

PORTFOLIO

Caylie Hausman

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SKILLS

- Book/Book Cover Designs
- Brochures, booklets, documents, etc.
- Blogs
- Copywriting
- Presentation Design
- Social Media Content Creation
- Social Media Management
- Social Media Planning

RESUMÉ

RATES

ABOUT

My name is Caylie. I'm passionate about **crafting brand materials that are centered around humans**. From start to finish my favorite part of the job is **creating something that works for you**.

Skilled in creating engaging visual designs, social media content, branding strategies and copy. I will step in as **a freelancer to fill in where your brand needs it**, so that your marketing materials are the best they can be—from copy to social media graphics.

That means no AI, or overdone tropes, but **unique work that will work for your brand for a long time, and stand out against the competition**.

Social Media, Management Planning + Content Creation

Current Social Media Management Clients

Project Story

Since becoming a freelancer in early 2023 I've consistently managed 2 brands on social media accounts.

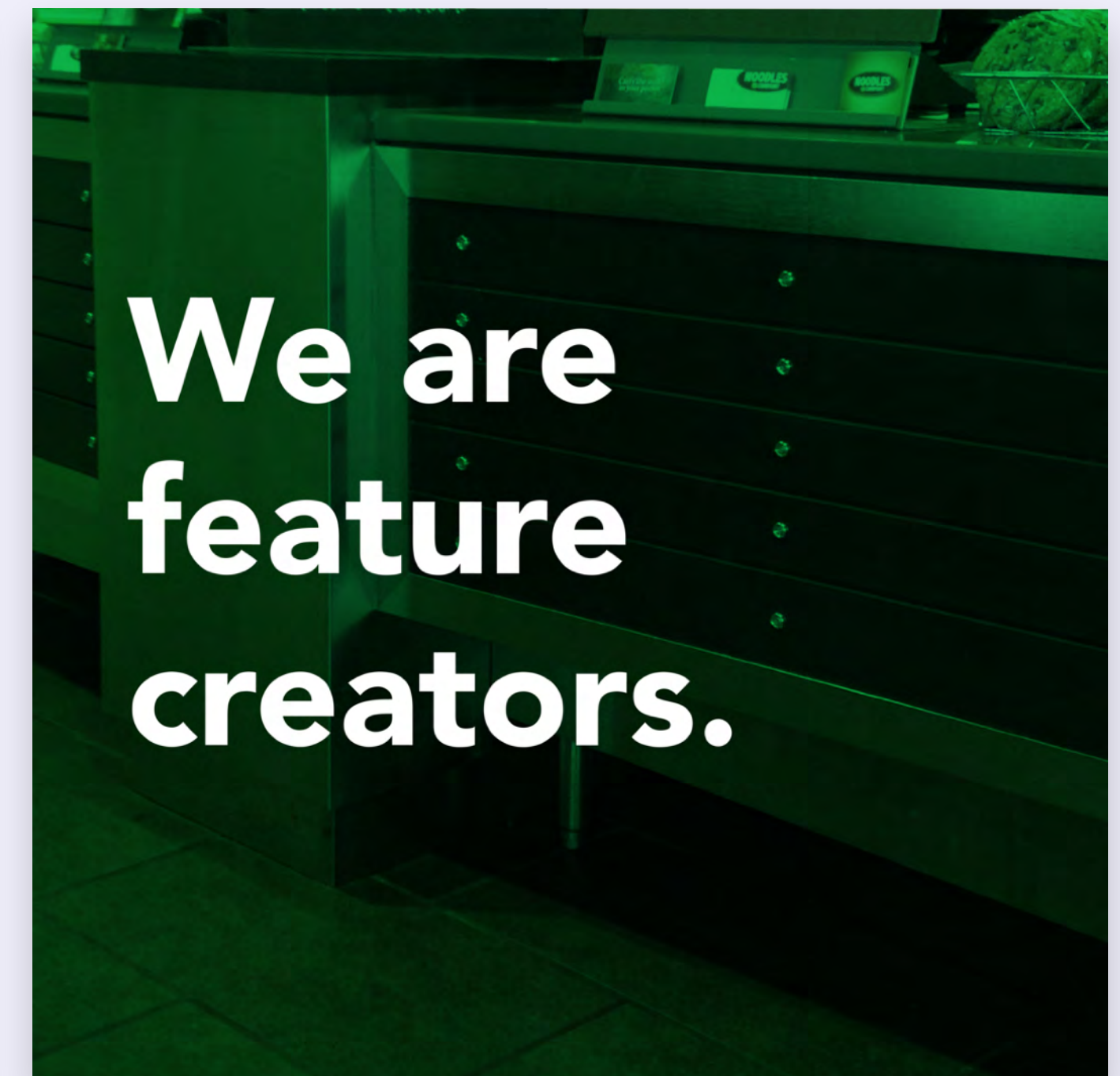
The first is bluetree casework, a commercial cabinet and fixture company. The second is St. Joseph Plastics, a plastics recycling and polypropylene manufacturer.

