

Portfolio

MANNEQUIN

Social



Social Media
Management & Strategy

Michelle MacDonald

APPLY
NOW



HI, I'M MICHELLE

I help e-commerce and product-based businesses sell their inventory using Facebook and Instagram.

I offer both management and strategy. Usually in this industry, service providers offer one or the other. But, I believe you can't have one without the other when it comes to success! That is why I provide both for my clients.

Having an Instagram guru like me on your side saves you time, stress, and overwhelm in dealing with making the app work for your business. I'm here to relieve you of these struggles!

The first step is to fill out my client connection form, which only takes a few minutes. This helps me to understand your needs and be able to contact you. Click on any of the "Apply Now" buttons to access the form.

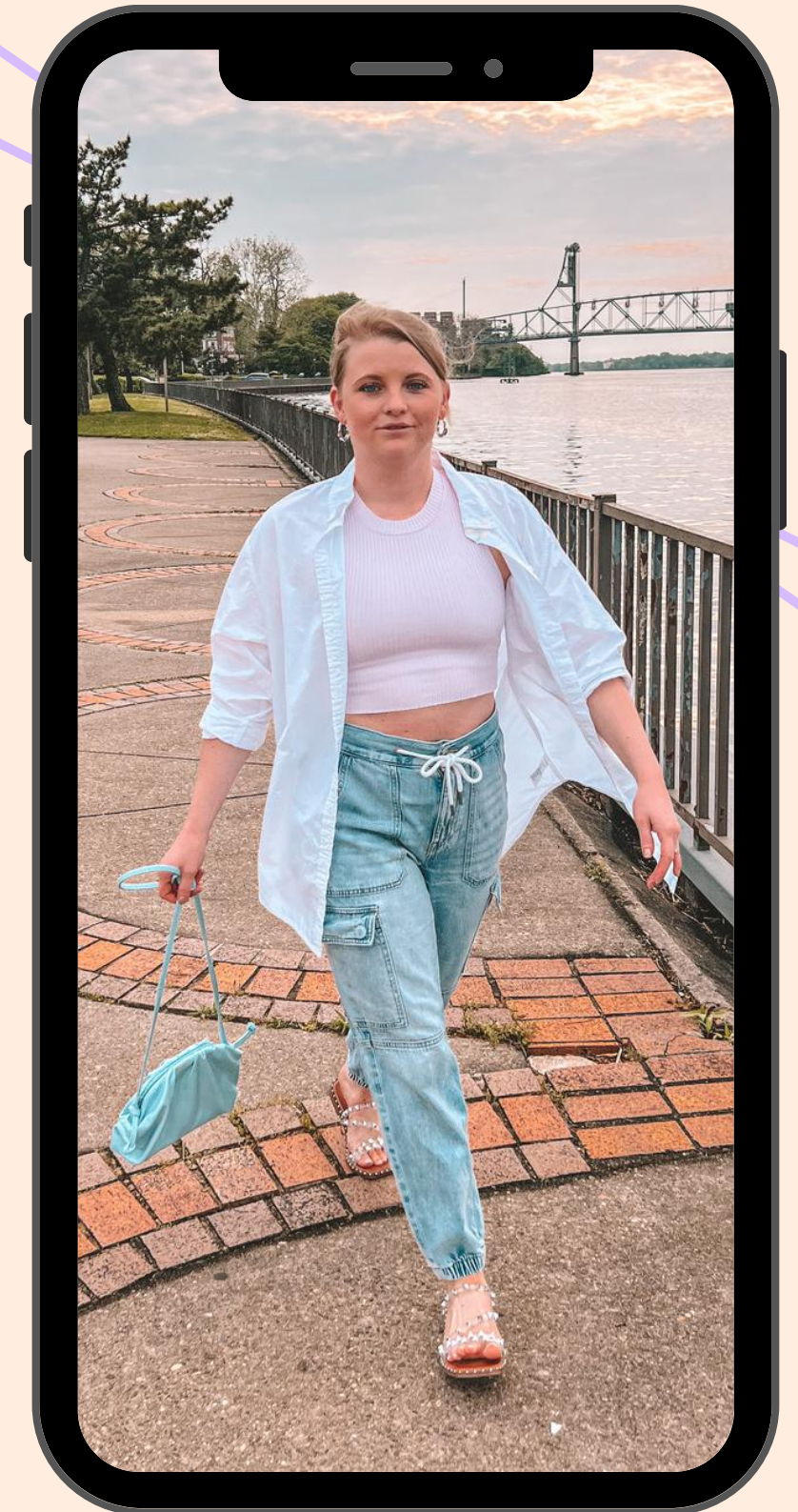
@ mannequinsocial

✉ michelle@mannequinsocial.com

☎ 609-222-3360

MY BACKGROUND

- 5+ years in corporate social media management
- 5+ years as a retail sales associate
- Bachelor's Degree in Journalism and Writing Arts
- The New School Parsons X Teen Vogue Fashion Industry Essentials Certified
- I run my own fashion blog and Instagram account geared towards petite fashion on the side
- I live in Norristown, PA with my husband and love to dance and play the ukulele



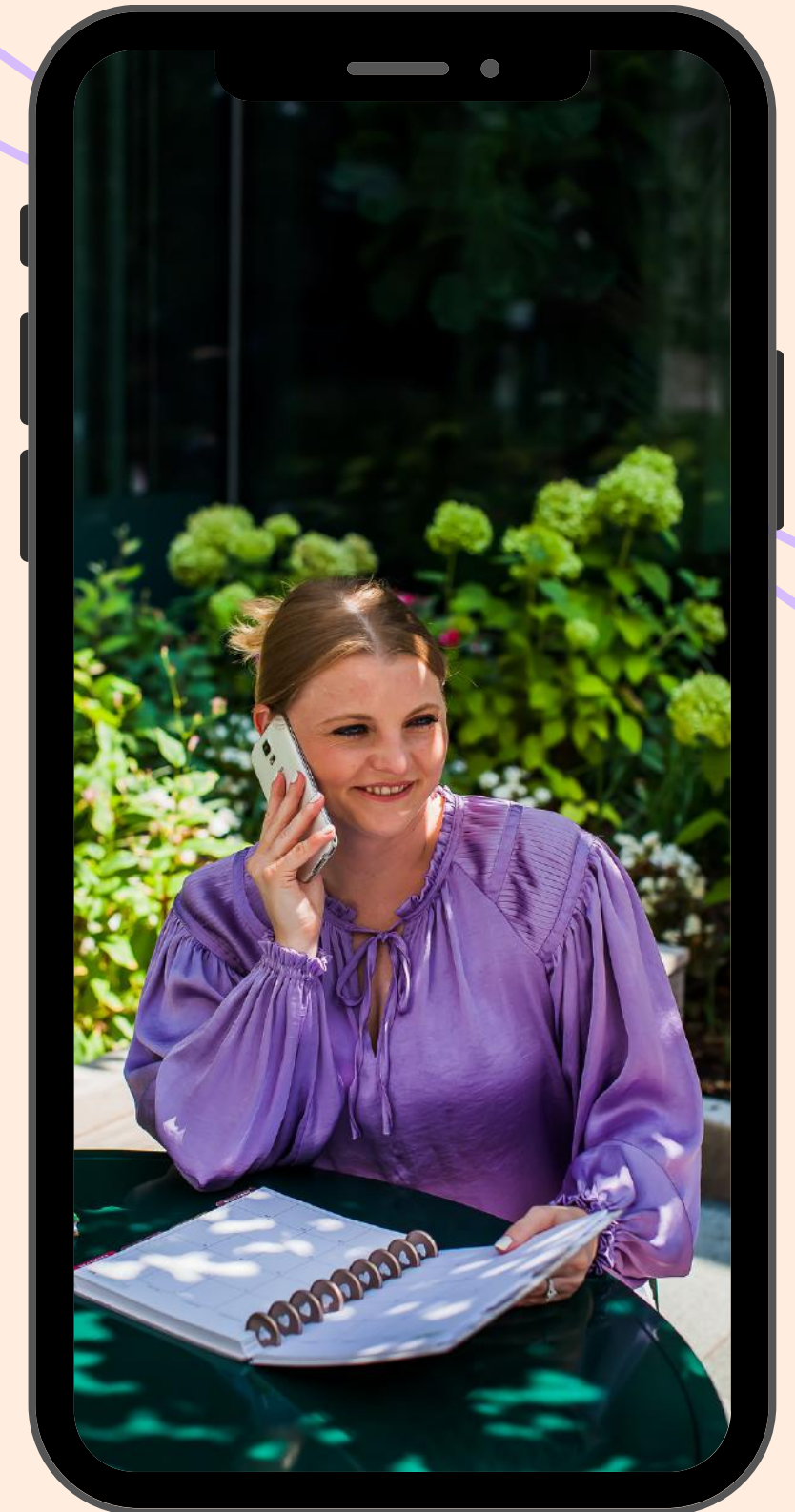
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THE DIFFERENCE

- Monthly management combined with content strategy designed to achieve your business objective
- Excellent client service
- Strong partnership in which we work together closely
- Quality writing skills and proofreading
- Full understanding of the retail industry having worked in it firsthand as a sales associate for years
- Proven organic social media results
- Years of experience as a social media professional



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SERVICES

- Content Ideas and Trends
- Social Media Calendar
- Hashtag Strategy
- Posting
- Advertising
- Instagram Shop Set-Up
- Coaching
- Post Curation
- Caption Writing
- Strategy
- Reply to Comments and DMs
- Profile Optimization
- Instagram Reels
- Employee training



