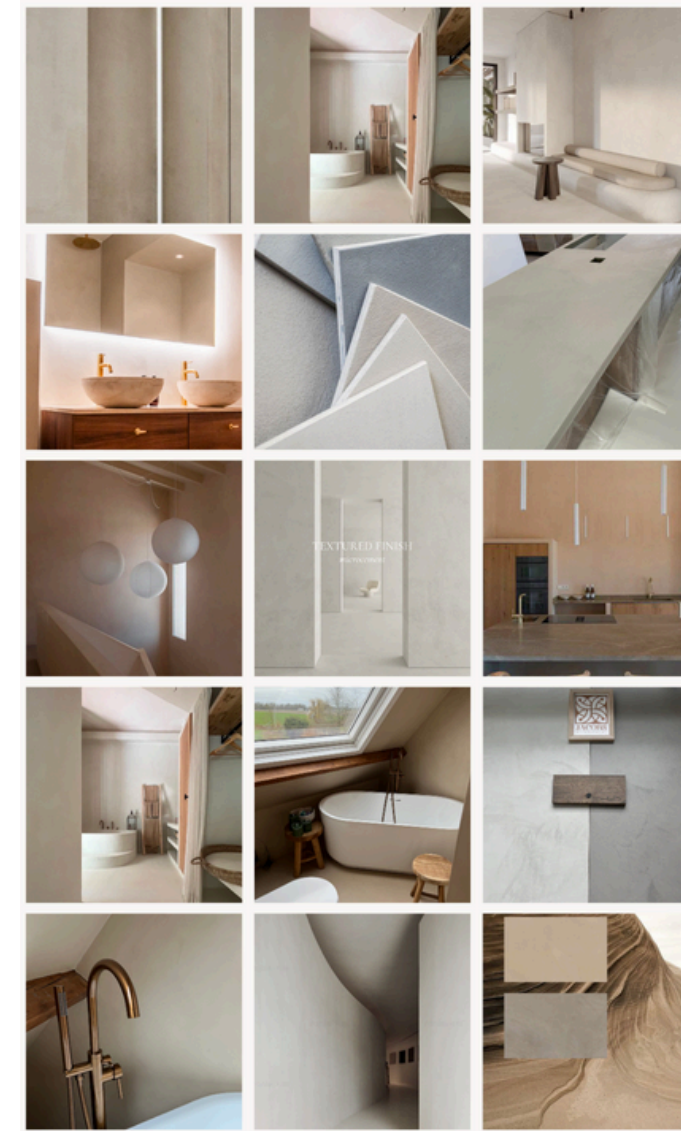
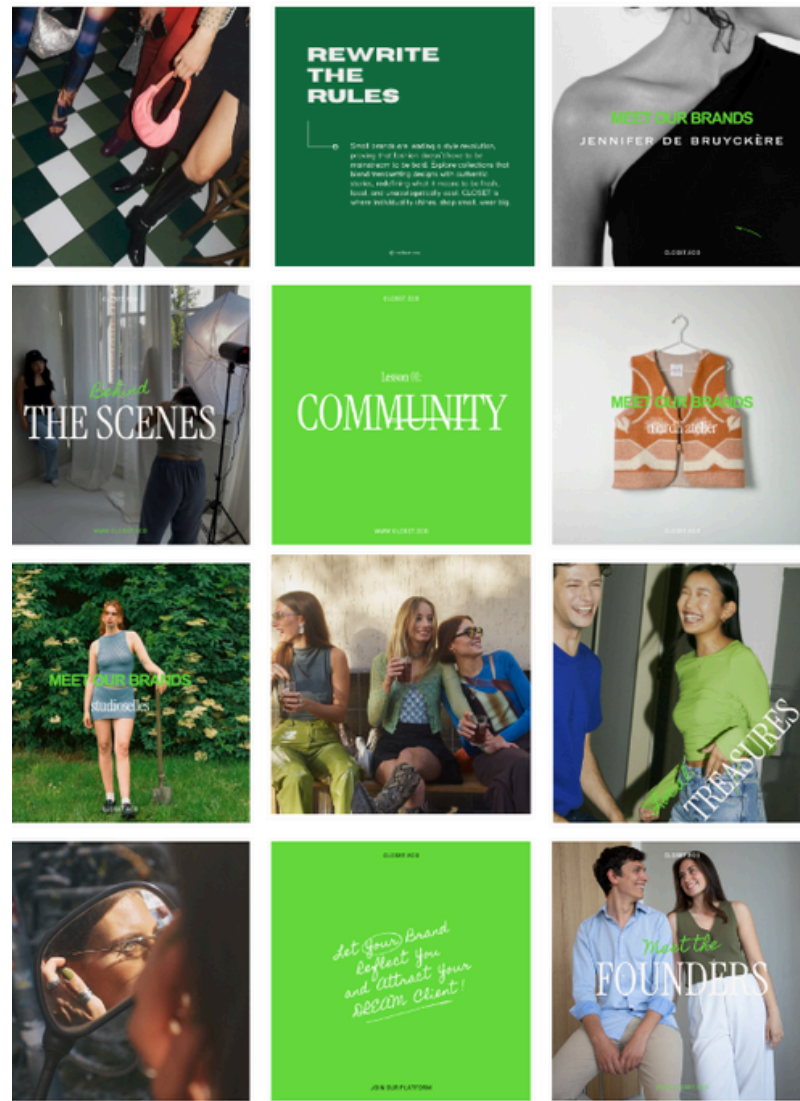
MOODBOARD INSPIRATION

