

Portfolio

Portfolio Statement

I approach digital content creation not as simple publishing, but as a structured and performance-driven growth process. From video review and visual editing to headline development, content scheduling, and data analysis, I manage the entire workflow end-to-end with a strategic mindset.

I have contributed to large-scale and mid-sized social media platforms such as Beauty WOW (4.8M followers), Crowned Ladies (2.6M followers), Gekrönt (30.6K followers), and Einzigartig Schön (29.6K followers), where I was responsible for:

- Developing content concepts aligned with audience behavior
- Editing visual tiles and preparing highlight materials
- Writing high-converting, engagement-driven headlines
- Scheduling posts strategically with optimized tagging
- Monitoring performance metrics and adjusting content strategy accordingly
- Preparing performance presentations to analyze growth and engagement trends

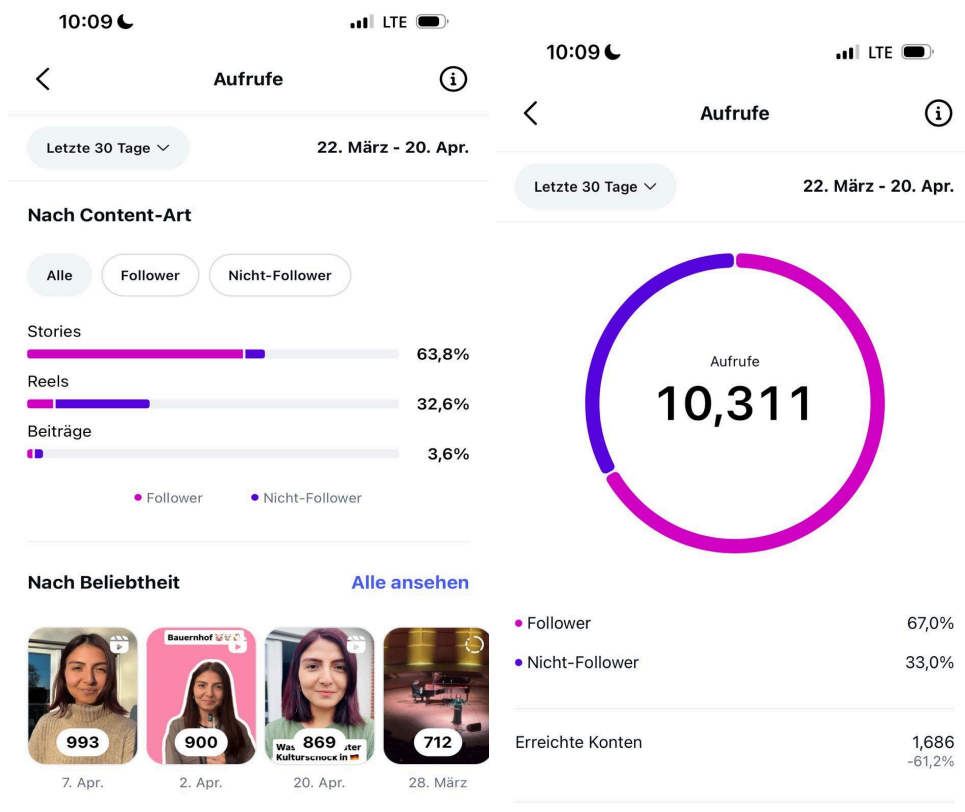
In addition to working with established social media platforms, I have also successfully managed and grown social media accounts from an early stage. As the Social Media Manager for **Deutsch mit Hilay**, I grew the Instagram account from **539 followers to 16.1K followers within three months**, representing an increase of approximately **2,890%**. I developed and implemented the content strategy, created and optimized content, analyzed audience behavior and performance data, and continuously adjusted the strategy based on what generated the strongest reach and engagement.

My focus is on producing sales-oriented and conversion-focused content that not only captures attention but also drives measurable results. I create headlines that combine audience psychology, visual harmony, and data insights to maximize reach, clicks, and engagement.

