

2020-
2025

MARKETING PORTFOLIO



APRIL STEVENS

SOCIAL MEDIA CONTENT
CREATOR

YVE HIGHLIGHTS



PHOTOGRAPHY

Most of my creative/ marketing journey at YVE involves taking high quality images all over the venue. I have a keen eye for detail and a passion for storytelling and have been using my camera for years. I've been able to follow brides I've coordinated and capture stunning images.



STRATEGY DEVELOPMENT

I've been actively involved in developing and executing marketing strategies for Yarra Valley Estate as a venue, focusing on increasing the visibility and attracting new clients. By leveraging digital platforms & social media, I've helped shape the venue's brand identity and reach a wider audience.



YVPR HIGHLIGHTS



REELS | INSTAGRAM

During my time at the pet resort, I consistently produced viral content, with one of my videos going viral almost every fortnight. It became rare for my posts to receive fewer than 10,000 views.

While viral content doesn't always equate to long-term success, the impact on the pet resort's social media engagement, following, and website traffic was evident. Under my management, all of these metrics saw significant growth.

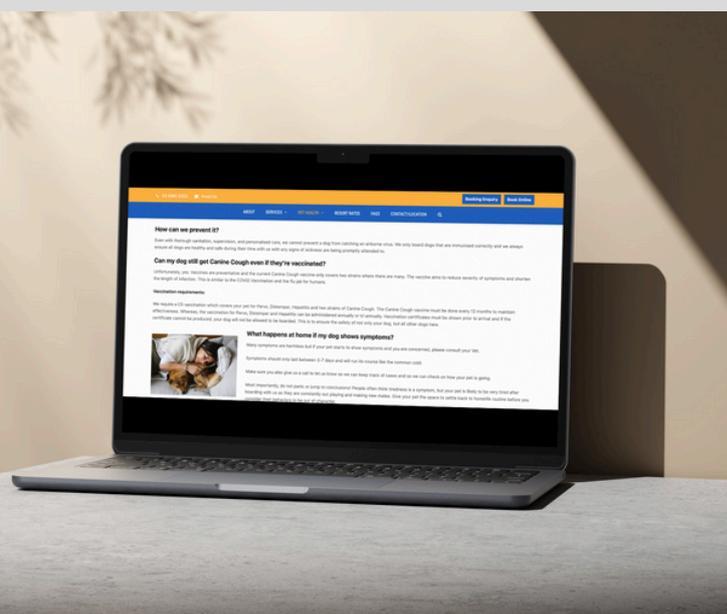
I am confident that my organic content contributed to increased sales and increased customer inquiries and engagement from across Australia.



WEBSITE COPY

Although I typically emphasize my content creation skills, much of my marketing experience spans the full scope of a marketing team's responsibilities.

I have consistently conducted research and developed content for the YVPR website, where many of my contributions are still featured. In addition to website pages, I've created email campaigns, social media content, and a variety of other marketing materials.



PLEASE VISIT YARRAVALLEYPETRESORT.COM FOR MORE PAGES OF MY WORK

THE LANEWAY HEALESVILLE HIGHLIGHTS



- **FEED & CONTENT**

Developed content for social media and created an aesthetic, consistent and brand-related feed.



- **WORK WITH BRANDS**

Conversed with brands and established relationships to promote products on social media.



- **PROMOTIONS**

When new menu items were introduced, I would release them and drive engagement to the venue.



- **LIVE PROMOTIONS**

Musicians and other live performances were advertised and filmed for content.



- **FOOD PHOTOGRAPHY**

I often took photos of new beverages and foods for socials.



- **MENU DEVELOPMENT**

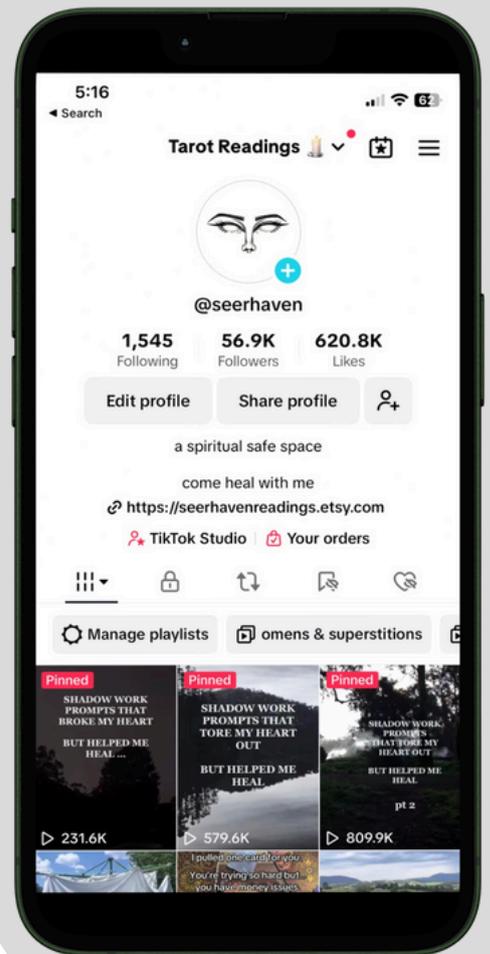
I researched 'hot' menu items relevant to Mexican Style Street Food and helped design their menu.

MY BUSINESS



SEER haven

4 years of experience



Virality

Through my TikTok videos, I've amassed over one million views, with several viral posts that continue to generate daily engagement. I have gained over 50,000 followers, achieving a significant level of success on the platform.



Welcome back, SeerHavenReadings

★★★★★(37) | 140 sales | 5 active listings

Conversion:

This success inspired me to launch my own business, where I achieved over 100 sales in my first year, all while balancing multiple jobs. I accomplished this as a self-taught content creator and marketer.



Proudest moments:

I receive sales on a weekly basis and regularly receive emails and messages from clients around the world. Additionally, I've been approached with brand deals and frequently engage with prominent brands in the spiritual industry. I have plans to further expand and dominate a market I once lead.

ORDERS 118 ⌚ Just now	REVENUE AU\$1,414 ⌚ Just now
------------------------------------	---