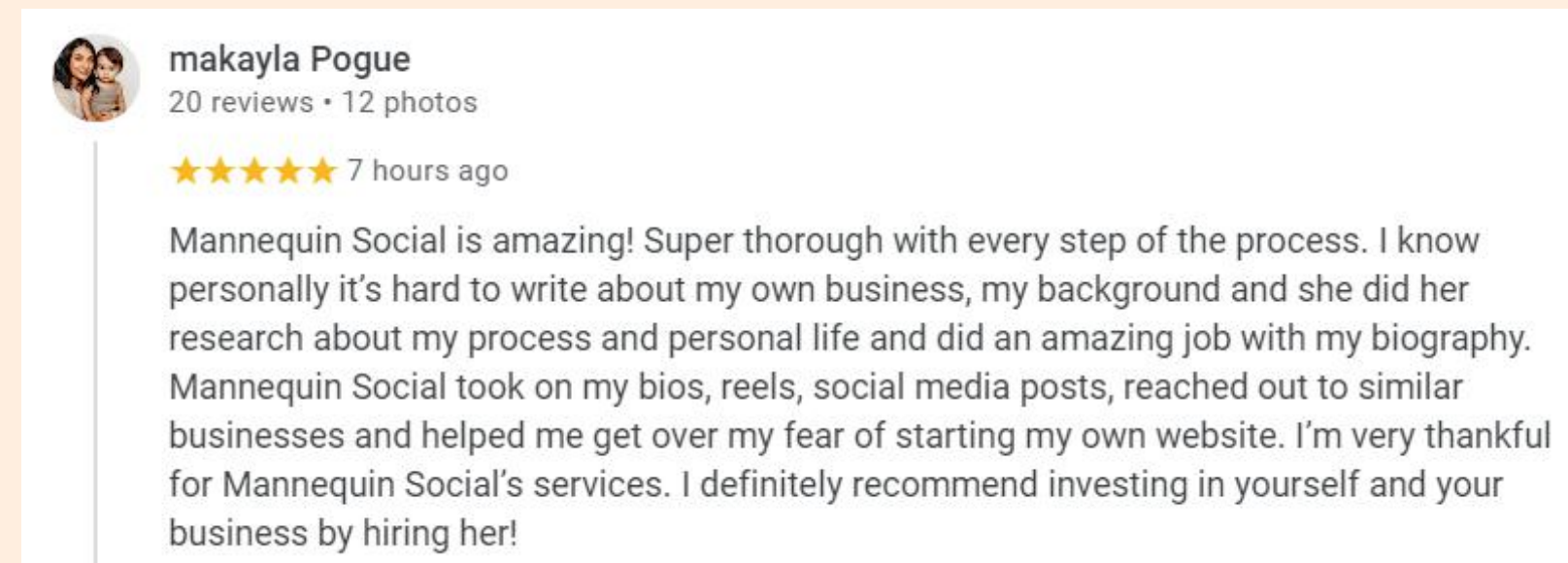
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TESTIMONIALS



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TESTIMONIALS



Michelle!! 😭😭😭😭😭😭😭😭😭😭
YOU ARE AMAZING!!! I am speechless over your awesome writing!!!! You are better at being me than I am!! 😂😂😂😂😂 I love these captions sooo much!! It would have taken me soo long to figure out how to condense my ideas like this!! Oh my goodness!! Oh my goodness!! You have a true gift and I am tearing up over how God has blessed you to do this!! 🙏🙏🙏🙏

★★★★★ 41 minutes ago
I run a construction company and Michelle has greatly increased my social media presence while helping snag a bunch of jobs. I thought that she might have a hard time trying to explain certain aspects of the building process with out constant input from me but she did the research and has more knowledge of construction then some guys that I have hired. I might have to hire her to not only manage my social media but to help me on the jobsites. Hire this ambitious lady to run your social media!

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CLIENT WINS



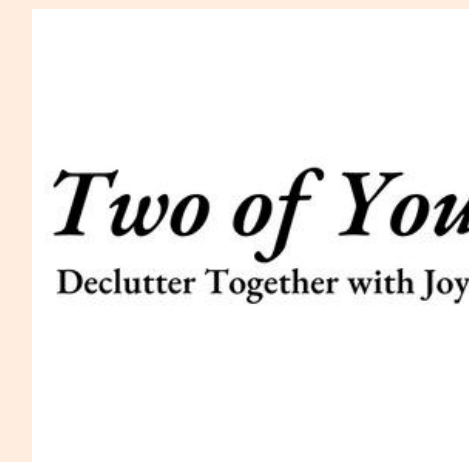
In 3 Months on FB & IG:

- Increased following by 26%
- Increased leads in the DMs by 80%
- Increased brand awareness with 63K reach
- Increased community connection by engaging with over 1K accounts



In 2 Months on IG:

- Instagram shop successfully set up using Shopify
- Increased brand awareness with 29K reach
- Increased community connection by engaging with over 1K accounts



In 3 Months on FB:

- Increased brand awareness with 14K reach
- Increased following by 90%
- Increased post engagement by 90%