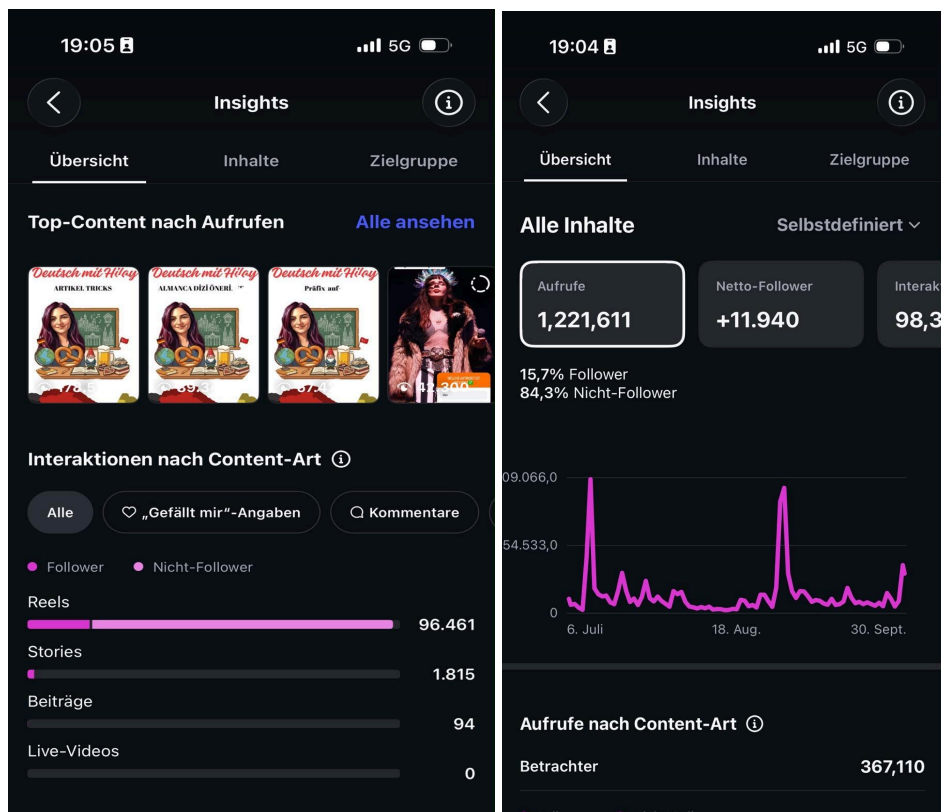
Every piece of content is evaluated through performance data. I continuously optimize headlines, content formats, and posting strategies based on analytics, ensuring sustainable growth rather than one-time spikes.

In summary, I do not simply create content — I build structured, data-informed content strategies designed to increase visibility, strengthen engagement, and support measurable digital growth.

Process Example of Deutsch mit Hilay: First month



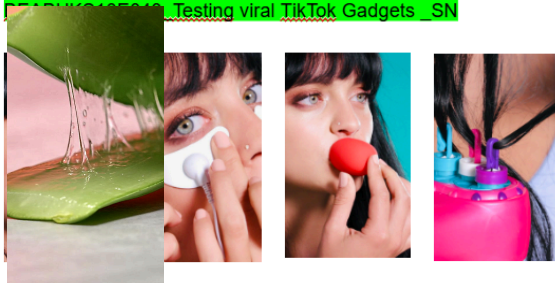
To this:



Process Example Of Jellysmack:

1. Receiving a video and controlling
2. Preparing Highlight Photos/ Editing
3. Preparing Headlines according to Photos

Sample Headlines And Photos (TNS)



Testing 8 Viral TikTok Gadgets
Worth It Or Not? *Gadget Edition*
Let's See If These Gadgets Work
Are Those Gadgets Worth It?

Get All Support Without The Pain
Give A Shot To Pocket Panties
Is This Braiding Machine A Timesaver?
Is This Beauty sponge Squeezer Any Good?
Will This Erase Your Eyebags?
Looking For An Alternative To Waxing?
Make Your Lips Juicy In 10 Seconds
Is This At Home Face Lift Machine Giving?

