

THE POWER OF SOCIAL MEDIA

MY PORTFOLIO

AS A SPECIALIST

IN SOCIAL MEDIA



WHO I AM

For more than 20 years I've worked in hospitality, administration and operations, mainly as the person behind the scenes who holds everything together. In 2021 I decided to leave Germany behind and build a new life in Mexico.

New places, new cultures and different ways of living have always fascinated me and sharing that journey online is what drew me toward social media. In 2024 I made it official with a certified Social Media Manager course. What I love most about it is combining structure with creativity.

That's the same balance I bring to every client: real strategy, backed by the reliability I learned in hospitality. I don't chase every trend, because I believe good social media still comes down to honest communication and truly understanding the people you're trying to reach.

MELANIE REISCH



SOCIAL MEDIA MANAGER



DEFINING MY SOCIAL MEDIA EXPERTISE

I focus on what actually moves a brand forward: content that fits you, management you can rely on, and results you can actually measure.

Because your audience on Instagram isn't the same as your audience on LinkedIn, so I approach every platform individually instead of just copying and pasting one strategy everywhere.

Content Strategy

Content Creation

Graphic Design



ANALYTICS



CONSULTATION



COMMUNITY MANAGEMENT

Curious what that could look like for your brand?
Let's talk about it.

I'm happy to help bring your story to life online.

EDUCATION

Certificate Course Social Media Manager

- Platforms: Instagram, Facebook, TikTok, LinkedIn, and YouTube, and how to manage them for clients.
- Storytelling
- Community management
- Pricing
- Working with artificial intelligence
- Influencer marketing
- Developing strategies
- Customer acquisition and retention
- and much more.

Self-paced and Online, but never solo.

I'm still part of the Social Media Factory community, with monthly community calls and a yearly challenge to practice social media strategies as well as to keep each other updated on everything changing in social media, so nothings ever fall behind.