Each brand has their own voice, image styles, requirements, and social media plan but both include graphics that stand out in a scroll and provide something for the audience to interact with.

SOCIAL MEDIA MANAGEMENT, PLANNING & CONTENT CREATION

bluetree casework

Instagram, Facebook and LinkedIn



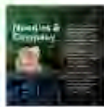
SOCIAL MEDIA MANAGEMENT, PLANNING & CONTENT CREATION

I have been working with bluetree casework on and off for a number of years. Currently I work with them to create engaging social media content that can help extend brand awareness and show off their work.

Working with one member of bluetree’s onsite staff, I work to create a page that gives personality as well as shows off the work and the capabilities available to clients.

Accomplishments: Creating and maintaining a growing social media presence on Instagram, Facebook and LinkedIn. Creating a custom approval process that is easy for the client.


Instagram Account Overview					
Posts Published ⓘ	Total Followers ⓘ	New Followers ⓘ	Impressions ⓘ	Reach ⓘ	Profile Views ⓘ
1	212	2	223	36	3
+1	+1 0.5%	+1 100.0%	+206 1211.8%	+19 111.8%	+2 200.0%

Instagram Post Metrics											
Date ⌵	Format	Post ⌵	Labels ⌵	Likes ⌵	Comments ⌵	Impressions ⌵	Reach ⌵	Engagements ⌵	Engagement Rate ⌵	Saves ⌵	Video Views ⌵
December 05, 2024 8:28 AM CST	Image	<div><div><div>Rise to a Challenge</div><div>At bluetree, we rise to a challenge. Clients come to us with their challenges, and we know exactly how to solve their problem. 🛠️ During a project with Noodles & Company they needed 300 beverage c...</div></div></div>	<div>Client Pics</div> <div>Past Clients</div>	2	0	19	19	2	10.53%	0	

SOCIAL MEDIA MANAGEMENT, PLANNING & CONTENT CREATION

St. Joseph
Plastics

LinkedIn



St. Joseph Plastics


642 followers

2W • 🌐

If you had a better recycling partner, imagine what that could do for your recycling goals...🤔


Visit StJosephPlastics.com, and let's start a conversation about how we can help the planet, together! 🌍


[#polypropylene](#) [#plastics](#)





👍 Adam Hill and 15 others


Reactions



























+8




St. Joseph Plastics

573 followers

1W • 🌐


When someone says we're the best recycler they've ever had 🤔


[#polypropylene](#) [#plastics](#) [#theoffice](#)





💬 Ashley Griffey and 10 others


Reactions























+3

I’ve worked with St. Joseph Plastics in the past, but was surprised when they wanted a fresh LinkedIn presence. It had some internal attention, but the person was not based in social media. I began working closely with the employee poster and one other contact. After a short time, we were able to move forward with only one person reviewing the posts.

Our strategy includes education that align with the goals of the company and clients, as well as company information and content that entertains. The strategy was created to have more engagement, as well as overall likes on the page—both of which I update the client on when we meet 2x a month.

The pages has grown substantially since I joined, and every day it gets new page likes and post interactions. The brand has gotten more attention on LinkedIn than ever before, and it is only growing.

***Accomplishments:** Growing over 200+ followers since our work began together, and creating a custom meeting and approval schedule that makes this process easy for the client.*