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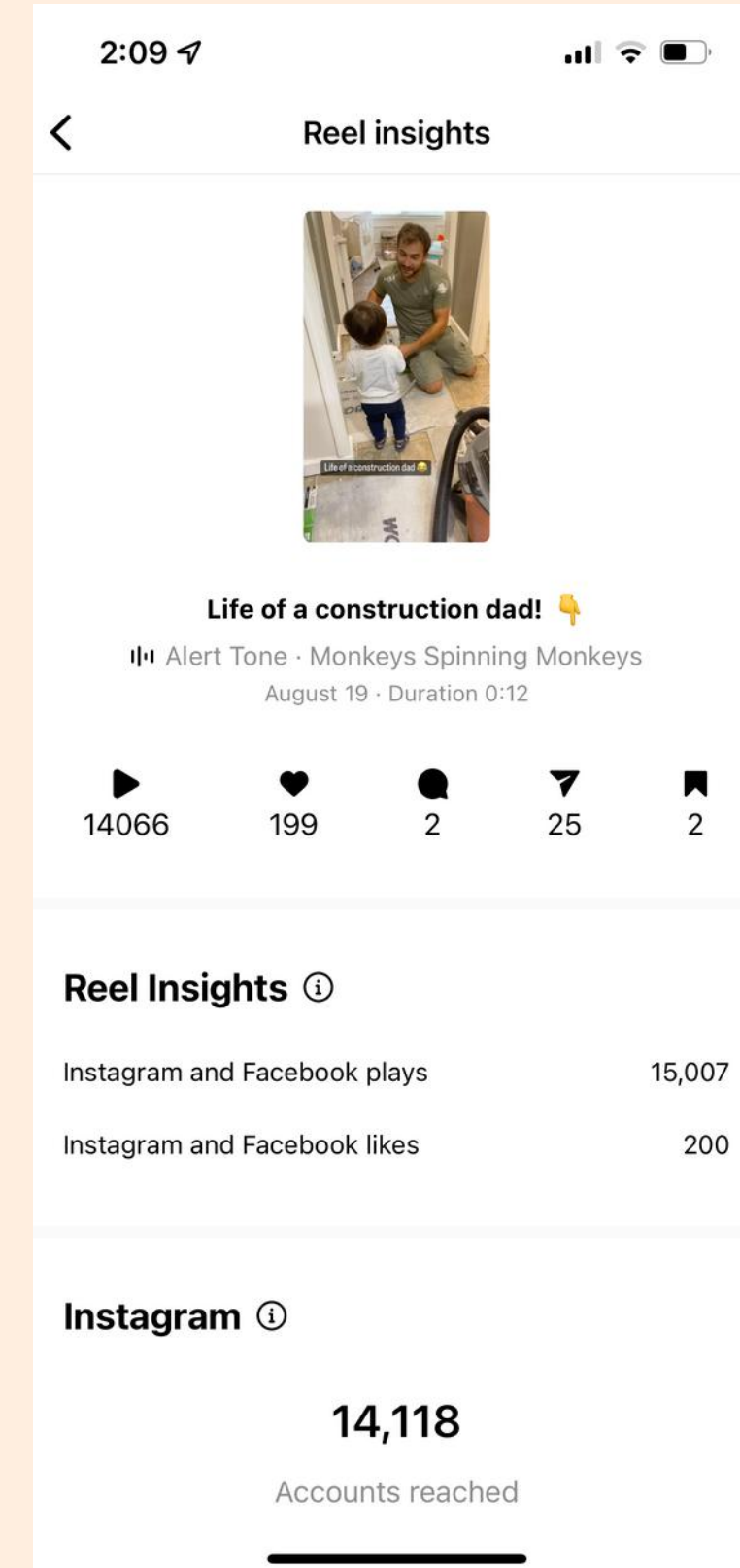
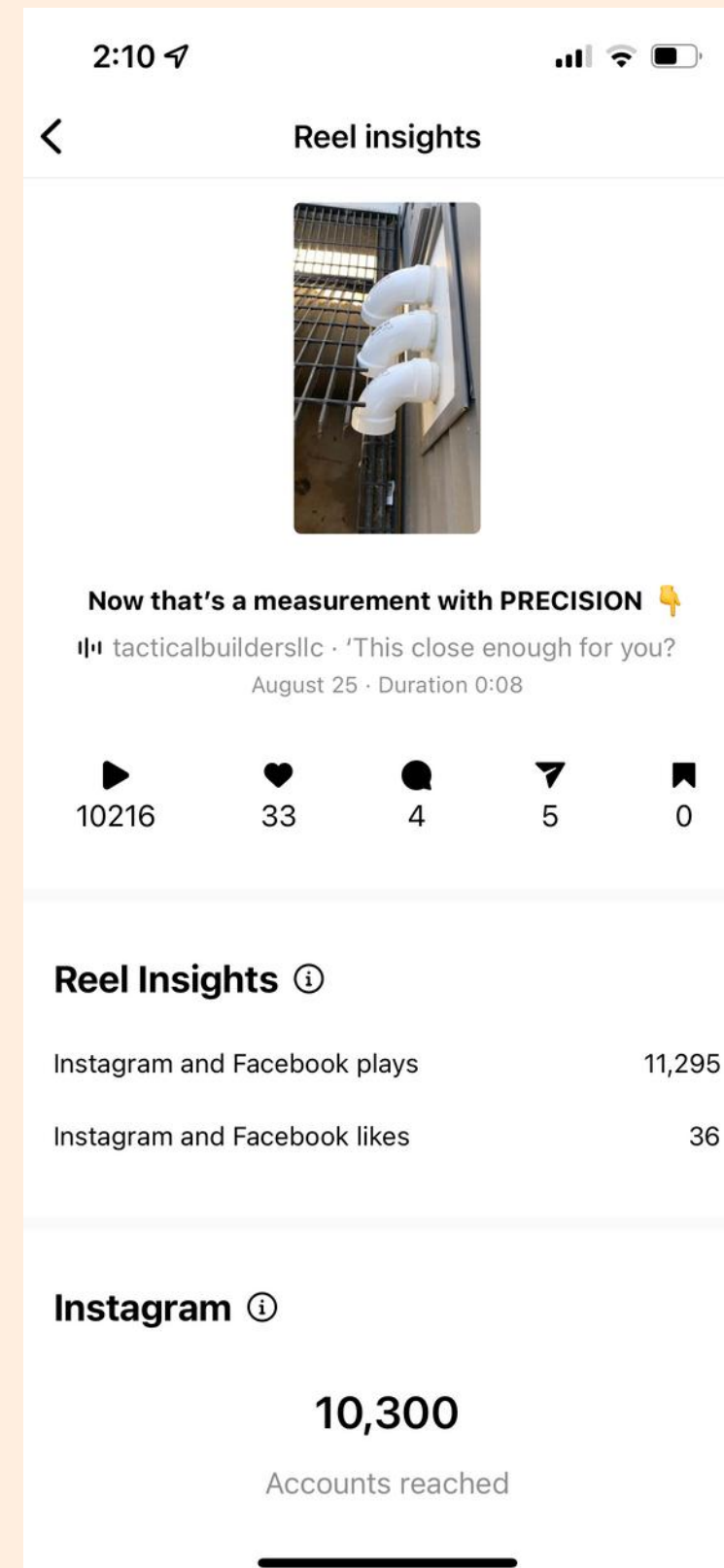
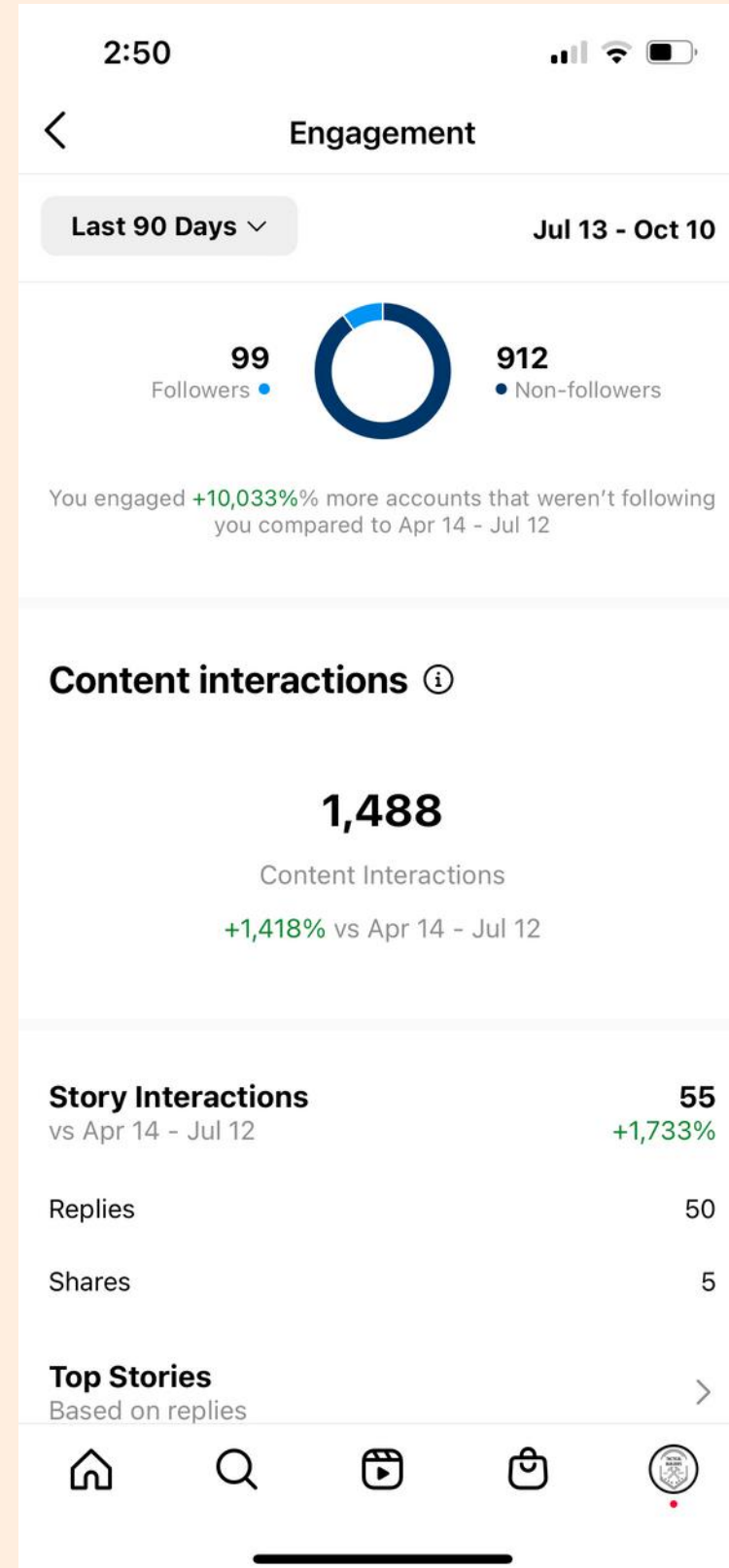
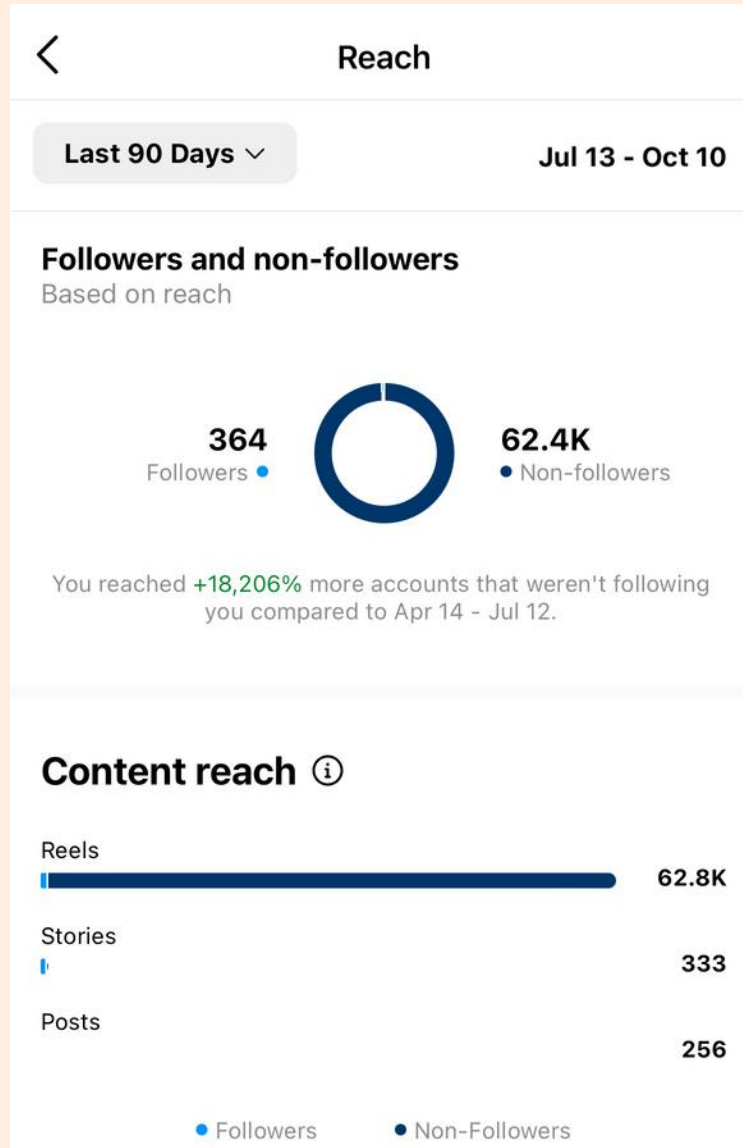
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INSIGHTS