UNDERSTANDING THE POWER OF SOCIAL MEDIA

BRAND AWARENESS

ENGAGEMENT

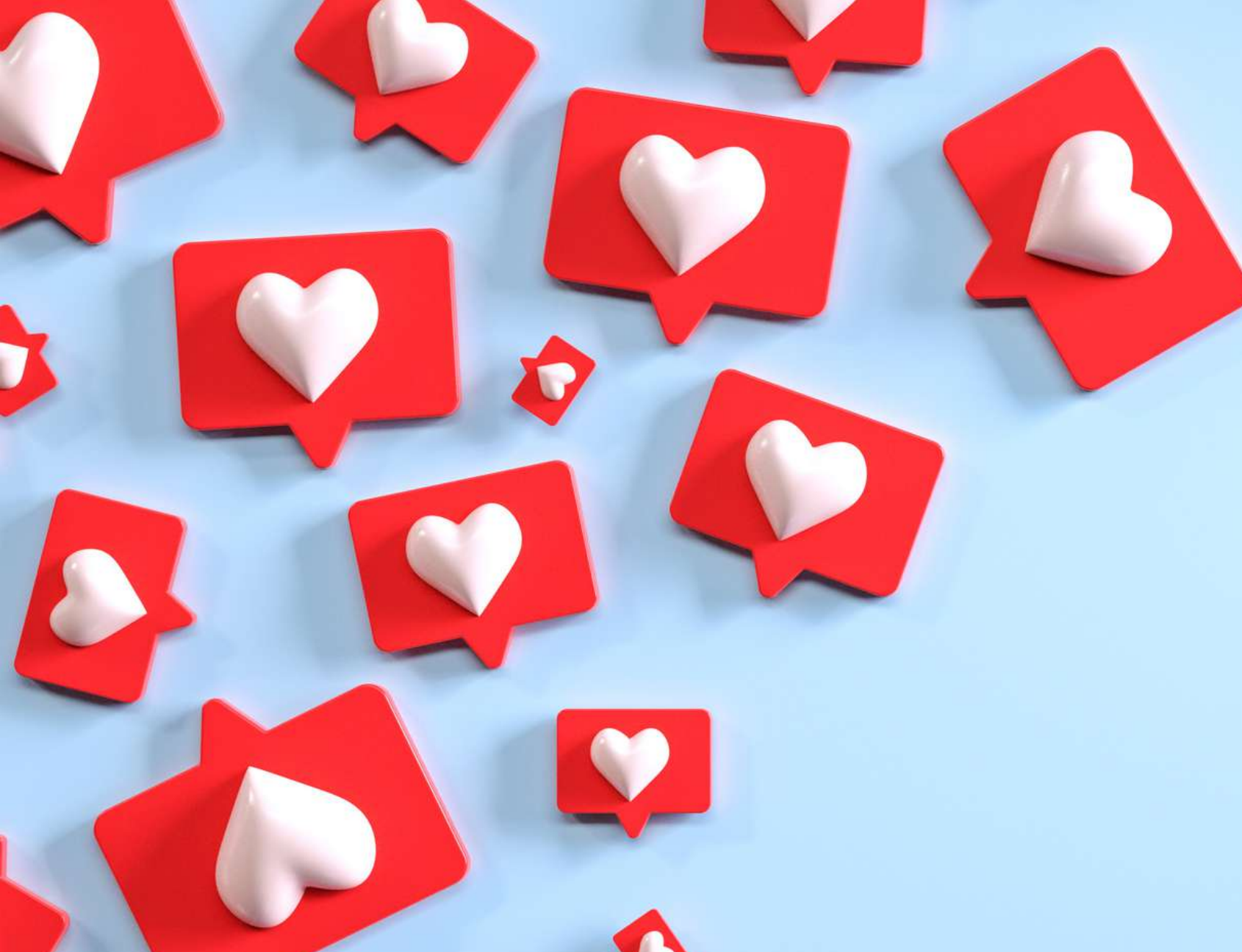
SALES

Importance of having a strong social presence

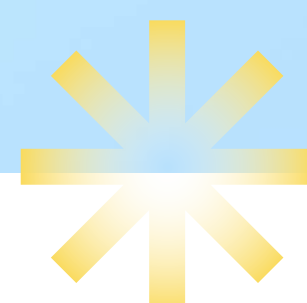
A strong, consistent presence turns occasional followers into paying customers. It builds trust before a customer ever picks up the phone, keeps the brand top of mind between purchases and gives every campaign, whether organic or paid, a foundation to grow from.

In my work, I focus on making sure that presence feels authentic, not automated.





KEY PLATFORMS AND STRATEGIES I SPECIALIZE IN



01

Platforms

- Instagram
- Facebook
- TikTok
- YouTube
- Pinterest

With hands-on account management experience on each.

02

Content strategies

Storytelling, full Social Media Strategies, and proven workflows from my certified Social Media Manager training, covering platform management, influencer marketing and pricing. Every strategy is built to fit the client's brand, not a one-size-fits-all template.

03

Best practices

SEO and hashtag research, a consistent posting schedule, regular analytics reviews and a Canva-based production system to keep everything organized.

CRAFTING ENGAGING NARRATIVES



Process of creating social media content

Ideation

Design

Copywriting



Examples of past content

Posts

Videos

Stories



How to balance branding with creativity?

Every client has a foundation that doesn't change: their colors, their tone and voice profile, the key messages that always need to come across. I stick to that, but I also like to bring in my own suggestions for improvement whenever I see room to get more out of it within those guidelines.