LinkedIn Followers Over Time

Six Months of Total Page Following

524

April

539

May

573

June

604

August

640

September

642

October

SOCIAL MEDIA MANAGEMENT, PLANNING & CONTENT CREATION



Post Performance

Targeted to: All followers

421
Impressions

32
Engagements

7.6%
Engagement Rate

22
Clicks

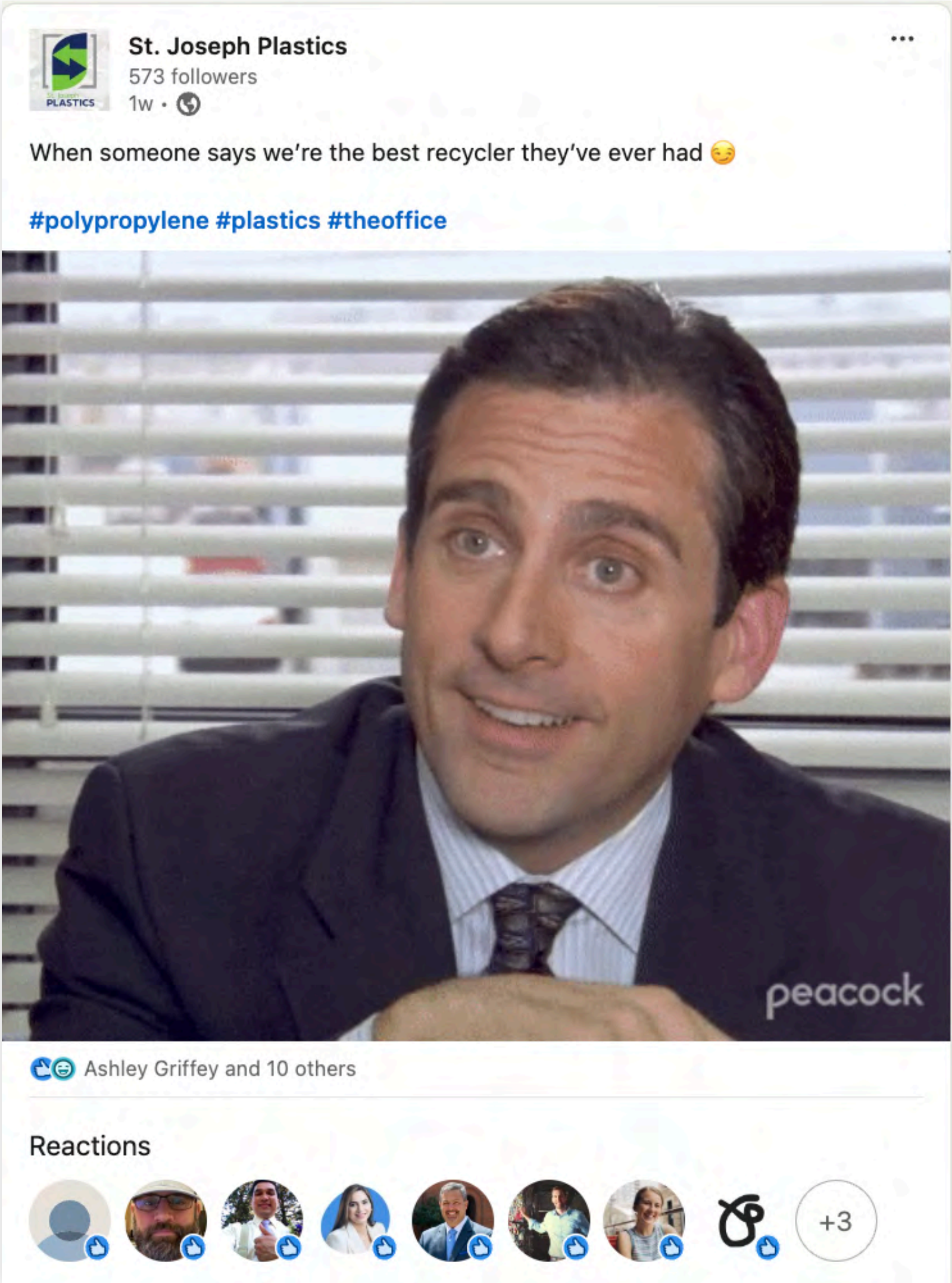
5.23%
Click-Through Rate

8
Reactions

2
Comments

0
Repost

Date Created: 10-22-24 | Stats Date: 11-26-24



Post Performance

Targeted to: All followers

302

Impressions

24

Engagements

7.95%

Engagement Rate

13

Clicks

4.3%

Click-Through Rate

11

Reactions

0

Comments

0

Repost

Date Created: 06-14-24 | Stats Date: 06-27-24

SOCIAL MEDIA MANAGEMENT, PLANNING & CONTENT CREATION

OTMS Social Media Management & Content Creation

Project Story

From 2021 to 2023 I worked full-time at a small credit union & small bank marketing and consulting agency, creating social media content for clients and internal management systems.

When I started there were around 2-3 social media clients, and one other designer. Shortly after I started, I was the only social media designer. Taking over, I overhauled their system, creating something that could more suit each client's needs individually, as well as keeping in mind our small marketing agency team.

The process started with finding a scheduling platform to alleviate confusion. I then created new visual styles for each client, based around their brand, that played to their strengths in the community or as a credit union.