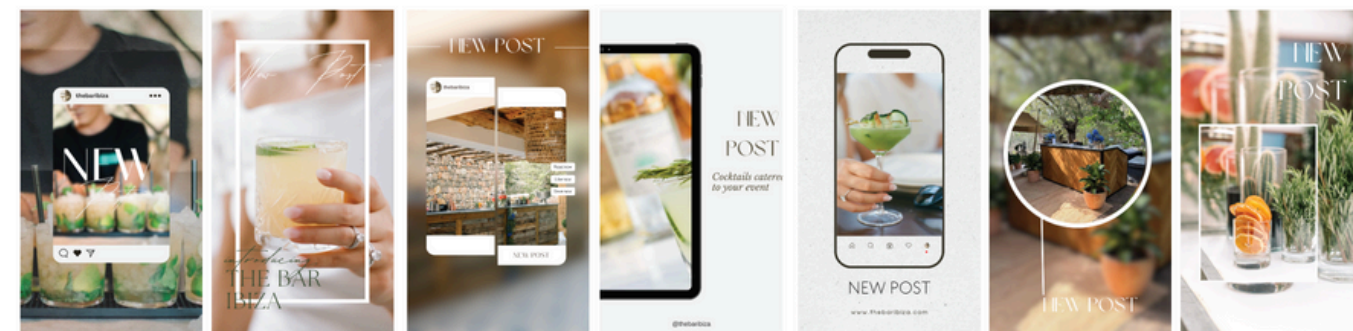
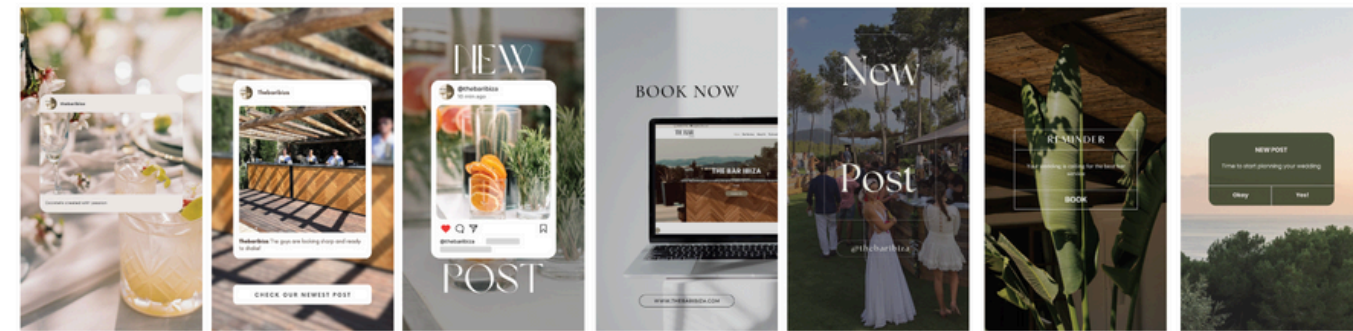
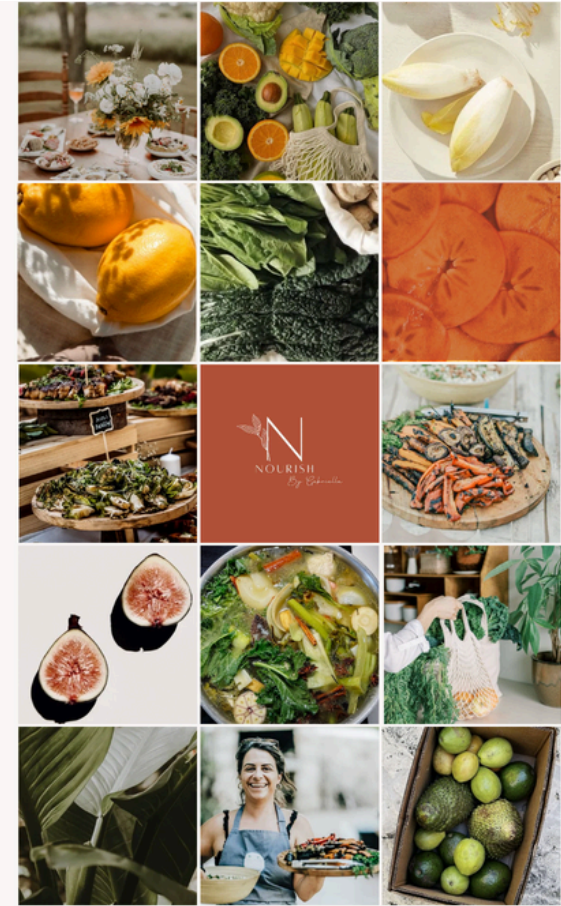
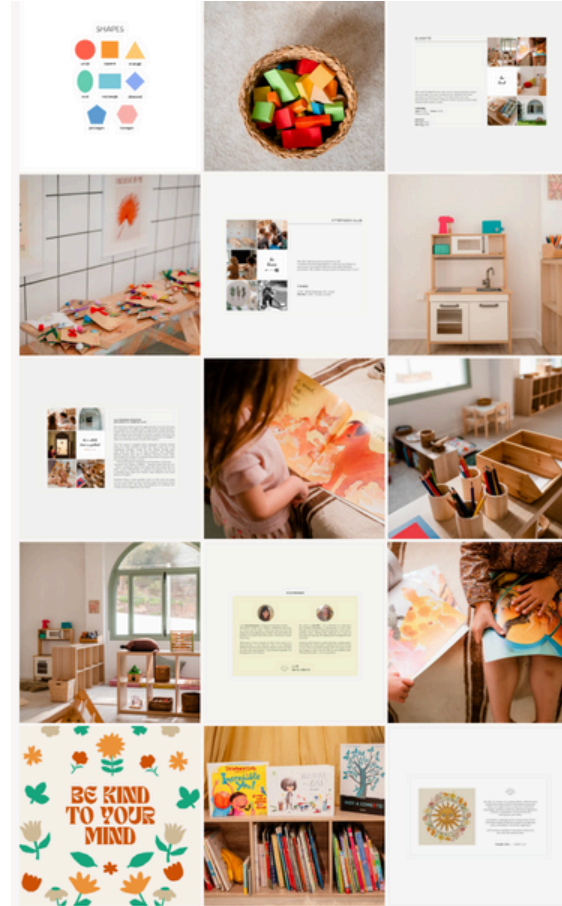