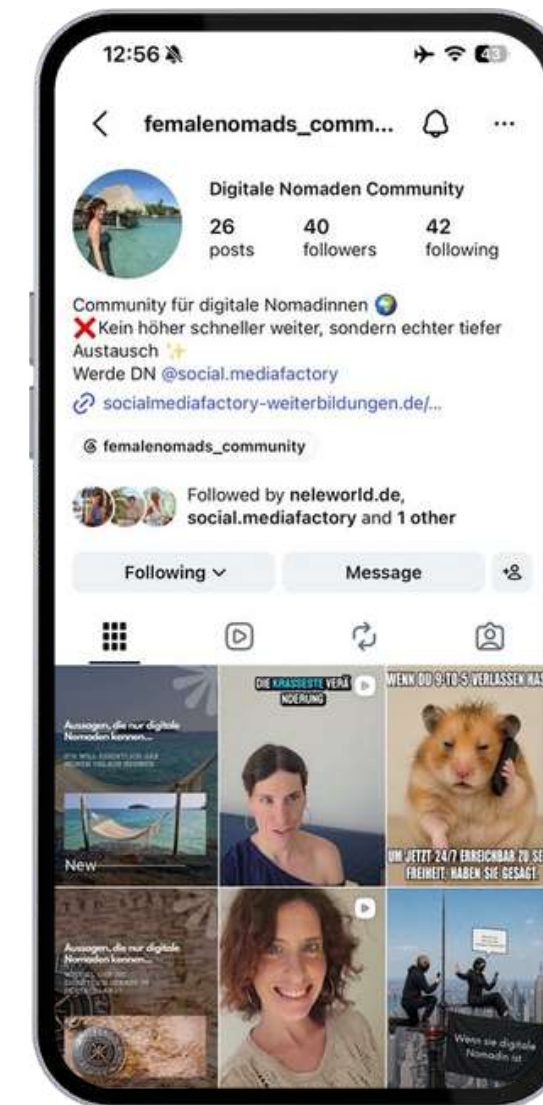
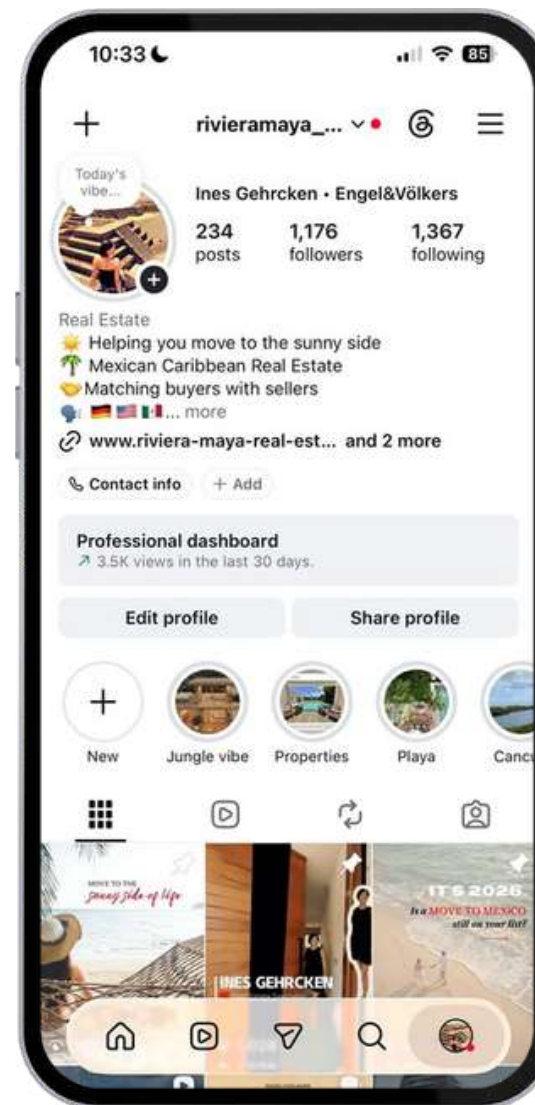
It's in that space between guidelines and creativity that content is created which feels like it was written by a real person, not a template. Structure on the outside, personality on the inside, that's the balance I aim for on every post.