In league with the account manager, she and I implemented new visuals for social media clients, and got more interaction for every account we worked on. Not to mention drumming up interest in our social media program with other clients.

When I left in 2023 OTMS had 10-11 social accounts.

Tarrant County Credit Union

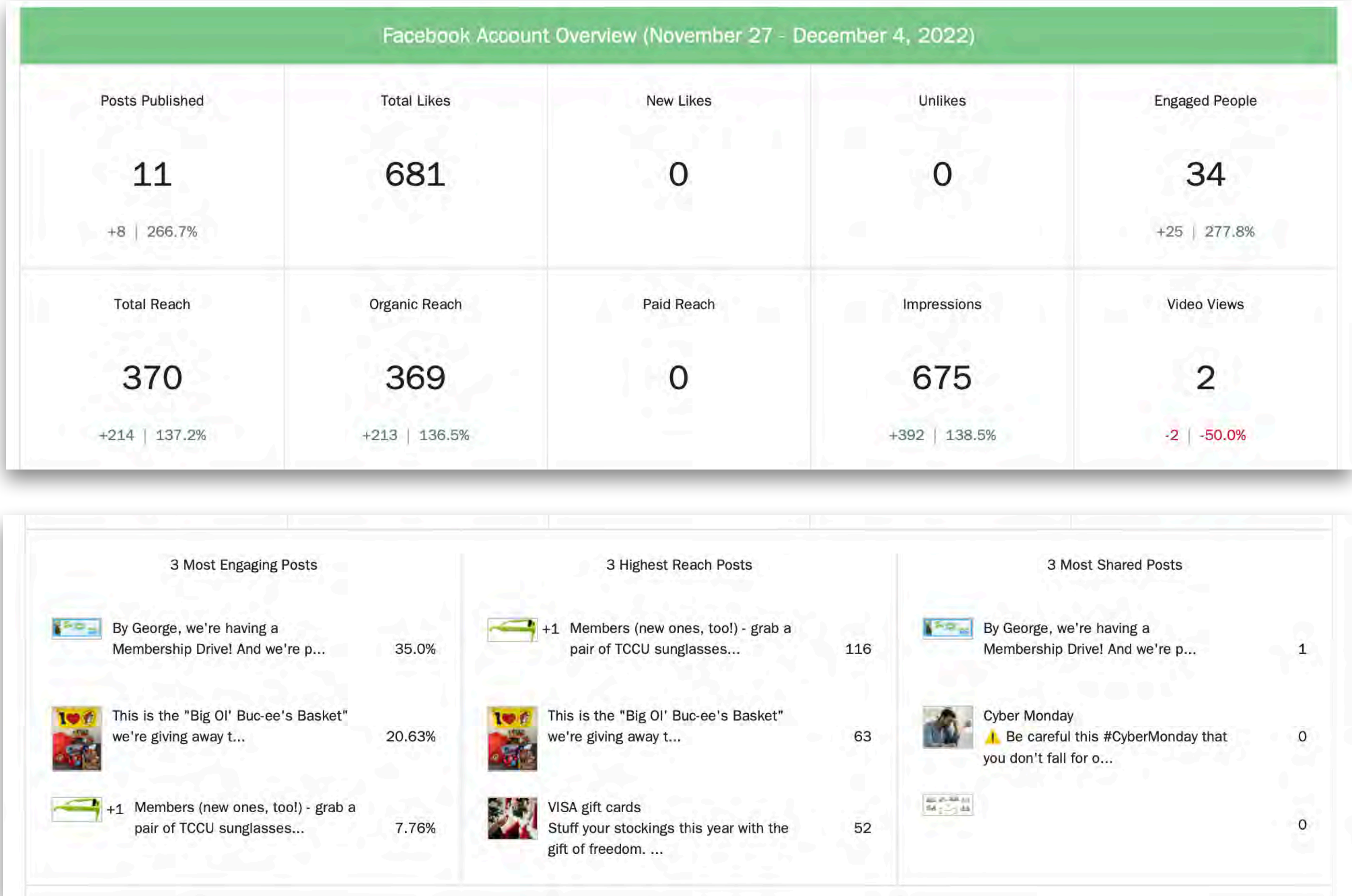
Instagram and Facebook




SOCIAL MEDIA MANAGEMENT, PLANNING & CONTENT CREATION

Creating posts, a style and working with Tarrant County to have a more fun, visual vibe. Using their new branding I was able to build their social media style with basic shapes that mimicked the logo and created engagement with questions and tips!