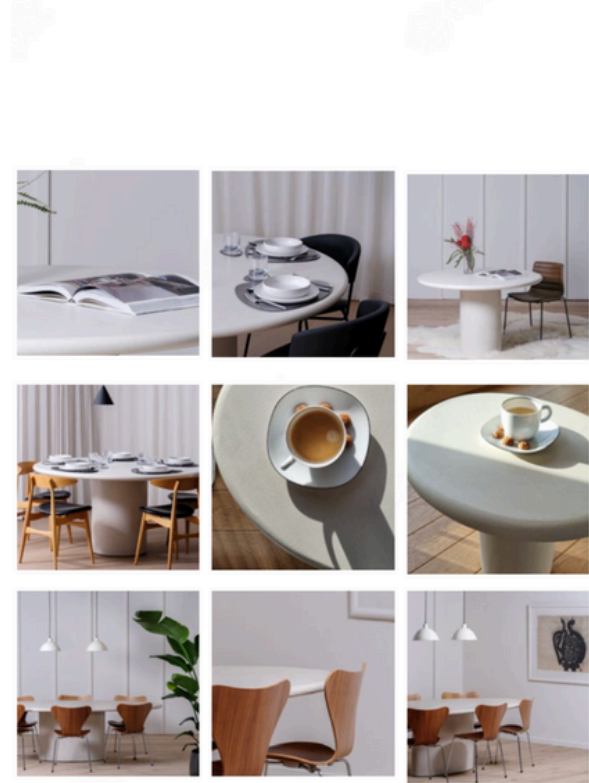




**bollo.furniture** Follow Message ...

6 posts 84 followers 540 following

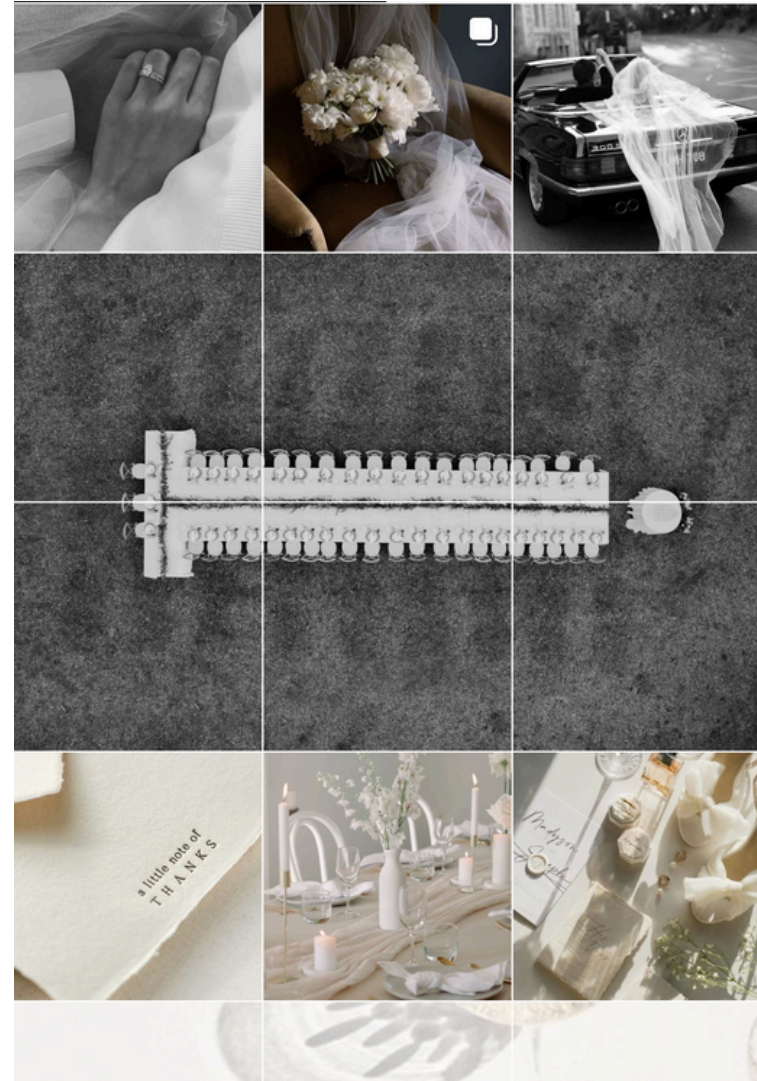
**Bollo Furniture**  
Product/Service  
Bespoke furniture  
Minimalistic & luxury  
Shop through DM  
Coming Soon