Tactical Builders

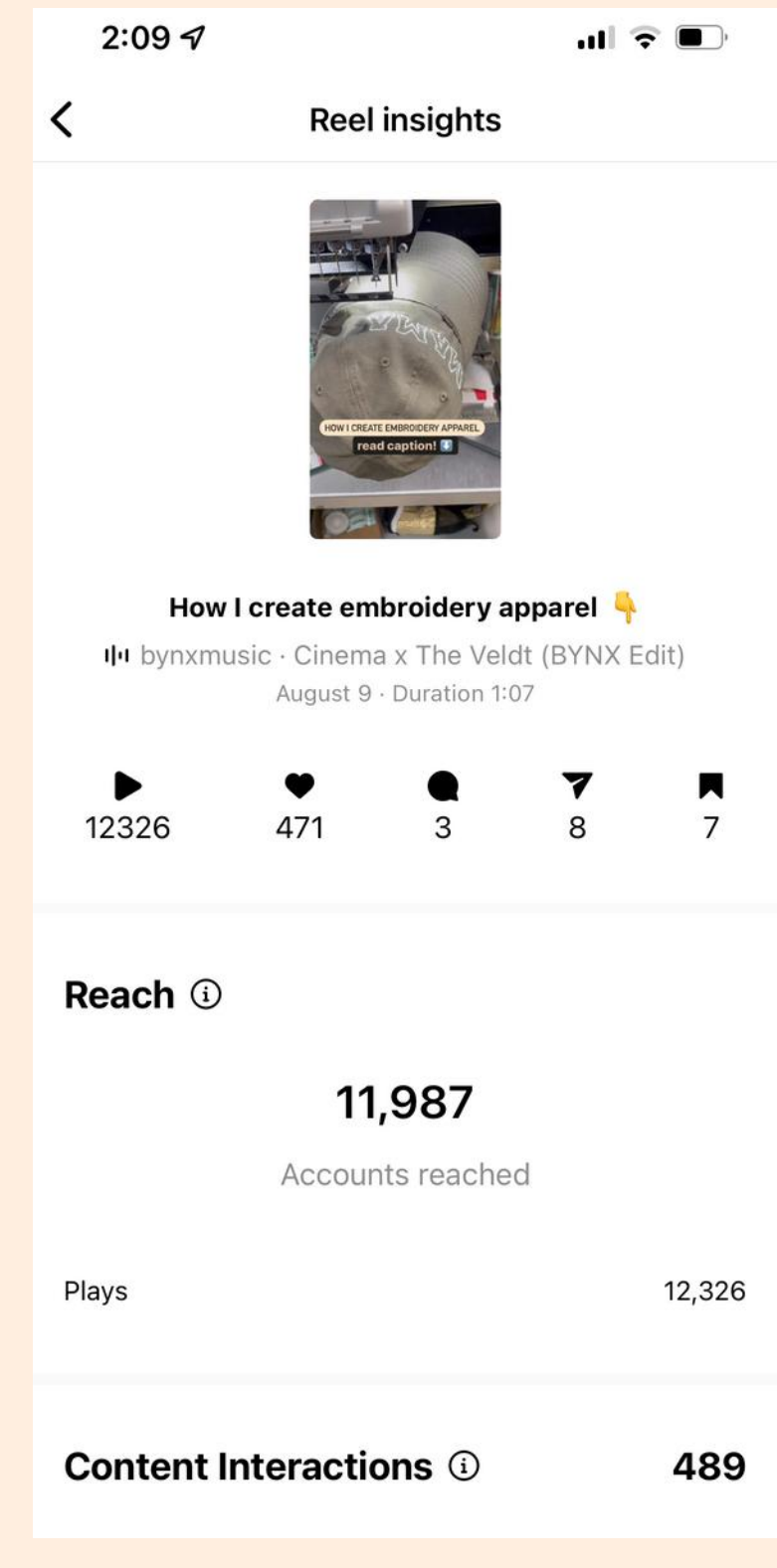
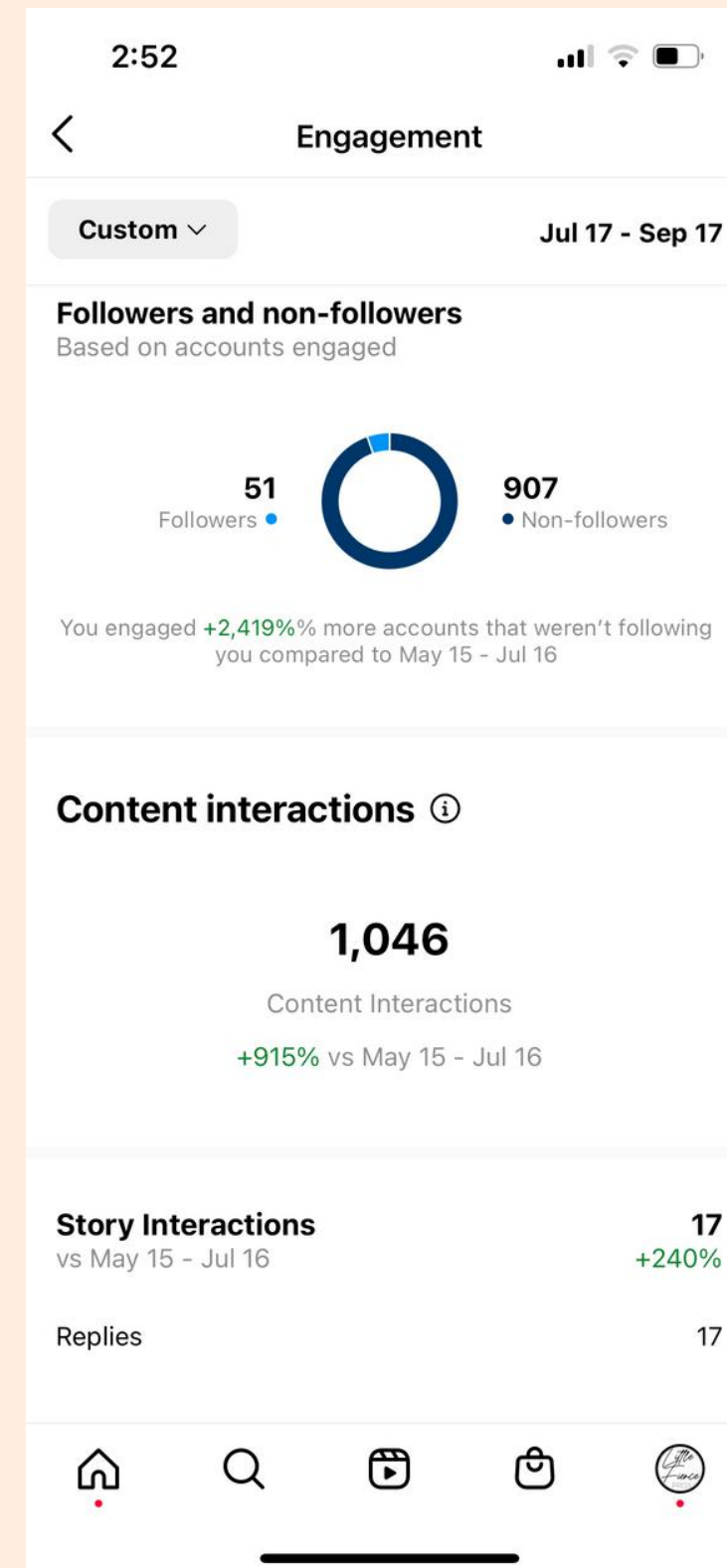
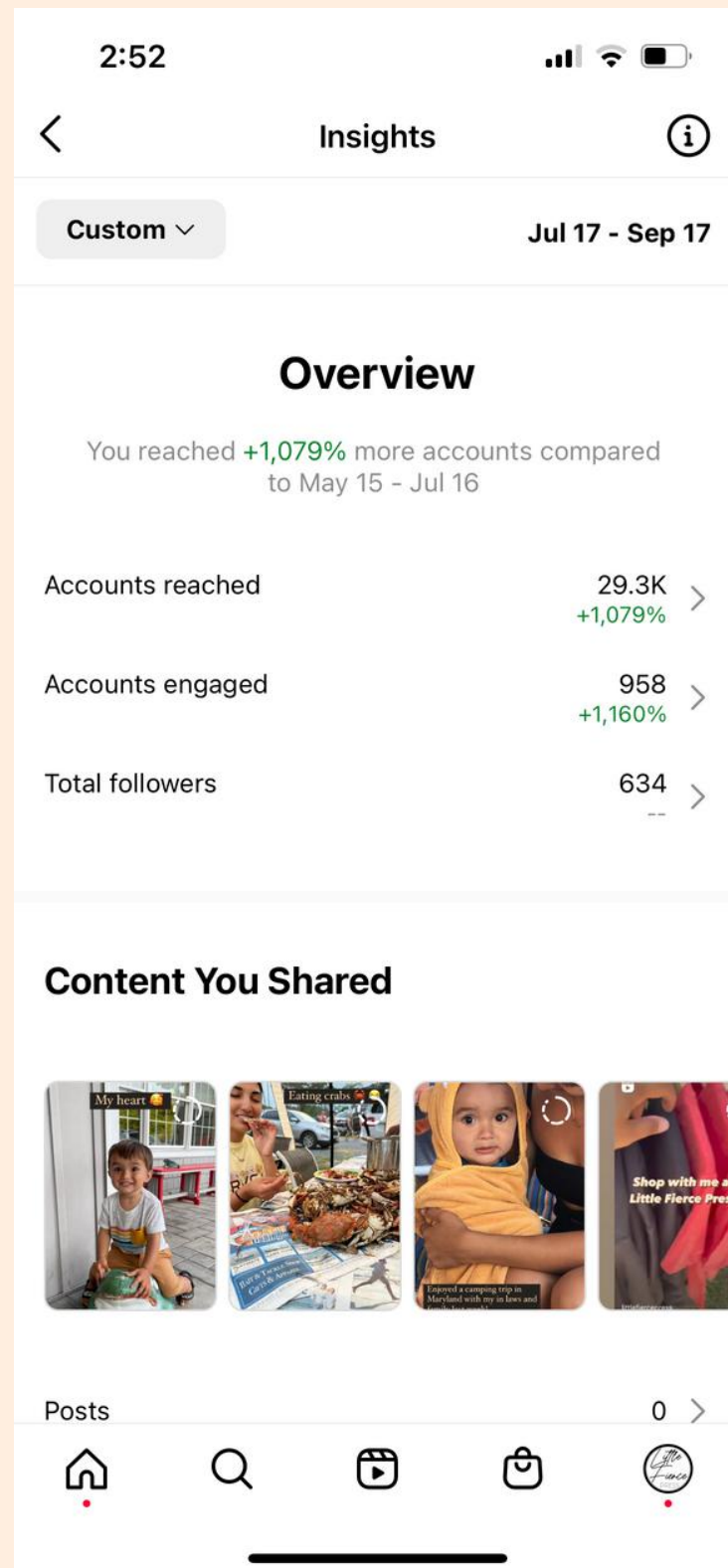
Instagram