Accomplishments: Creating a solid visual look based on their new branding and helping them position themselves as financial experts in the area.



SOCIAL MEDIA MANAGEMENT, PLANNING & CONTENT CREATION



tarrant_countys_credit_union

Follow

Message


668 posts

370 followers

60 following

Tarrant County's Credit Union


Born & raised here. In 1955, Tarrant County employees wanted to add a credit union as a benefit. Now we're open to the Tarrant County community!
www.tccu-tx.com




Highlights

POSTS


TAGGED



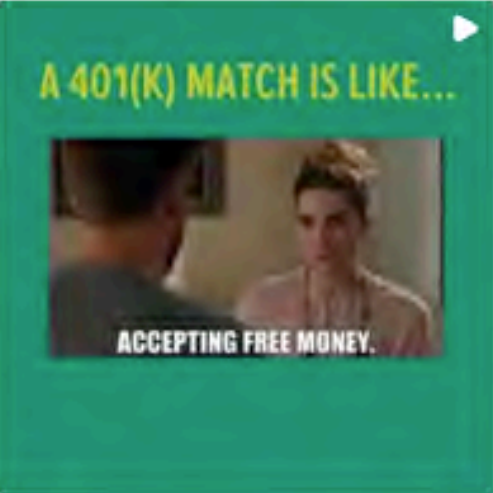
#tarranttips




#tarranttips




#tarranttips




#tarranttips




#EarthDay




#tarranttips



HAPPY FINANCIAL LITERACY MONTH
It's never too early to plan for retirement



You are the Top Chef in your kitchen