**zwinmedia** Follow Message ...

4 posts 108 followers 107 following

**Zwin Media | Print - Sign - Web - Branding**  
Media agency  
Wil je een super vette responsive website laten maken?  
Conversiegericht webdesign, eenvoudig in gebruik én vindbaar in Google!  
www.zwinmedia.nl



**tshkabrand** Follow Message ...

159 posts 100K followers 0 following

**TSHKA**  
Clothing (brand)  
An Exceptional Boutique, Elevating Your Wardrobe with Extraordinary Fashion Discoveries.  
Shipped Worldwide  
tshka.com

NEW IN COMM... COLLE...

**arhabstudio** Message Follow ...

138 posts 818 followers 733 following

**arhab studio**  
Architectural designer  
We offer a complete design experience through our services: architecture, interior design, consulting, furniture design and project management.  
arhabstudio.ro

WALL PANEL  
Discounter

NIEUWE  
COLLECTIE  
MARMERLOOK WANDTEGELS

SHOP  
NOW

WWW.WALLPANELDISCOUNTER.NL

shop now

www.wallpaneldiscounter.nl

Zelfklevende mozaiek tegels  
Kan jouw interieur een frisse wind gebruiken, maar heb je geen zin om je hele huis om te gooien? Dan bieden onze zelfklevende mozaiektegels de oplossing.

shop now

www.wallpaneldiscounter.nl

Marmerlook wandtegels  
Is jouw interieur toe aan een luxe touch? Dan zijn de marmerlook panelen de perfecte match.

WALL PANEL  
Discounter

NIEUWE  
COLLECTIE  
ZELFKLEVENDE MOZAIËK TEGELS

SHOP  
NOW

WWW.WALLPANELDISCOUNTER.NL

MICROCEMENT

TRENDS VOOR 2025

JACOBS

JACOBS

WARMNEUTRALE TINTEN

Ontwerpers geven de voorkeur aan warme neutrale kleuren zoals beige, taube, zachte terracotta en romige witten. Deze tinten creëren uitnodigende, gezellige ruimtes met behoud van een minimalistische uitstraling. Het combineren ervan met natuurlijke materialen zoals hout en steen versterkt de organische esthetiek

JACOBS

TEXTUUR

Naast traditionele gladde toepassingen winnen getextureerde microcementafwerkingen aan populariteit. Het introduceren van subtiele patronen, spaanstrepen of ambachtelijke technieken voegt karakter en diepte toe, waardoor elke ruimte een handgemaakte, unieke uitstraling krijgt.

JACOBS

LEVENDIGE KLEUREN:

Hoewel neutrale tinten overheersen, is er een opkomst van gedurfde microcementafwerkingen. Statementkleuren zoals smaragdgroen, diepblauw of gebrand oranje worden gebruikt om persoonlijkheid toe te voegen aan ruimtes, met name voor accentmuren, keukeneilanden en badkamermeubels.