INSIGHTS

Little Fierce Press

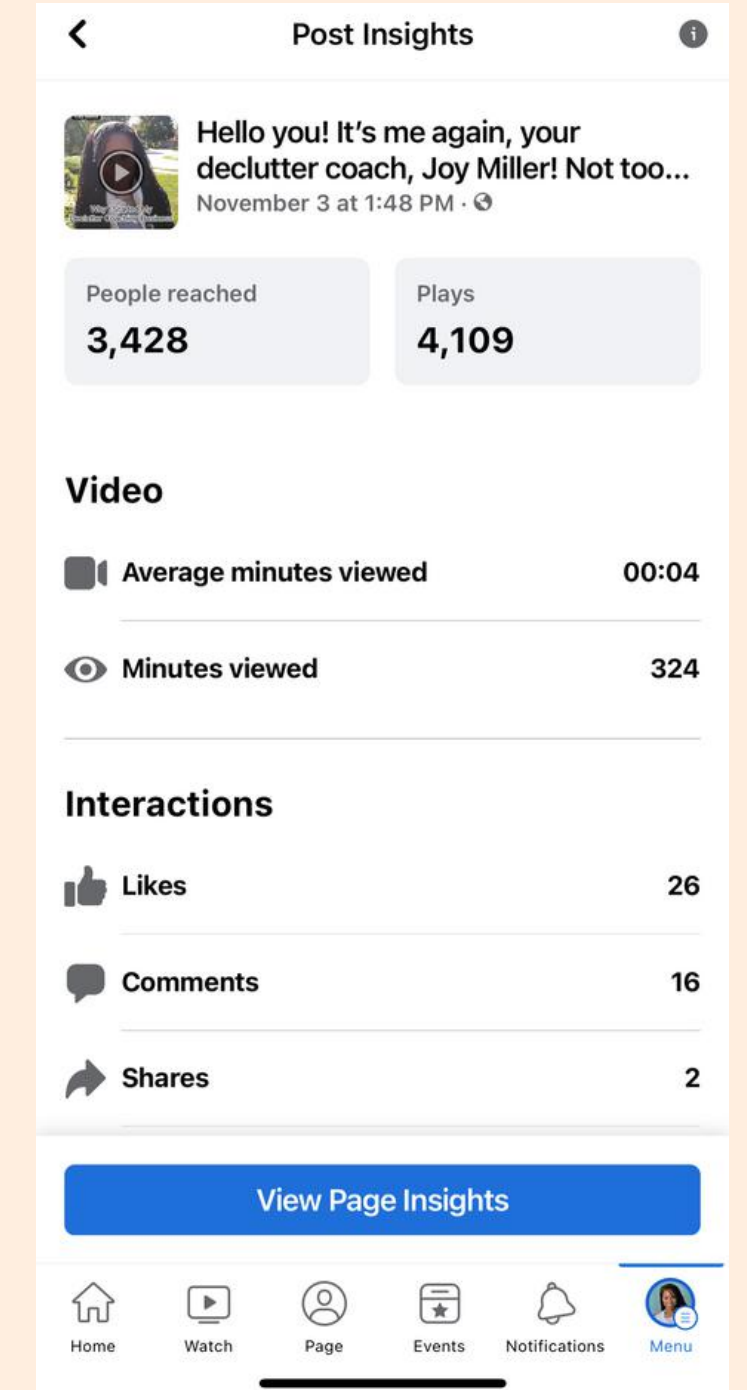
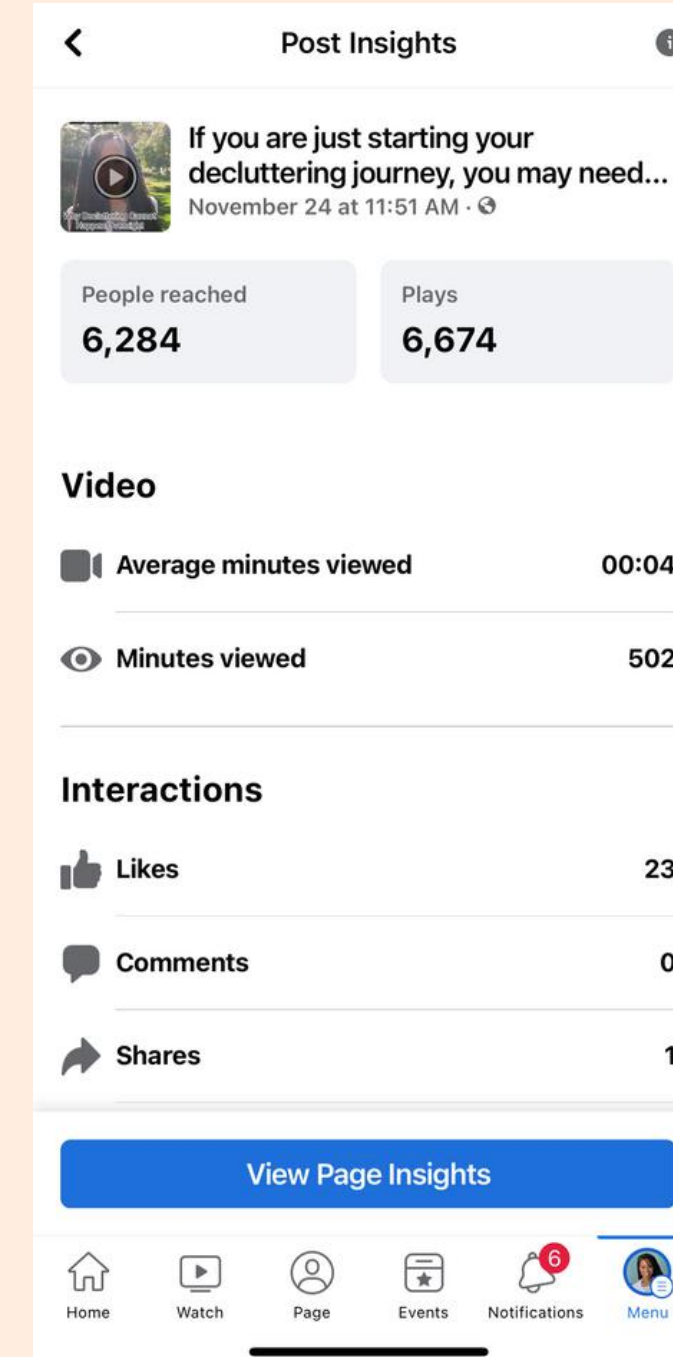
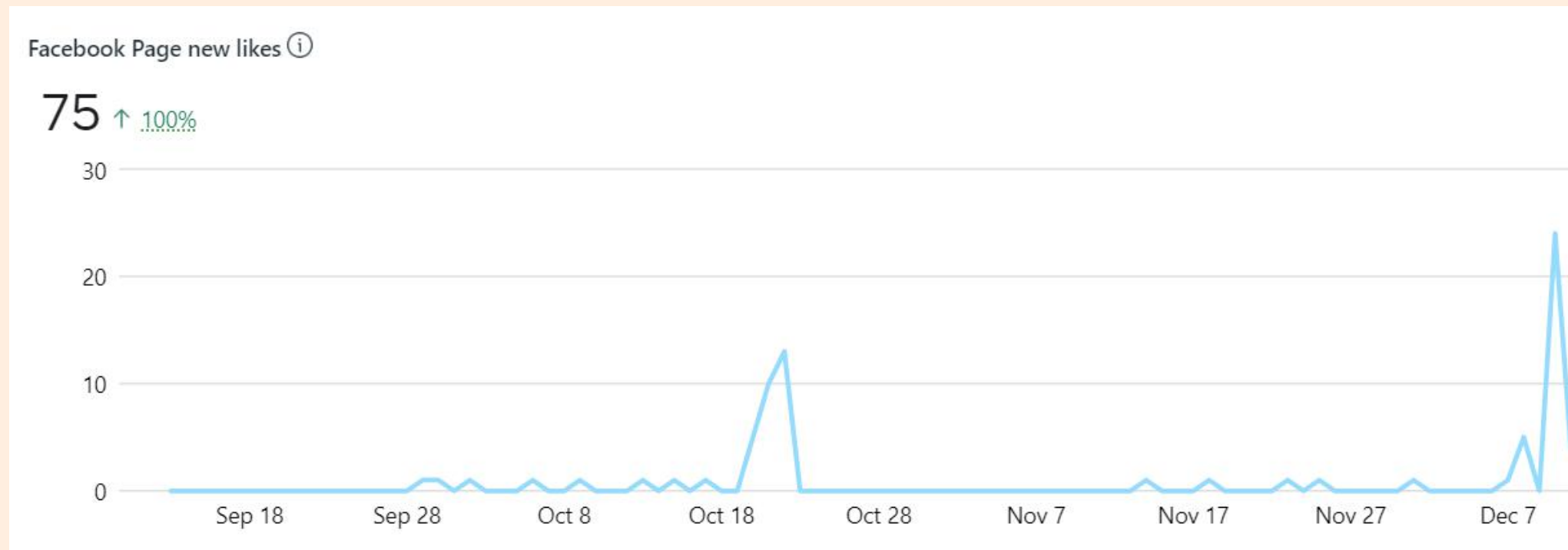
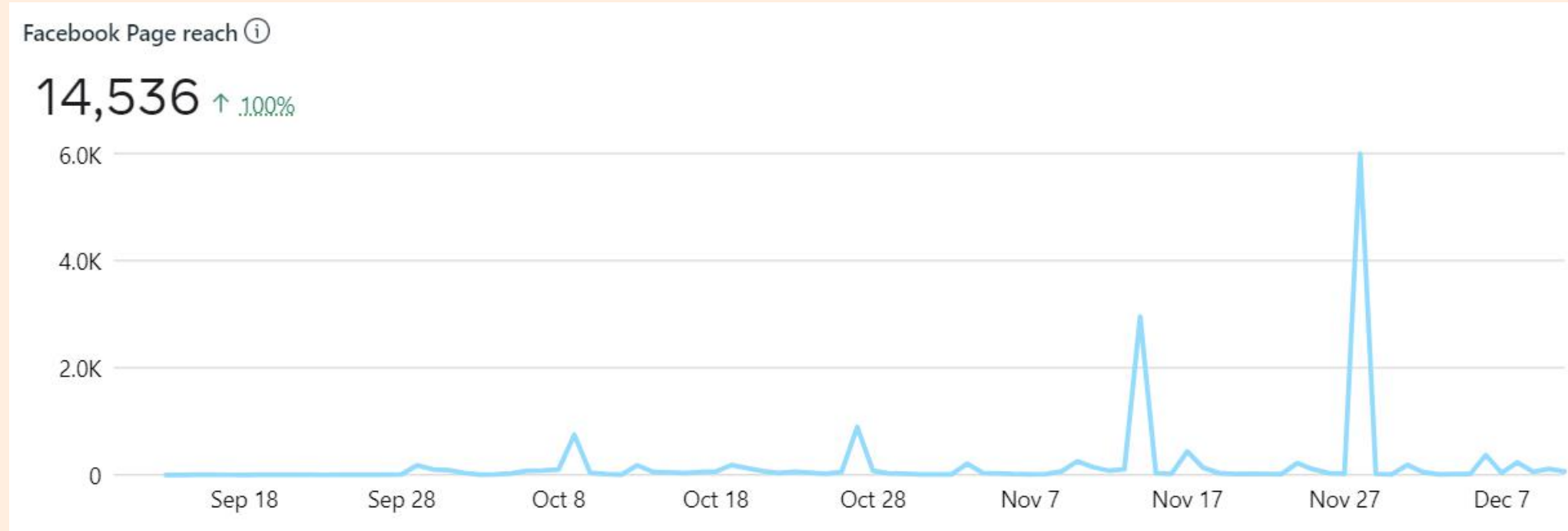
Instagram