UNLEASH
the Power of Saving at Your Credit Union™

SOCIAL MEDIA MANAGEMENT, PLANNING & CONTENT CREATION

Southwest Financial Credit Union

Instagram, Facebook, LinkedIn and Twitter

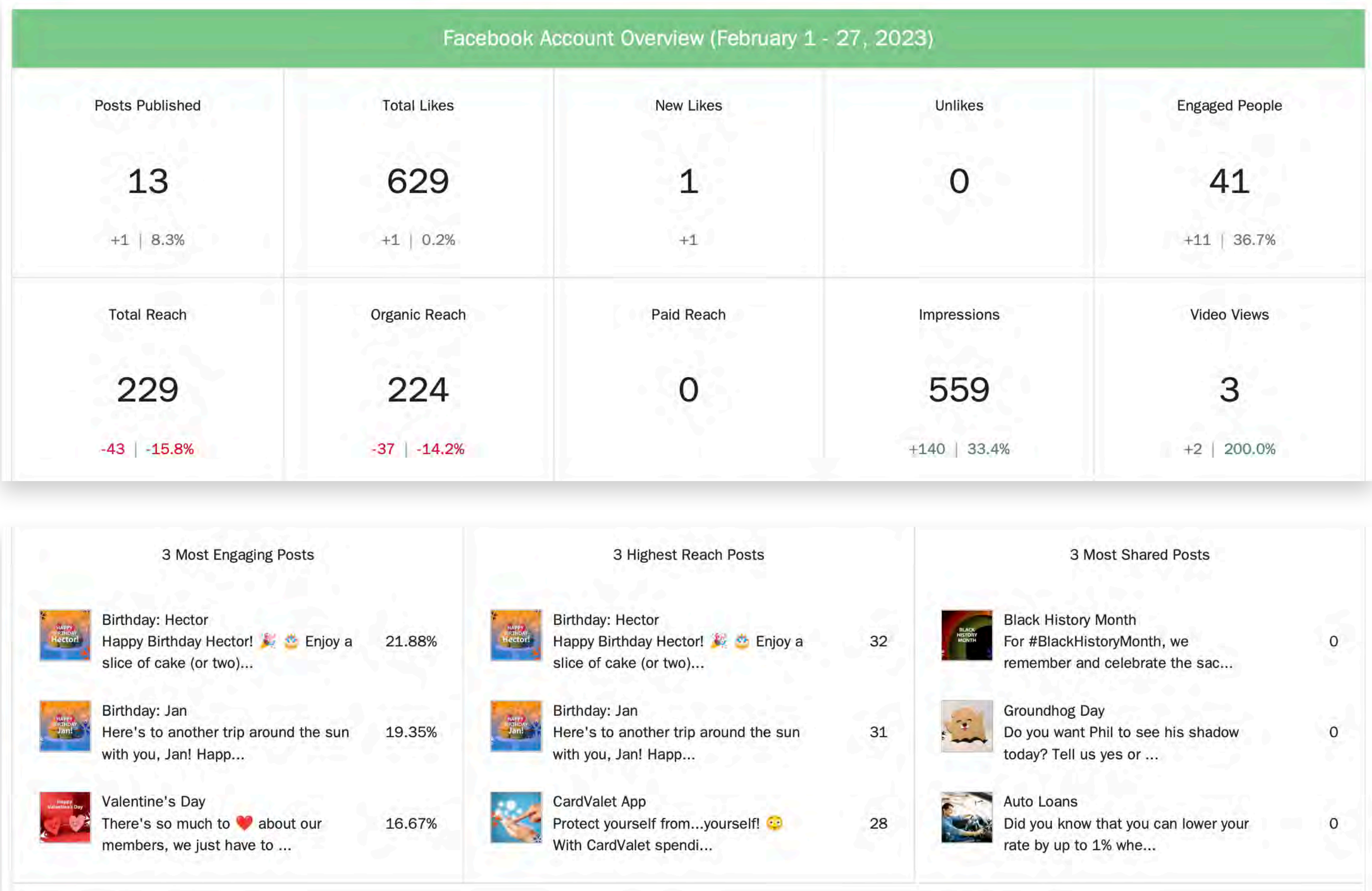


SOCIAL MEDIA MANAGEMENT, PLANNING & CONTENT CREATION

With our help Southwest Financial was able to outsource all social media, and get more time back in their day. Each month, the client would send us a list of things they wanted posted and we filled in any gaps with relevant content.

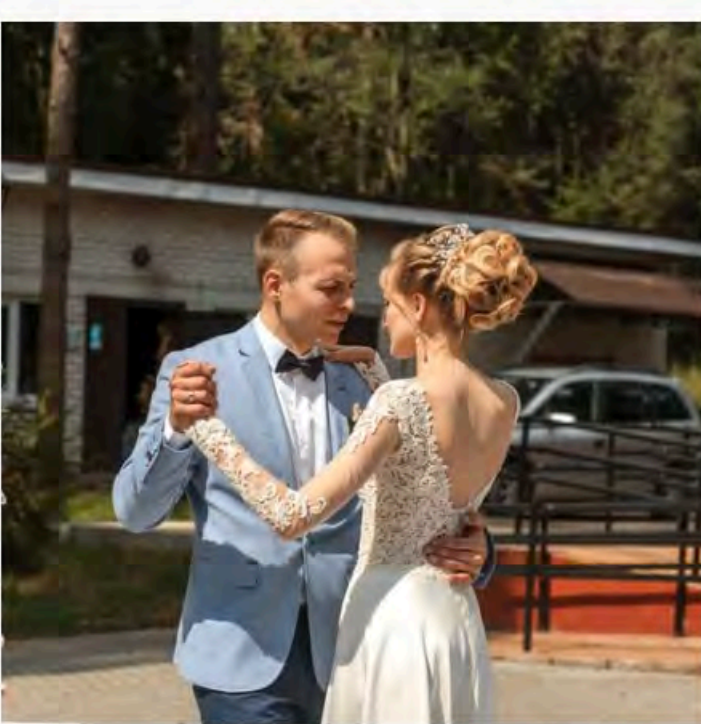
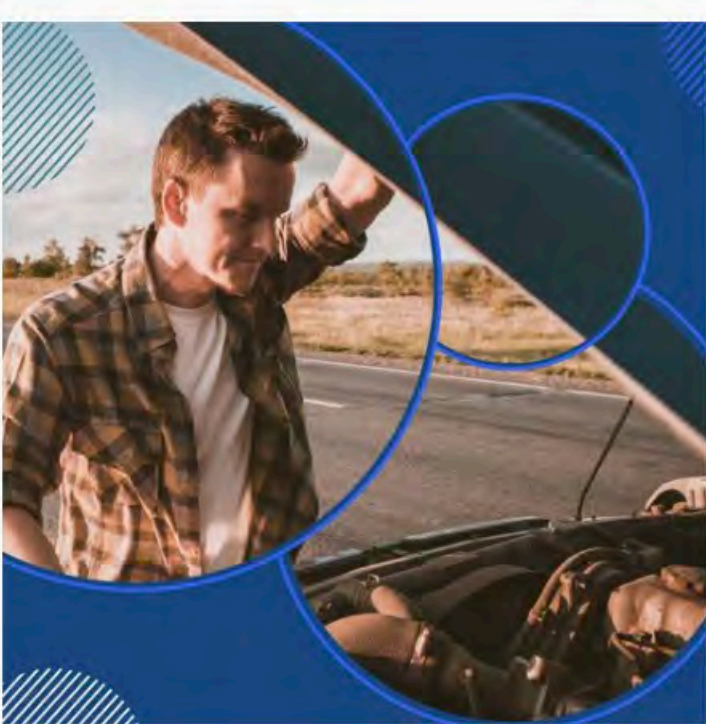
This combination of their plans with our planned posts created a smoother process with us and the client, as well as a better presence online.