JACOBS

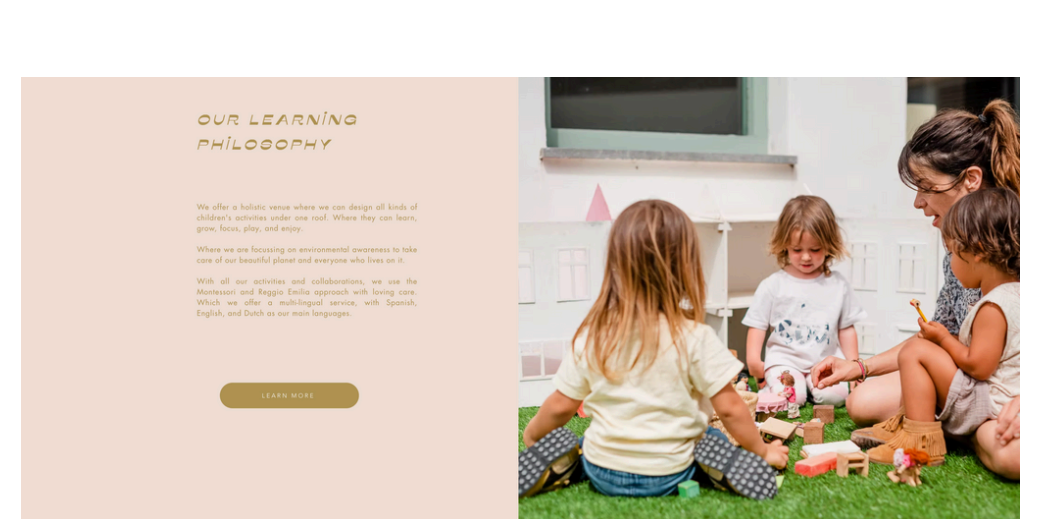
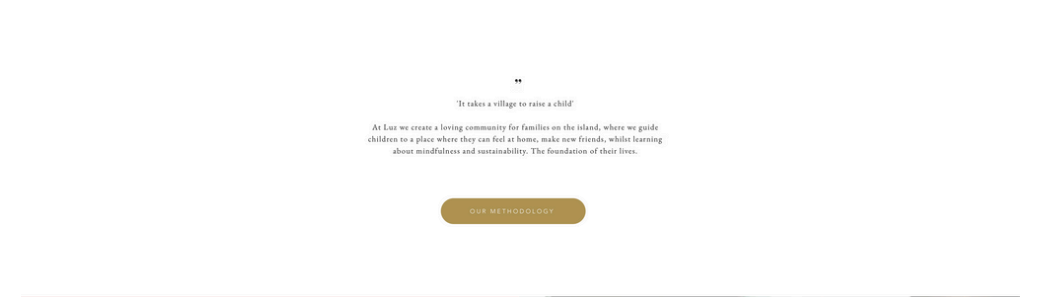
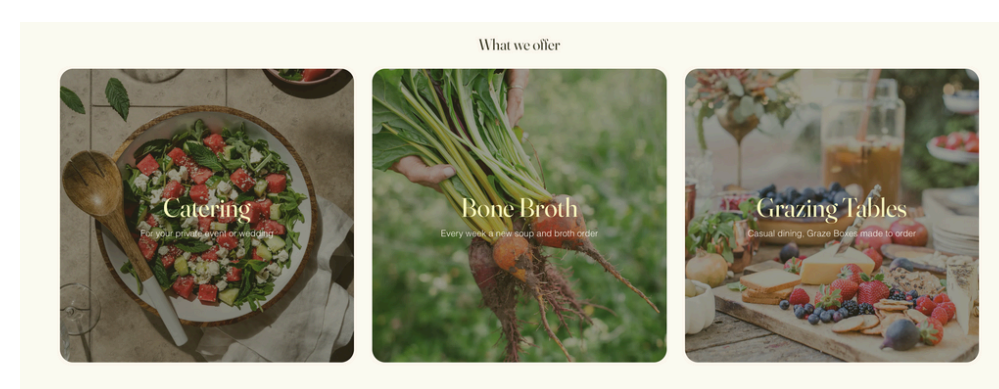
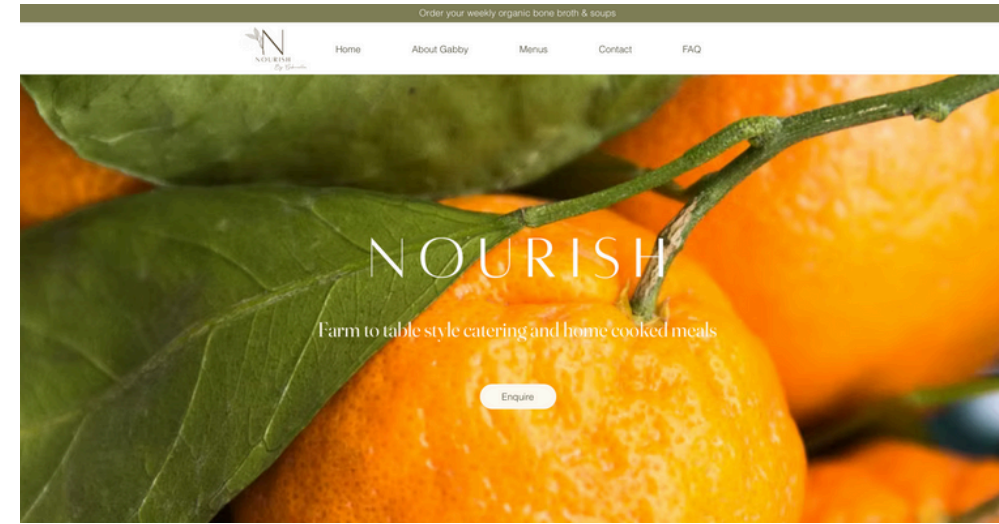
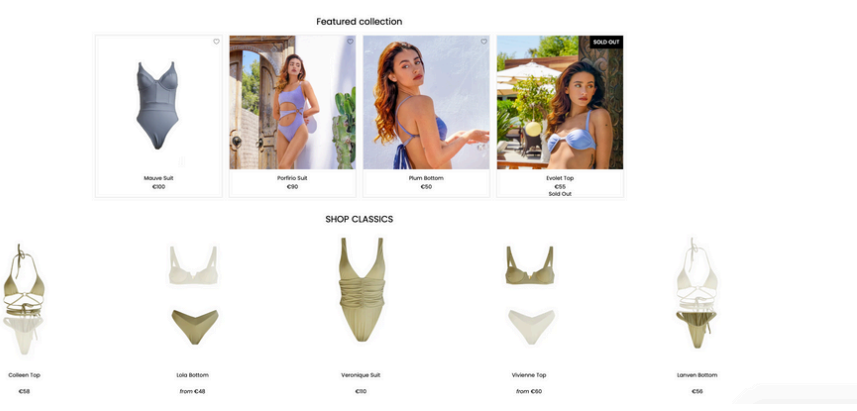
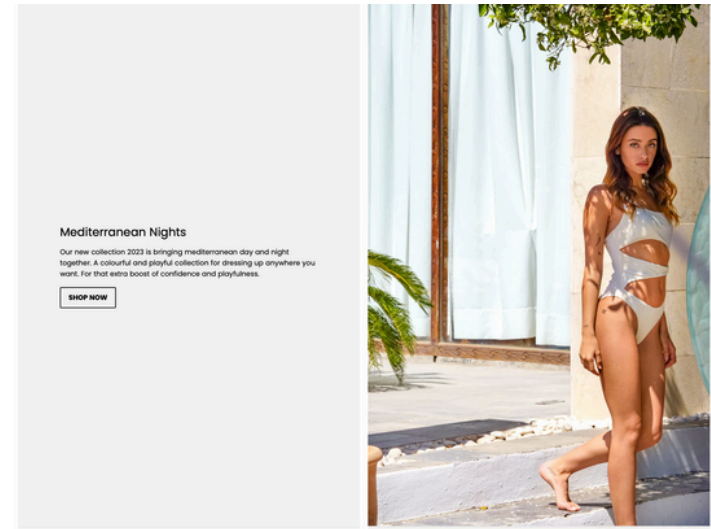
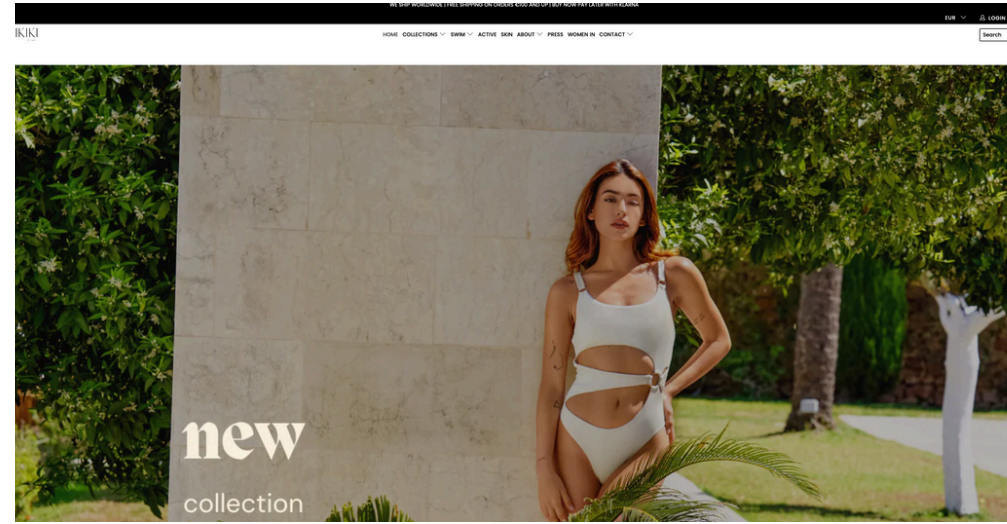
DUURZAME KEUZES