INSIGHTS

Two of You Coaching

Facebook



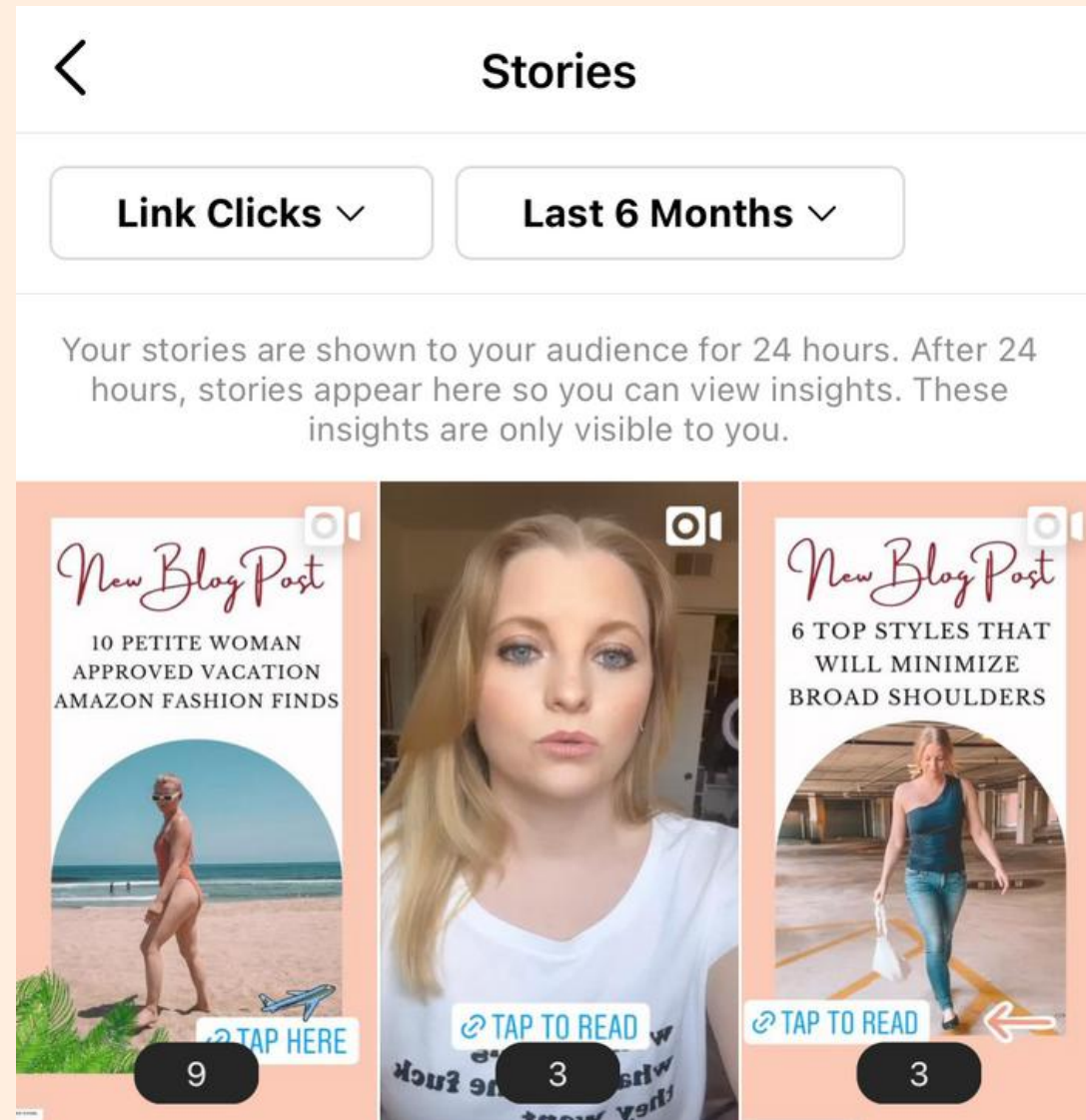
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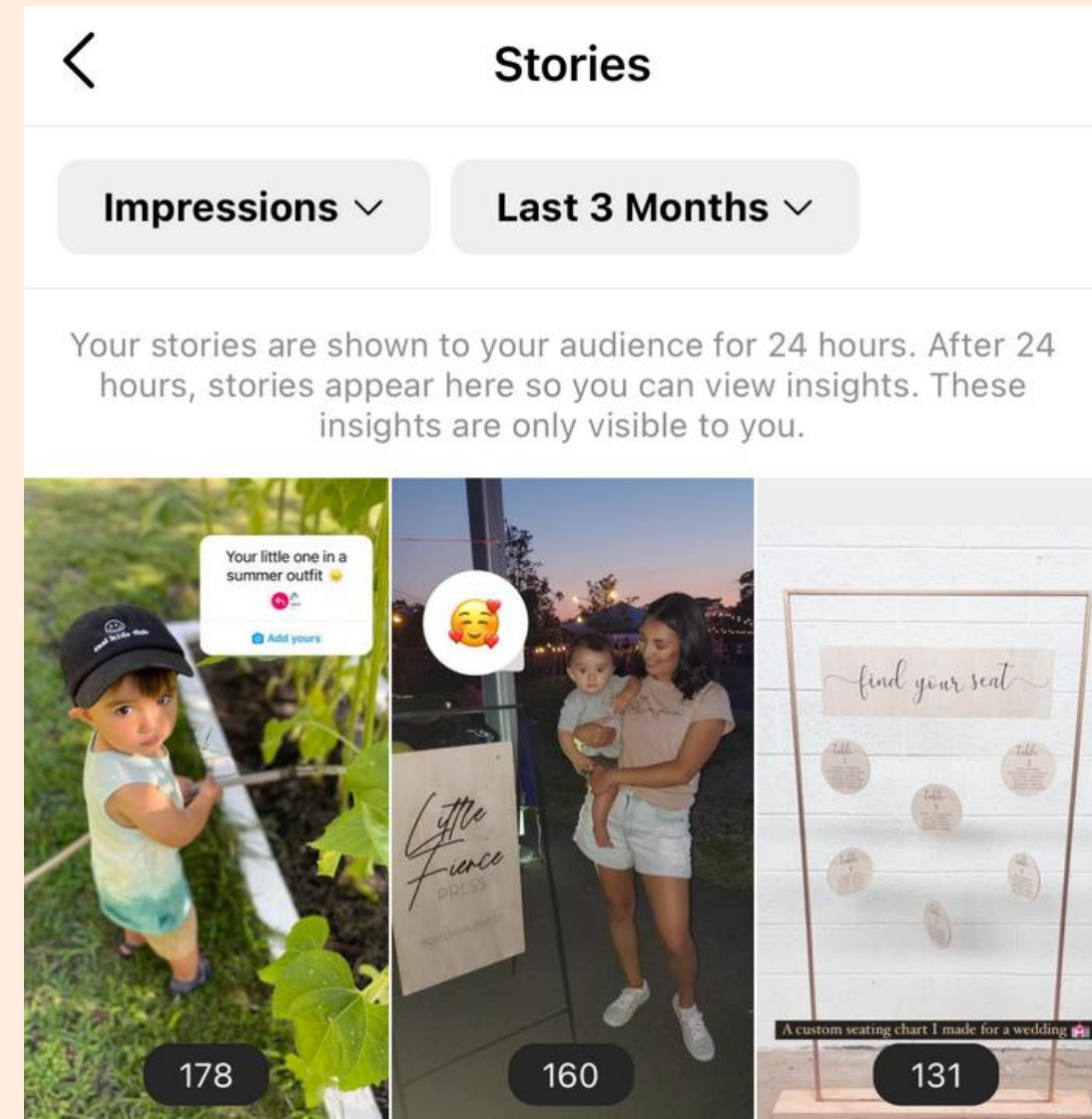
RESULTS STORIES

9 link clicks to the blog post!