Accomplishments: client became excited about social media, updated look with a cohesive grid, more engagement on page and followers increased.



Beacon Federal Credit Union

Instagram and Facebook












SOCIAL MEDIA MANAGEMENT, PLANNING & CONTENT CREATION

Beacon Federal Credit Union came to us with a distinct brand look, but not much happening on social media. We were able to implement their brand look on social media, to create a unique grid and more interesting content. This improved reach, engagement and impressions.

Accomplishments: raised engagement and reach, created a cohesive social media presence that felt less generic.

Facebook Account Overview (January 12 - 19, 2023)				
Posts Published	Total Likes	New Likes	Unlikes	Engaged People
7	2,967	0	1	43
	-2 -0.1%		+1	+4 10.3%
Total Reach	Organic Reach	Paid Reach	Impressions	Video Views
934	933	0	1,488	14
+149 19.0%	+150 19.2%		+265 21.7%	+2 16.7%

3 Most Engaging Posts	3 Highest Reach Posts	3 Most Shared Posts
<div><div>MLK Jr. Day In honor of Martin Luther King, Jr., remember to DREAM bi...</div><div>5.56%</div></div>	<div><div>Too many demands on your money this month? We've all been...</div><div>215</div></div>	<div><div>#BetterWithBeacon ZERO is your favorite number when it comes to owing money...</div><div>1</div></div>
<div><div>In observance of Martin Luther King, Jr. Day, our La Port...</div><div>3.79%</div></div>	<div><div>With a certificate of deposit, you can make money and sav...</div><div>160</div></div>	<div><div>Too many demands on your money this month? We've all been...</div><div>1</div></div>
<div><div>Too many demands on your money this month? We've all been...</div><div>3.72%</div></div>	<div><div>#BetterWithBeacon ZERO is your favorite number when it comes to owing money...</div><div>145</div></div>	<div><div>Take advantage of special member savings on tax solutions...</div><div>1</div></div>

Resumé + Rates

EDUCATION

BFA, The Kansas City Art Institute

SKILLS / SERVICES

- Copywriting
- Graphic Design
 - Presentation Design
 - Book/Book Cover Designs
 - Brochures, booklets, documents etc.
 - Branding & Logo Design
- Social Media Planning
- Social Media Content Planning

EXPERIENCE

Freelance Design, Social Media & Blogging, 2023-Present

- Copywriting
 - Presentation Design
 - Social Media Planning
 - Social Media Content Planning
 - Social Media Management & Content Creation
- Creator and writer of [theBlogStack](#): a 2x weekly tactical trend report that guides brands in being ahead of the curve on graphic design and social media marketing.

On the Mark Strategies (OTMS), 2021-2023

Social Media Coordinator 2022-2023
Marketing Content Coordinator 2021-2022

- Copywriting
- Presentation Design
- Brochures, booklets, documents etc.
- Social Media Planning
- Social Media Content Planning

Diamond Merckens Hogan (DMH), 2018-2020

Assistant Art Director 2019-2020
Freelance Graphic Designer 2018

- Presentation Design
- Brochures, booklets, documents etc.
- Package Design
- Logos & Branding
- Banners
- Landing Pages

RATES

**Social Media Content, Strategy,
Creation & Management**
\$45-\$75/hr

Graphic, Logo, Print & Digital Design
\$45-\$65/hr

Presentation Design
\$50-\$75/hr

Copywriting, Blogs & Captions
\$45-\$65/hr

Custom Social Media Content Ideation List
\$250 for 2 over 1Q



OTHER RATES

Packages

Project Story

Packages are put together based upon your needs. Each one has basic guidelines that it starts with, but will be customized based on what your brand is looking for.

If you don't see a service that you are looking for, please let me know and we can figure out how to create it for you.

PACKAGES

Social Media Packages

PACKAGES

Half Social Management Package

An extension of your social team, wherever you need it!