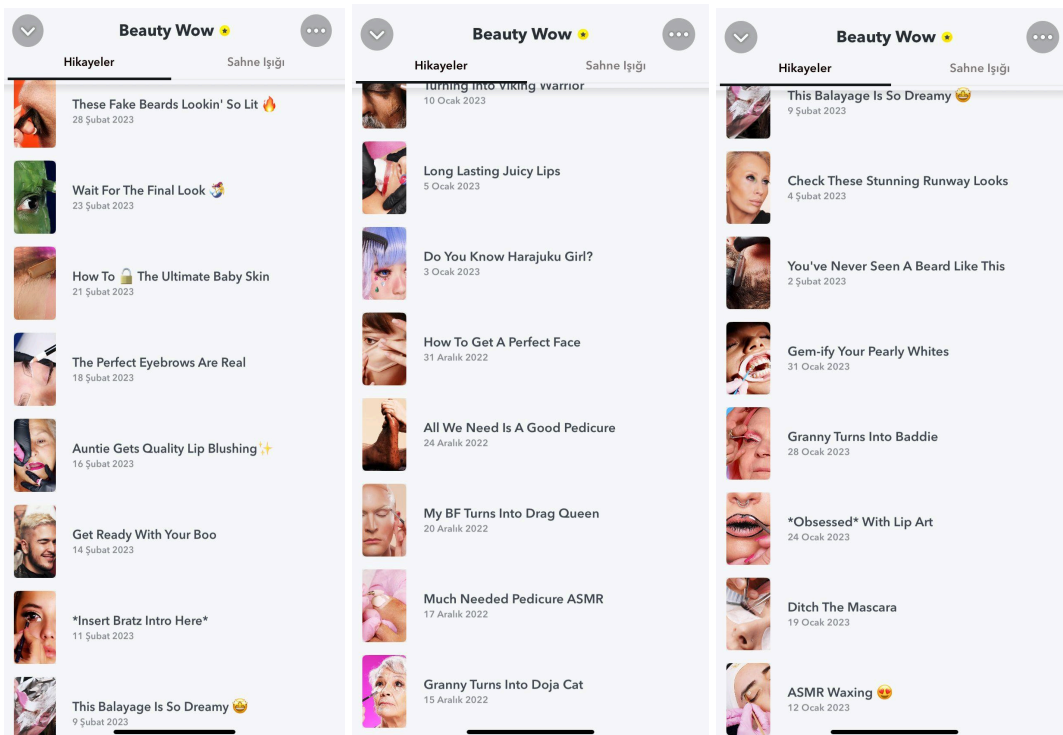
BEACRLS4E071_Aloe_Facial_SN CL 7Oct friday
Satisfying Skincare Routine
Miraculous Aloe Vera On Skincare
Refresh Your Skin With Aloe Vera
This Aloe Vera Cured My Skin
Extracting The Gunk Out Of My Skin

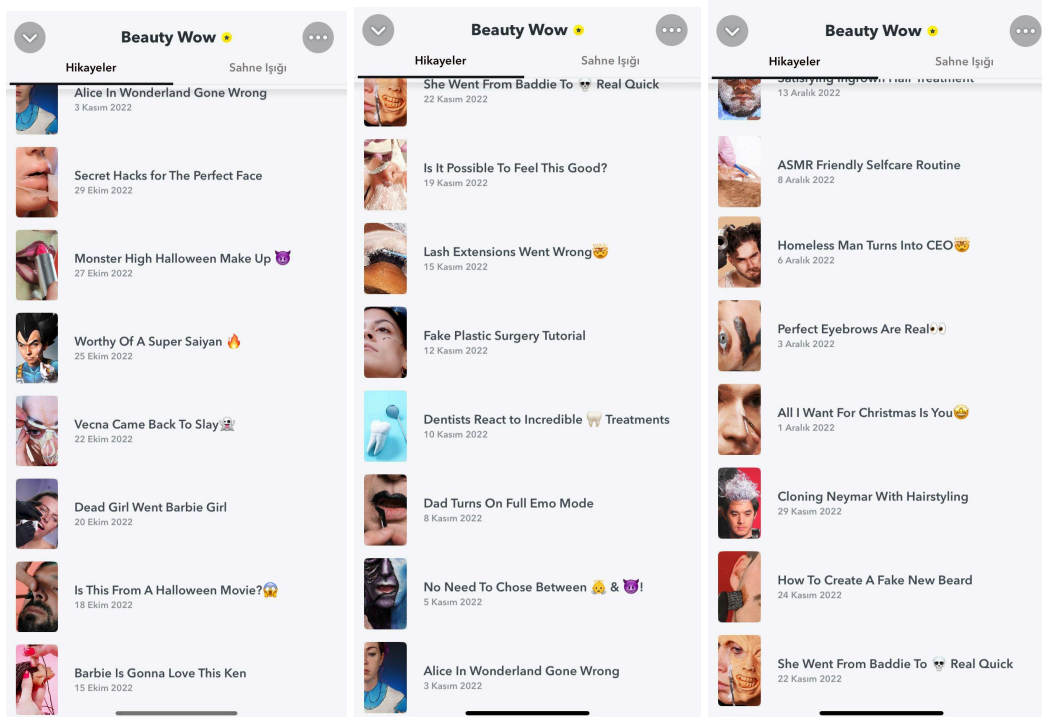
Clean Your Skin Gently
Give Your Skin A Glow Up
Satisfying Clogged Pores Cleaning
This Is The Star Of The Show (picture of aloe vera)
How To Extract Aloe Vera Gel
Make Your Own Aloe Vera Sheet Mask