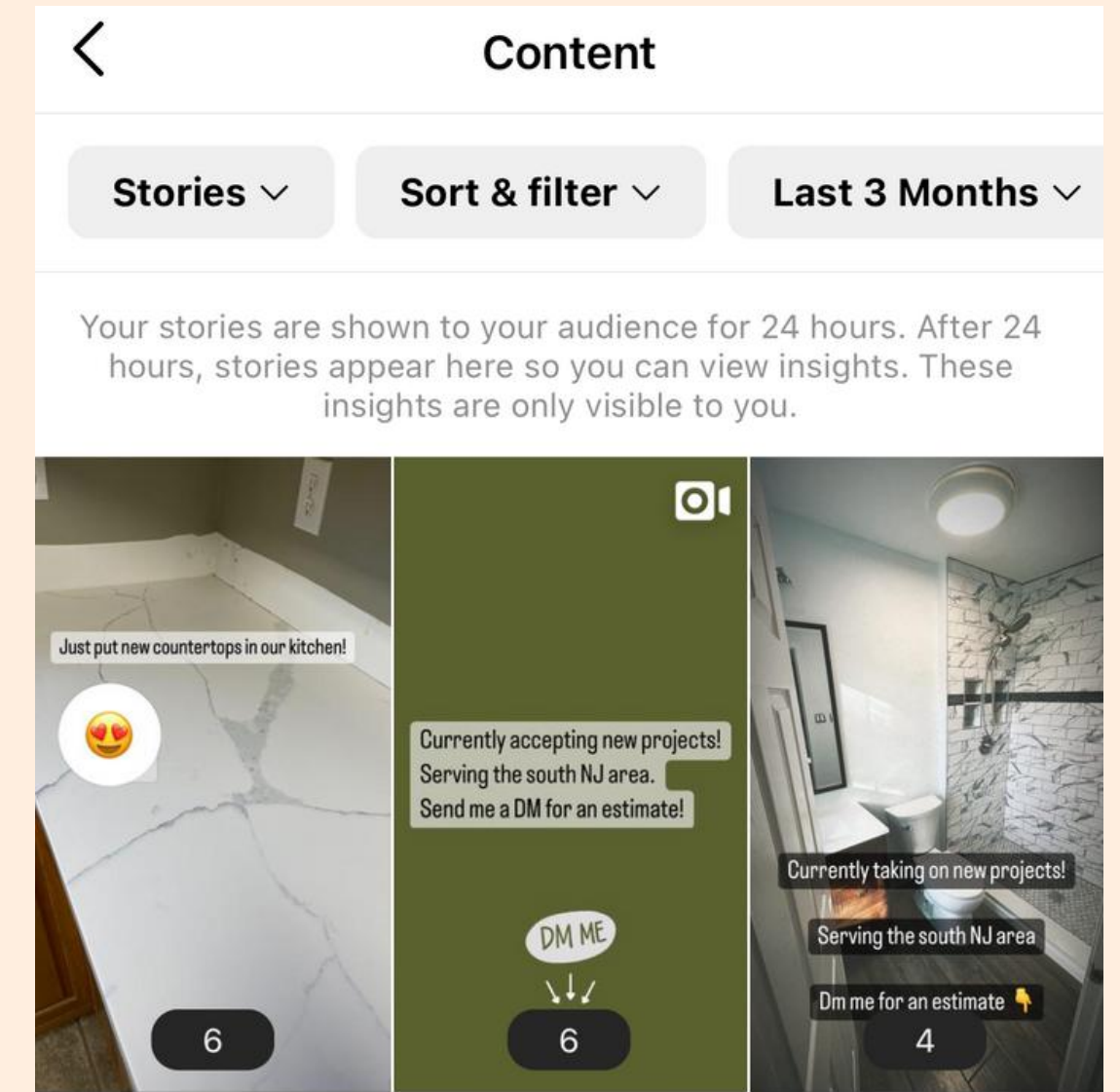
Her of the Moment

150+ impressions!



Little Fierce Press

10 leads in the DMs!



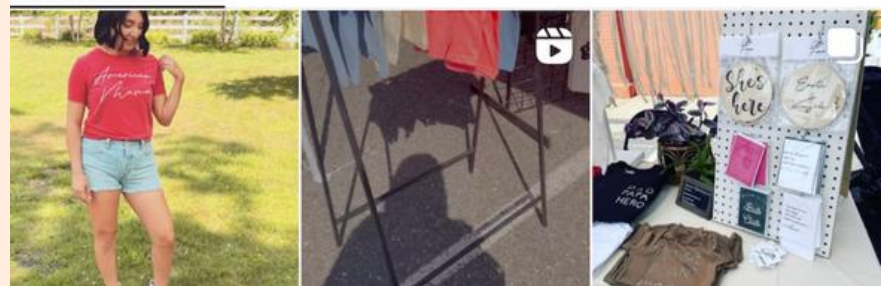
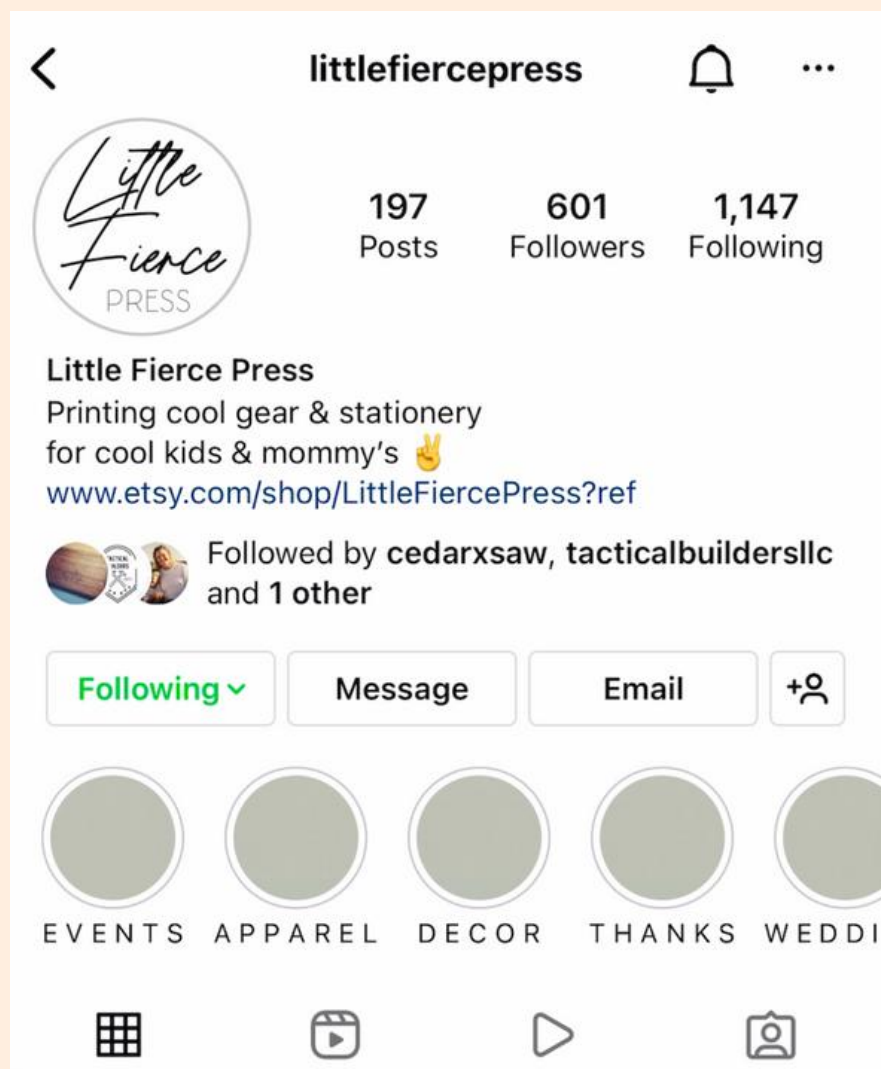
Tactical Builders



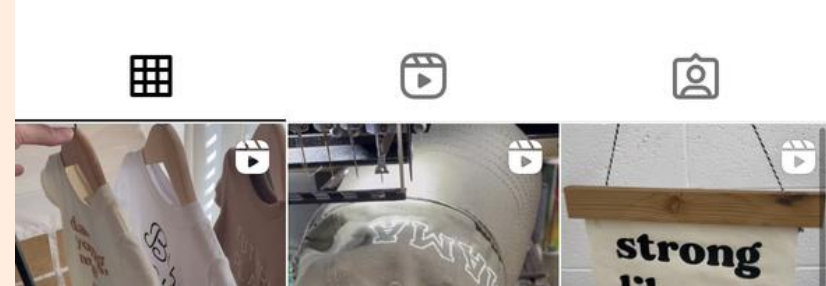
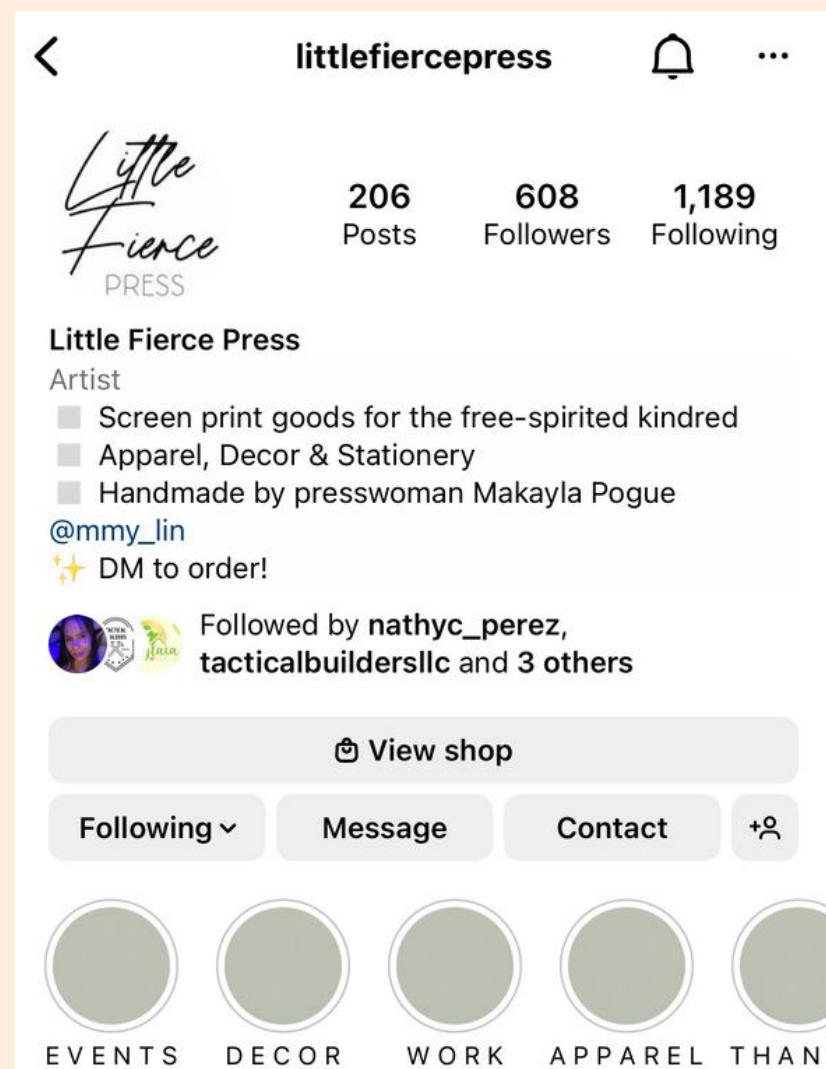