CONTENT CREATION

DESIGN

COPYWRITING

CONCEPT

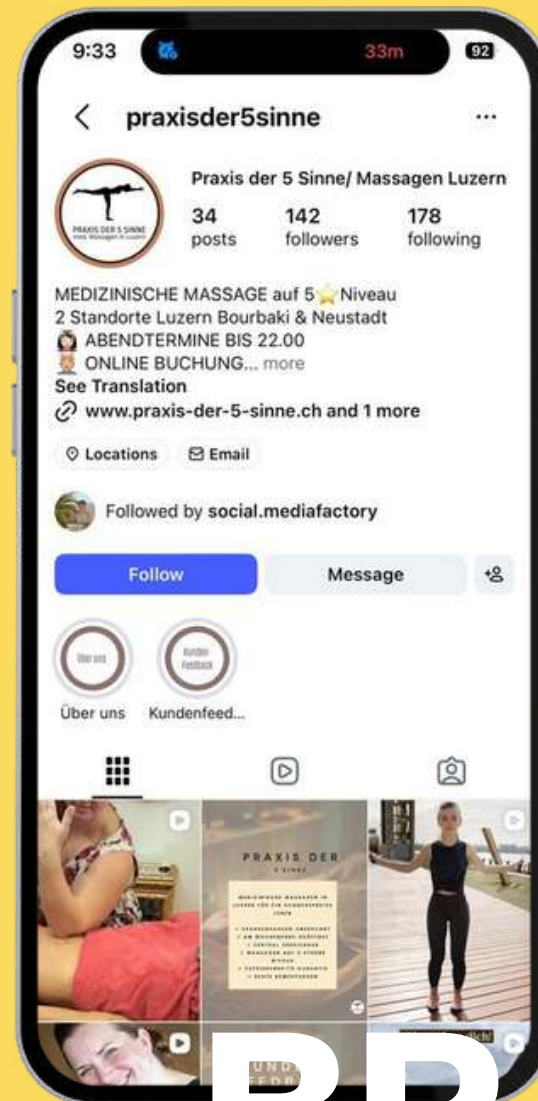
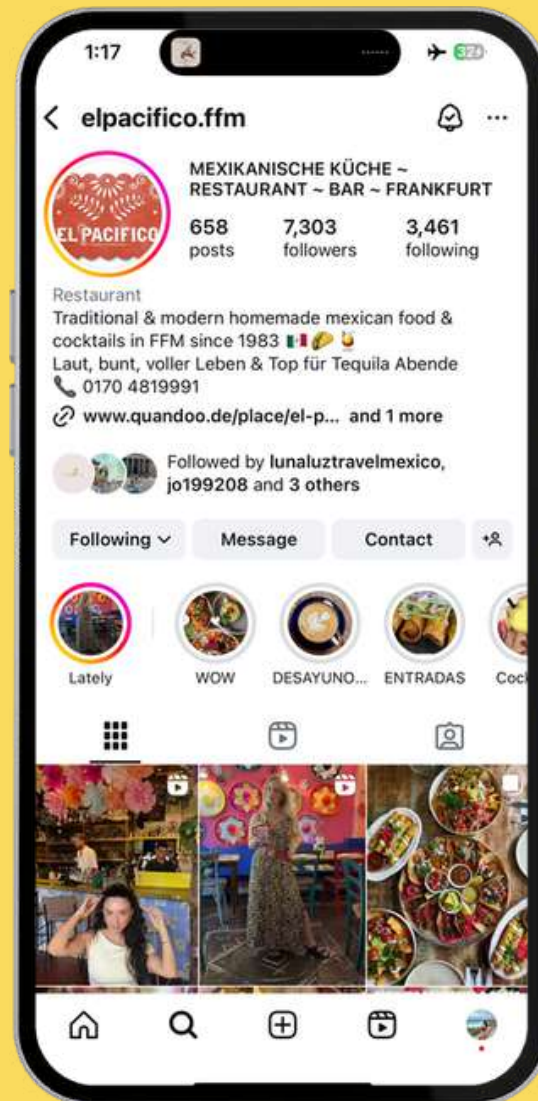
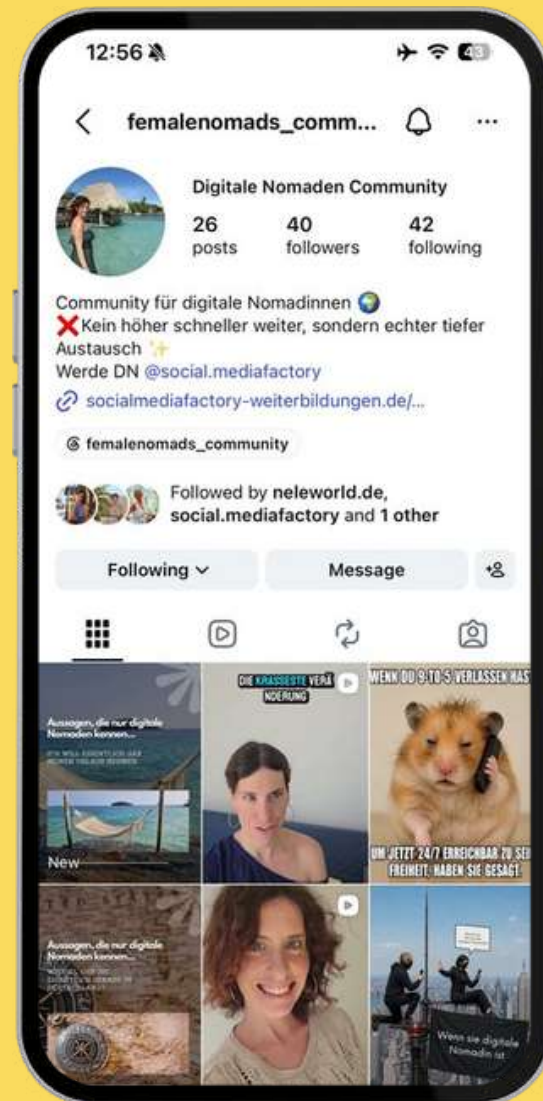