Met de groeiende nadruk op duurzaamheid winnen milieuvriendelijke microcementoptyes aan populariteit. Producten gemaakt van natuurlijke, niet-giftige ingrediënten met lage VOC-uitstoot spreken milieubewuste consumenten aan. De duurzaamheid en de mogelijkheid om het over bestaande oppervlakken aan te brengen, verminderen bovendien afval, wat aansluit bij duurzame ontwerpprincipes.

JACOBS

UITGEBREIDE TOEPASSINGEN

Microcement wordt niet langer alleen gebruikt voor muren en vloeren, maar ook voor meubels, deuren, kasten, haarden en trappen. Deze trend creëert een samenhangende, naadloze uitstraling die het hele ontwerp verenigt en de veelzijdigheid van het materiaal benadrukt.



# ORGANIC RESULTS

## INSTAGRAM RESULTS 15 day results

Statistieken		22 okt. - 20 nov.
Bereikte accounts	1.634	+219% >
Betrokken accounts	88	+1.157% >
Totaal aantal volgers	2.571	+2,2% >
Inhoud die je hebt gedeeld	12	>

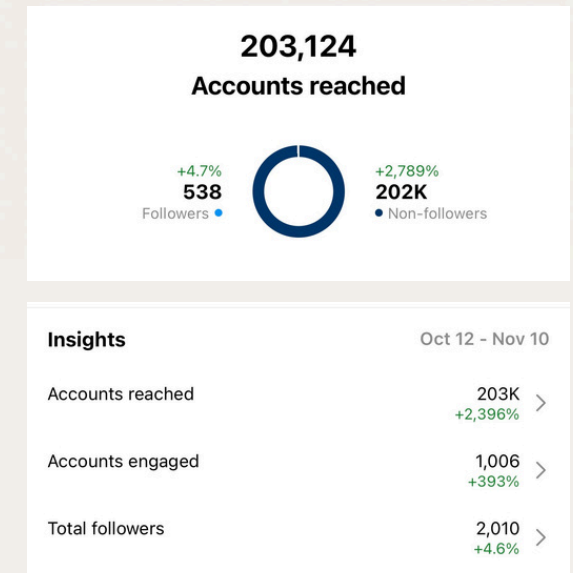
## INSTAGRAM RESULTS 30 day results



## INSTAGRAM RESULTS 15 day results



## INSTAGRAM RESULTS 30 day results



# ORGANIC RESULTS

## INSTAGRAM RESULTS

30 day results



## INSTAGRAM RESULTS

30 day results



## INSTAGRAM RESULTS

30 day results

Insights	Dec 18 - Jan 16
Accounts reached	491K +342% >
Accounts engaged	1,737 +155% >
Total followers	2,196 +1.9% >
Content you shared	39 >