4. Scheduling the Video, Headlines and Tags
5. Checking the Datas and change headlines
6. Making a PPP to analyse the Data

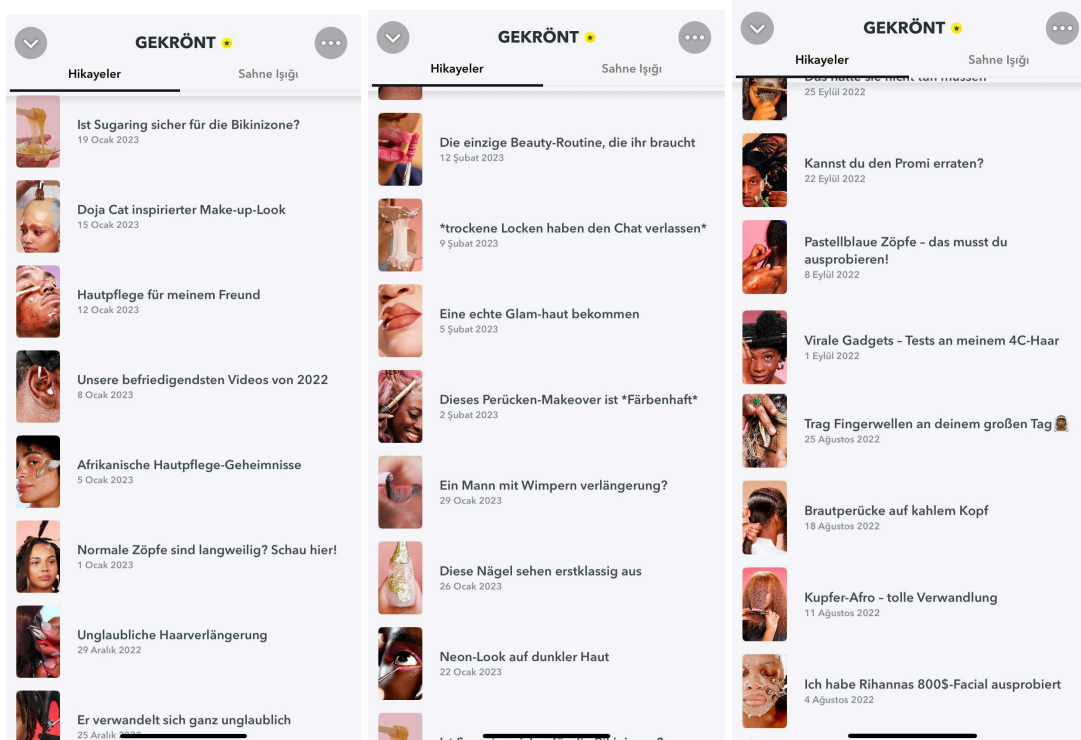
Page: Beauty WOW

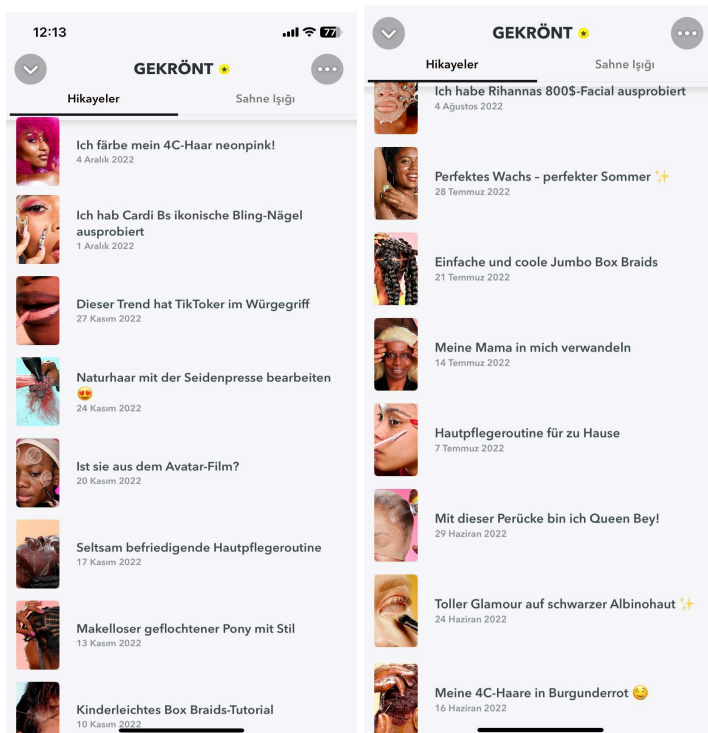




4.8M Followers
Editing Tiles
Writing Headlines
Analyzing Data
Finding Video Ideas