PROFILE OPTIMIZATION

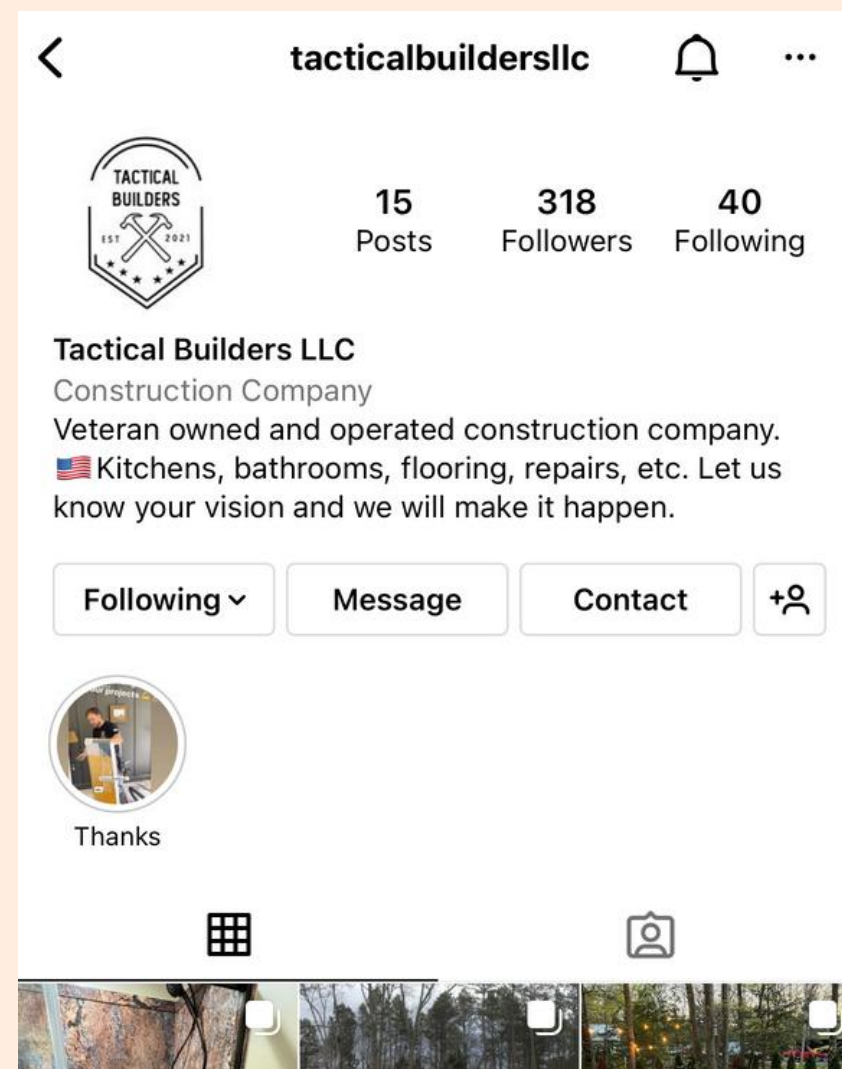
BEFORE



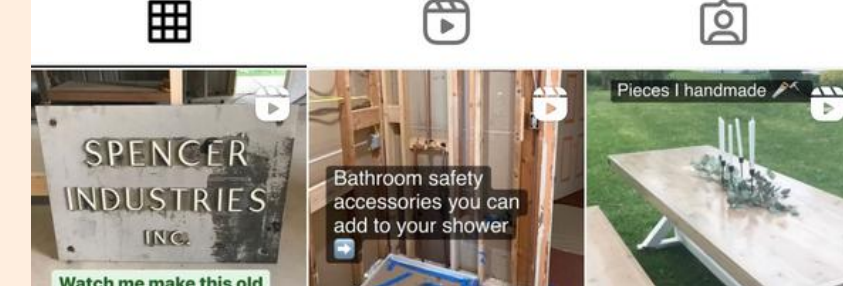
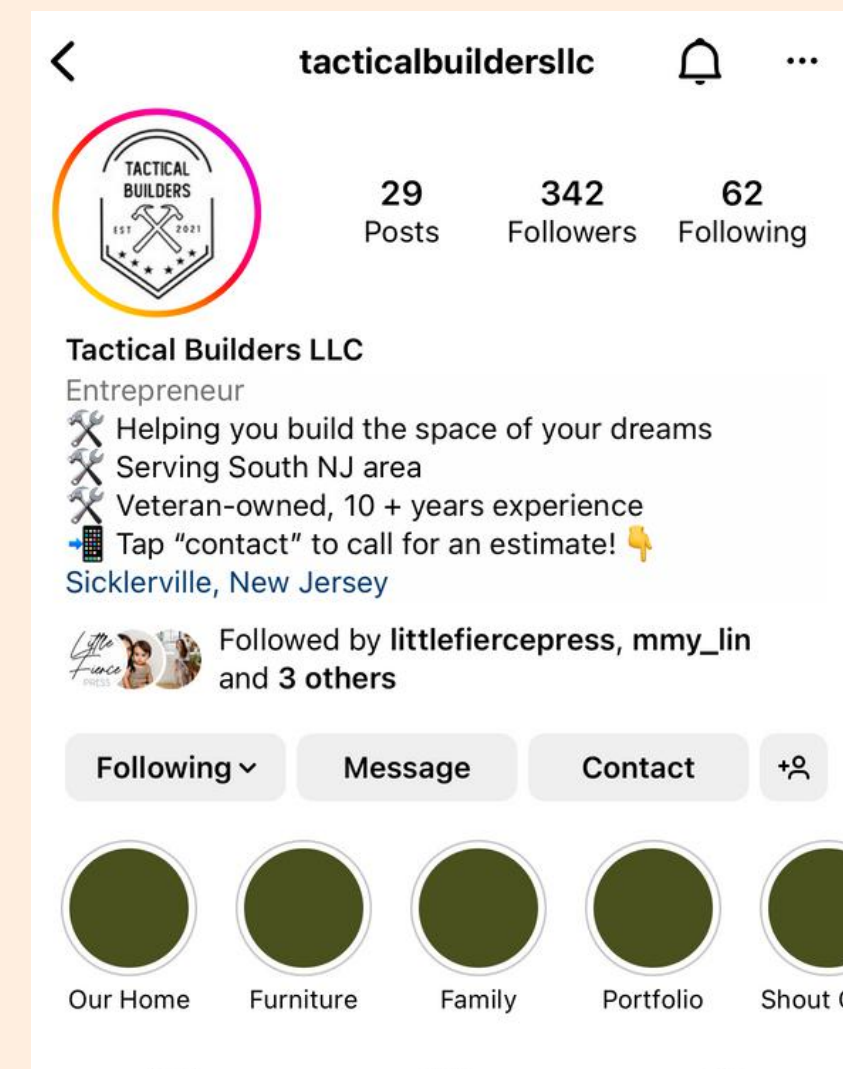
AFTER



BEFORE



AFTER

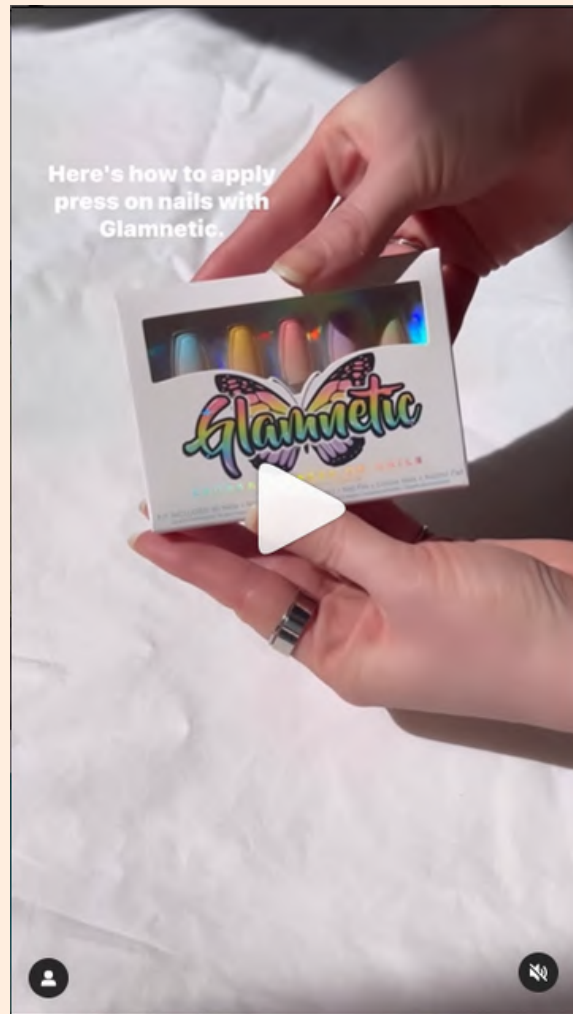
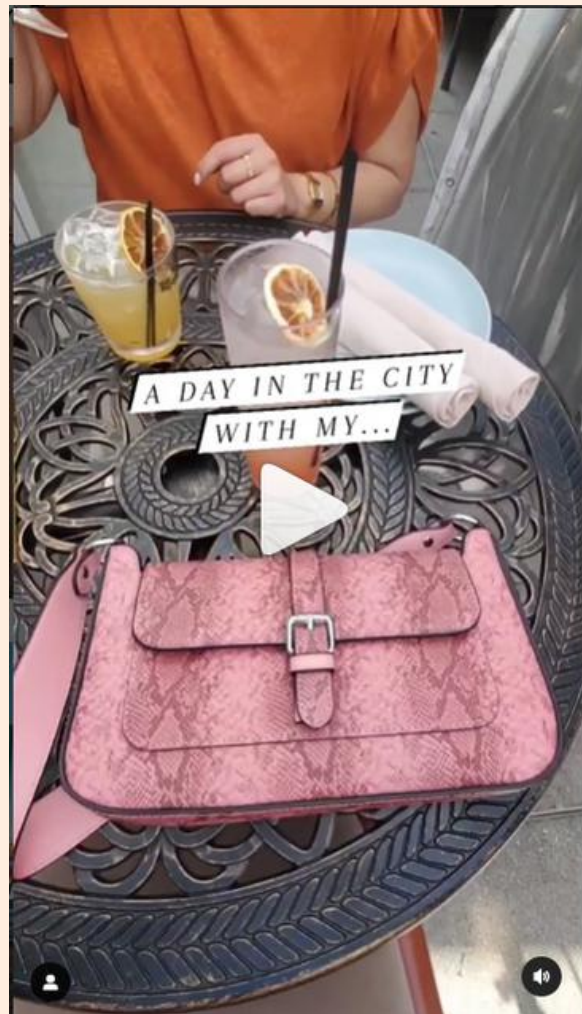


REELS CREATION

PRODUCTS

STORE EXPERIENCE

*Click on the images to view!



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INSTAGRAM POSTS

*Click on the images to view!



APPLY NOW

STORIES CREATION



LET'S WORK TOGETHER!

Are you ready to dress the mannequin of your social media strategy? Let's get to styling!

Phone

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Norristown, PA

Connect with me! →



Click to fill out an application for service!