Assistance with your month to month goals, strategy. Personalized help with strategy, planning and content. Sign up and receive:

- Monthly Custom Trends List
- Assistance in copy, design, posting as needed
- Up to 12 custom posts created per month based on your needs.
- Every consecutive 8 month period receive a FREE one-on-one social media coaching session to ask questions, update goals and anything social media related

\$800 per month | 2hrs optional meeting time per month

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PACKAGES

Social Management Package

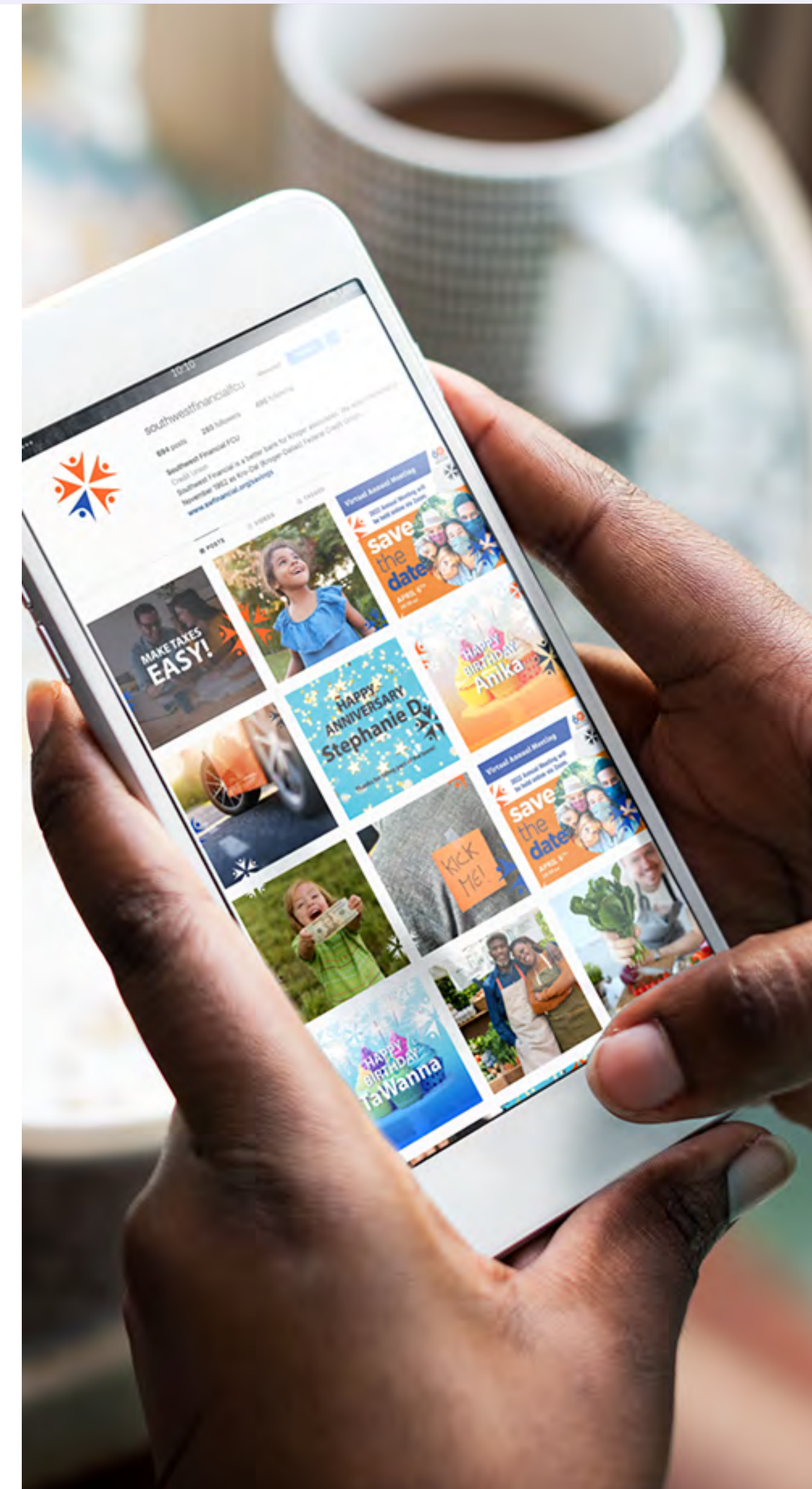
Monthly content, strategy, and custom ideas.

Personalized help with strategy, planning and content. Sign up and receive:

- 1 updated and customized strategy per month
- Up to 18 custom posts created per month based on your needs
- Every consecutive 4 month period receive a FREE one-on-one social media coaching session to ask questions, update goals and anything social media related

\$1,200 per month | 3hrs optional meeting time per month

cayliehausman@gmail.com | cayliehausman.com



Thank You 🙏