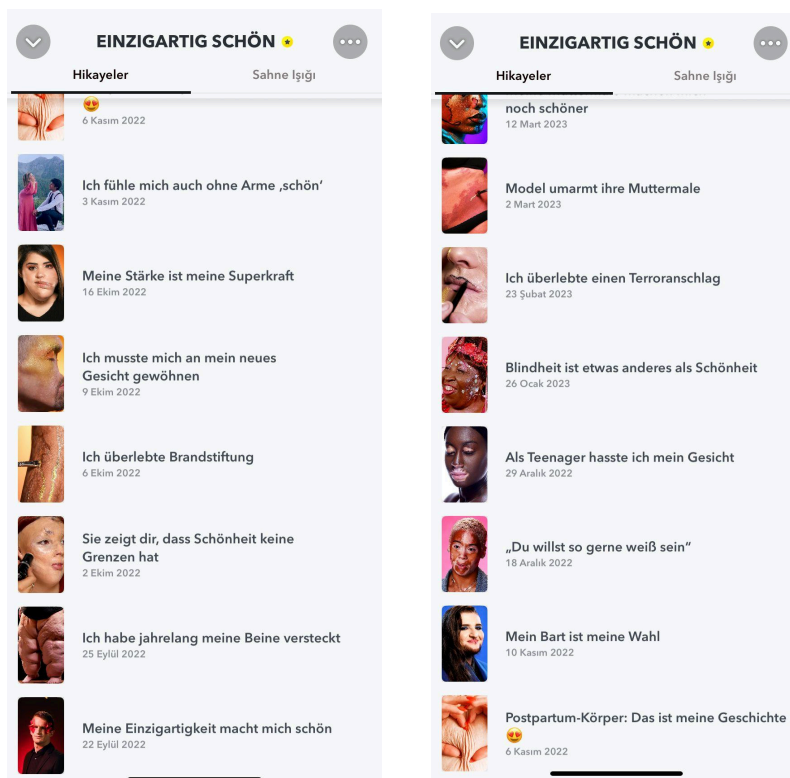
Page: Gekrönt



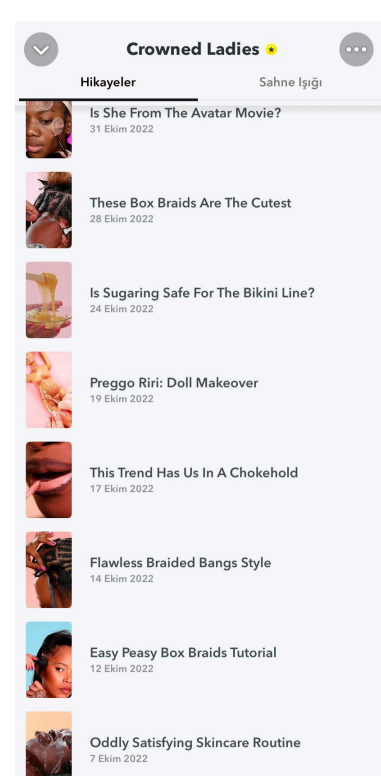
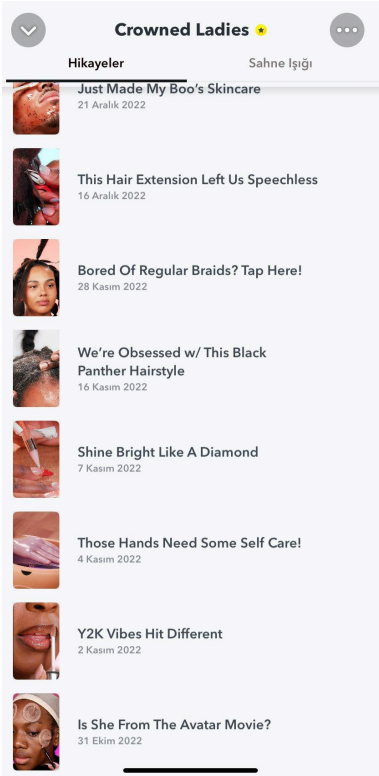
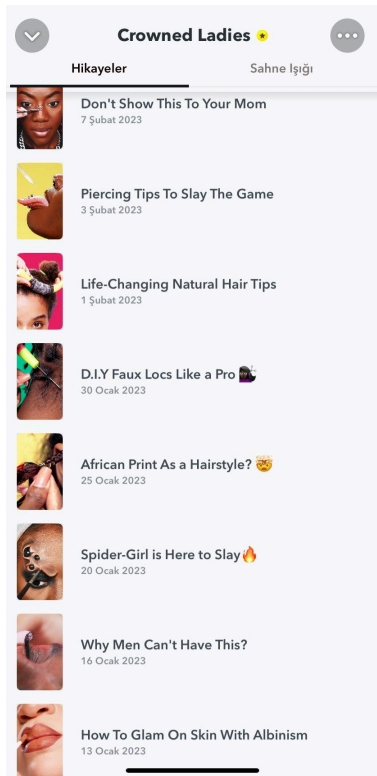
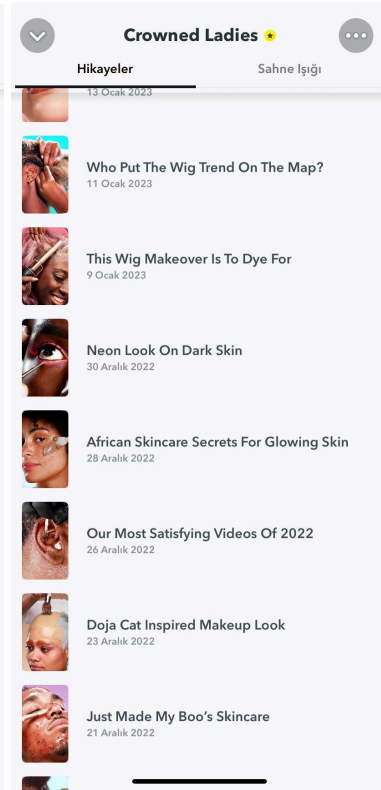
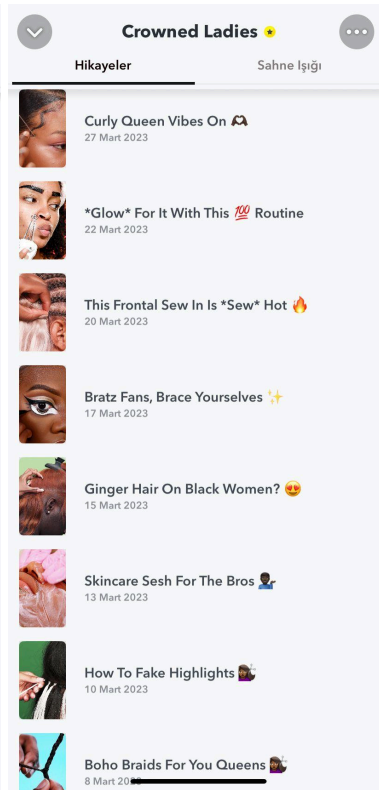
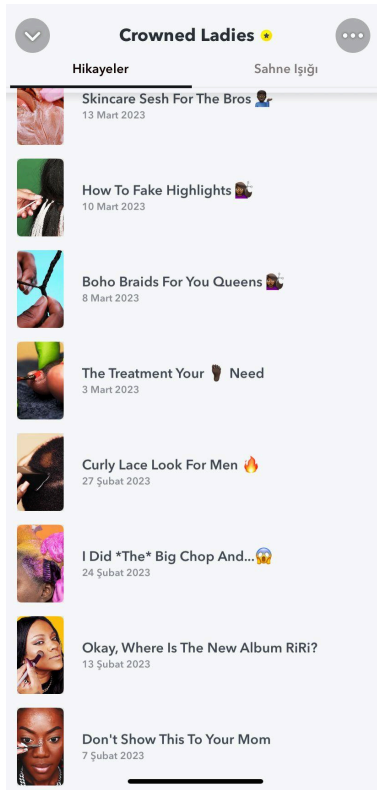


Page: Gekrönt
30.6K Followers
Editing Tiles
Writing Headlines
Analyzing Data
Finding Video Ideas

Page: Einzigartig Schön



29.6K Followers
Editing Tiles
Writing Headlines
Analyzing Data
Finding Video Ideas



2.6M Followers
Editing Tiles
Analyzing Data

Writing Headlines
Finding Video Ideas