Insights	18 Dec-16 Jan
Accounts reached	7.8K +3.5% >
Accounts engaged	255 +42.5% >
Total followers	810 +4.5% >
Content you shared	35 >

< Professional dashboard

Insights	Dec 25 - Jan 23
Accounts reached	563K +424% >
Accounts engaged	1,993 +190% >
Total followers	2,218 +2.7% >
Content you shared	38 >

# ORGANIC RESULTS

## INSTAGRAM RESULTS 30 day results

Bereikte accounts	2.867 +415%	>
Betrokken accounts	226 +803%	>
Totaal aantal volgers	2.689 +5,8%	>

## INSTAGRAM RESULTS 7 day results

Accounts reached	7,570 +16.1%	>
Accounts engaged	202 +18.1%	>
Total followers	787 +4.1%	>
Content you shared	40	>

## INSTAGRAM RESULTS 7 day results

Bereikte accounts	699 +9,9%	>
Betrokken accounts	26 +1.200%	>
Totaal aantal volgers	1.598 0%	>

## INSTAGRAM RESULTS 30 day results

Insights	Dec 22 - Jan 20
Accounts reached	529K +372%
Accounts engaged	1,905 +173%
Total followers	2,209 +2.5%
Content you shared	38

Insights	Dec 20 - Jan 18
Accounts reached	510K +347%
Accounts engaged	1,833 +166%
Total followers	2,202 +2.5%
Content you shared	38

Insights	Dec 19 - Jan 17
Accounts reached	495K +339%
Accounts engaged	1,758 +157%
Total followers	2,197 +2.2%
Content you shared	39



# PROCESS

## / STEP ONE

You will have to fill out a form to introduce me to your business, talk about your main challenges and goals, explaining why you are looking for a social media service and what you want to achieve with it, to see whether we'll be a good fit.

## / STEP TWO

If we'll be a good fit, we'll schedule a discovery call to discuss how I can help your business.

## / STEP THREE

I will send you 3 different service proposals that I can offer you taking into account everything that was said in the discovery call. You will have to choose one of the proposals. Lorem ipsum dolor sit amet.

## / STEP FOUR

Finally, we will be ready to sign our contract and start making magic together.





# TESTIMONIALS

SASKIA VAN BRONSWIJK  
ECHOPRAKTIJK BABYSWORLD

'Jana is really great and very good at her profession! She has been managing the social media of my ultrasound practice for 5 years. My practice has grown enormously thanks to her services and continues to grow! Jana is always very accessible and clear about what you can expect from her. I would recommend her to any company. She is very warm and involved in my practice. I can leave the social management completely to her without having to worry about anything. I hope she continues to work with us for a long time! Thank you for everything Jana ♥

JOYCE MIDDELKOOP  
SPA OASE

Jana is super invested in you and your company. I would recommend working with her, Excellent services!!

ANNELOTTE FRIS  
DE POMSALON

Jana helped me a lot with setting up my socials during the start-up period of my business. I have gained many new customers as a result. Contact with Jana is good and fast and she supplements where necessary.

# TESTIMONIALS

SUZANNE GRIEP  
PEEKABOO IBIZA

Jana has been doing my IG account for my baby equipment rental business Peekaboo Ibiza for the past year now. Since she is a mother of a 4 year old, sharing her time between Ibiza and The Netherlands she just knew exactly who my clients are and what they need. Based upon that knowledge she created visually and aesthetically pleasing looking posts which is quite difficult in my field of work! Jana is very hardworking, super creative and a lot of fun to work with. I would definitely recommend her!

NMAREDIA  
Nmaredia

Working with Jana was a dream! She has an AMAZING eye for design and social media feeds, and was able to put together 30+ posts that were not only aesthetically pleasing and perfectly curated, but also reflected all the information I wanted to portray about my business. All I had to do was send examples of Instagrams I liked and my website. She was extremely kind and patient, and worked with me until every detail was perfect. Jana works in a very timely fashion. She even gives bonuses like extra tips for running your social media because she genuinely cares about you and your project! Truly one of my best experiences.! Thank you Jana!

GABRIELLA DELELLIS  
NOURISH IBIZA

JANA is the best. We met at the perfect time, as I was relaunching my services in Ibiza, her ability to understand exactly what you want and facilitate that seamlessly and professionally. You have supported my growth and shaped my brand when I didn't know the direction. Grateful to call you now my friend. Thank you 🙏



# TESTIMONIALS

JAMES LINDLEY  
THE BAR IBIZA

Jana has been a joy to work with. Great creative eye and attention to detail. She had a real understanding of what we needed from the get go. We saw the results from her work instantly.

GEOFFREY ROOK  
ROOK MARKETING

Ik ken Jana als een levendige, energieke en betrouwbare doorzetter met onuitputtelijke creatieve ideeën om socials weer nieuw leven in te blazen. Ik sta elke keer weer versteld van haar aan- en doorpakmentaliteit en hoe ze met minimale input de socials weet aan te sturen, met maandelijks 300 volgers en significant meer interactie tot gevolg. Ik heb zelfs in de eerste maand al gezien dat er aankopen voortvloeiën uit haar content! Naast haar uitstekende content, is ze ook een enorm waardevolle strategische partner met oog voor de visie van de organisatie en waardevolle input over de groei. Ze is de investering dubbel en dwars waard.

SARAH  
LIGHT HANDS IBIZA

Jana, Thank you so much for what you did for my website. It feels like a new website! You are so creative and fast it's amazing!! Also what you showed me for my Instagram account is perfect. Thank you so much, I am so happy to be working with you.



# TESTIMONIALS

MAITE BORERO  
CLOSET.ECO

Great to work with! She has a great personal touch and reacts rapidly to our requests. I 100% recommend!

JAIME BOSCO VILCHES  
SIRENA MORENA LLAUTS

Very professional and meticulous work, accompanied by clear and effective communication. Jana is a person of great trust.

SEAN  
PROLIFIC IBIZA

Absolutely thrilled with the services provided by Jana, our social media manager! Her expertise and creativity have transformed our online presence. Jana is not only incredibly knowledgeable about the latest trends and strategies, but she also takes the time to understand our brand and audience. Her content is engaging and consistently reflects our voice, which has led to a noticeable increase in our engagement and followers.

Jana is responsive, professional, and always brings fresh ideas to the table. I can't recommend her highly enough for anyone looking to elevate their social media strategy. Thank you, Jana, for your hard work and dedication!

LISA ANTONACCI  
MASSERIA SAN MICHELE +  
LANACCI AGENCY

Working with Jana and her social media agency has been an absolute game-changer! As the owner and founder, Jana truly shines—she's taken my vision and turned it into reality with creativity and precision. Thanks to her expertise, my business has already grown - after just four weeks in.

What I appreciate most is how she's allowed me to focus on what I do best while confidently leaving social media in her capable hands. It's such a relief to have someone so talented and passionate handling this vital part of my business. I can't recommend Jana and her agency enough!



# TESTIMONIALS

MAURITZ ULLEMAN  
WALLPANELDISCOUNTER

I am extremely satisfied with Jana's services. Jana has proven herself to be extremely professional, thoughtful and creative in her approach.

What particularly appeals to me is her proactive attitude. She goes beyond simply responding to requests; they anticipate my company's needs and propose innovative solutions. This has not only improved the efficiency of our social media strategy, but has also helped strengthen our online presence.

Jana excels at coming up with fun and creative ideas. She has a fresh view on content creation and knows how to captivate the target group. This has led to a significant increase in engagement and interaction on our social media platforms.

In addition, I appreciate their open communication and ability to respond quickly to questions or requests.

In short, Jana has proven to be a valuable and reliable partner for our social media needs. I highly recommend her services to anyone looking for a dedicated and creative social media agency.

JENNA ETCHEVERRY

Working with Jana was a breeze, Social Media is one of my biggest challenges with my business. She understood the brand immediately and delivered on time. I am definitely looking forward to working with her again.

# FREQUENTLY *asked* QUESTIONS

## **/ How involved do I need to be in the process?**

We offer different levels of service, we can take full control of your social media and you don't need to do anything anymore, or you can be included in different approvals, feedback, and content contributions.

## **/ What are your pricing and packages?**

We always tailor our packages to our clients, because everybody's needs and goals are different. But we do offer a range of packages that have been put together by our team, with experienced proposals that have worked with previous projects.

## **/ What if I need help with something not listed in your services?**

I specialize in a range of services, from logo design and branding to website design and print materials. My aim is to provide a comprehensive suite of design solutions tailored to your needs.

## **/ What do I need to have in order to work with you?**

A clear understanding of our work, we are not a quick fix. We are a slow and steady investment to make your business great. We only work with clients who understand this.

## **/ How many work for Studio House of Concepts and where are you located?**

Our agency consists of 6 professionals and you will be working with an appointed account manager. We are located in Haarlem, The Netherlands but work with international clients all over the globe.

## **/ What is the typical timeframe to see results on social media?**

We work with 4 months packages, because we have seen the best results starting from this time frame and we like to get to know the client better and his/her business.

## **/ Why is social media important for my business?**

Social Media is the new search engine of this time period. People from all age categories search online to see visual stories that brands and businesses are telling. You will increase your brand awareness, customer engagement, and lead generation. In other words it has become crucial for brands to be present online, with the right strategy, consistency and community building you can achieve great things!

## **/ What platforms do you specialize in?**

Our expertise lies with several different platforms such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, TikTok, etc.

## **/ Do I need to provide content?**

Depending on your package, if you choose content package with us we will provide all content + content topics. If you choose regular SMM packages you will need to provide us with a mandatory amount of images each month. Otherwise we can not work with you.

## **/ Will I be working with you?**

I love all of our new clients that want to work with us, but unfortunately to keep the business structure alive it isn't possible for me to work with clients 1:1 anymore. We have many amazing managers on board who will make sure you are 100% happy with your account!

# FREE DISCOVERY CALL

Have questions after reviewing our portfolio? I offer a complimentary 15-minute discovery call to address any potential inquiries and discuss how my social media management services can meet your unique needs. This brief session is designed to provide clarity and help you make an informed decision about partnering with me. Schedule your free discovery call today, and let's explore how we can elevate your brand's social media presence together.

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THANK *you.*

DON'T HESITATE TO CONTACT US!

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