COMMUNITY MANAGEMENT:

Responding to comments and
messages, engaging with followers

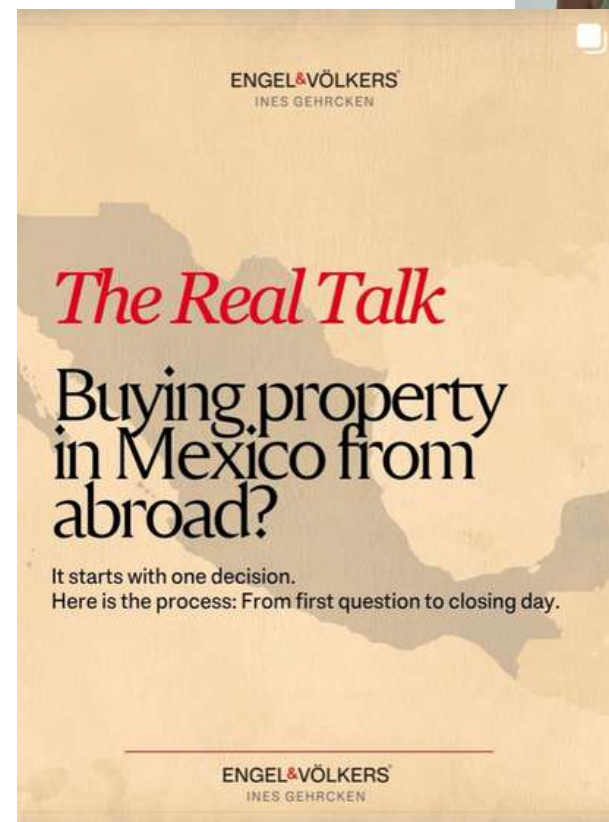
Techniques for managing
online communities

Turning followers into an
active, loyal community



BUILDING BRAND LOYALTY

JUST SOME GRAPHIC DESIGN WORK SAMPLES



WAS MEINE ERKENNTNISS WAR?

Ich nicht alles alleine stemmen.
Nicht jedes Projekt. Nicht jede Idee.
Nicht jede Rolle.
Manchmal bedeutet Wachstum auch:
loslassen und outsourcen/Aufgaben
abgeben



Innovative Tools and Technologies I Use

From AI-assisted research to graphic design, copywriting and paid media dashboards.

These are the platforms I use every day to plan, create and report on client content.

DIFFERENT AI TOOLS FOR CONTENT
CREATION



CANVA



META BUSINESS SUITE, METRICOOL



AND MORE



Reference Social Media Strategy

Challenges faced and how to solve them

talk2move's Instagram had hardly any organic growth, most interactions came from internal staff, and the applicant pool skewed younger than their 20–28 target. I developed a full strategy concept to reposition the channel and re-engage the right audience.

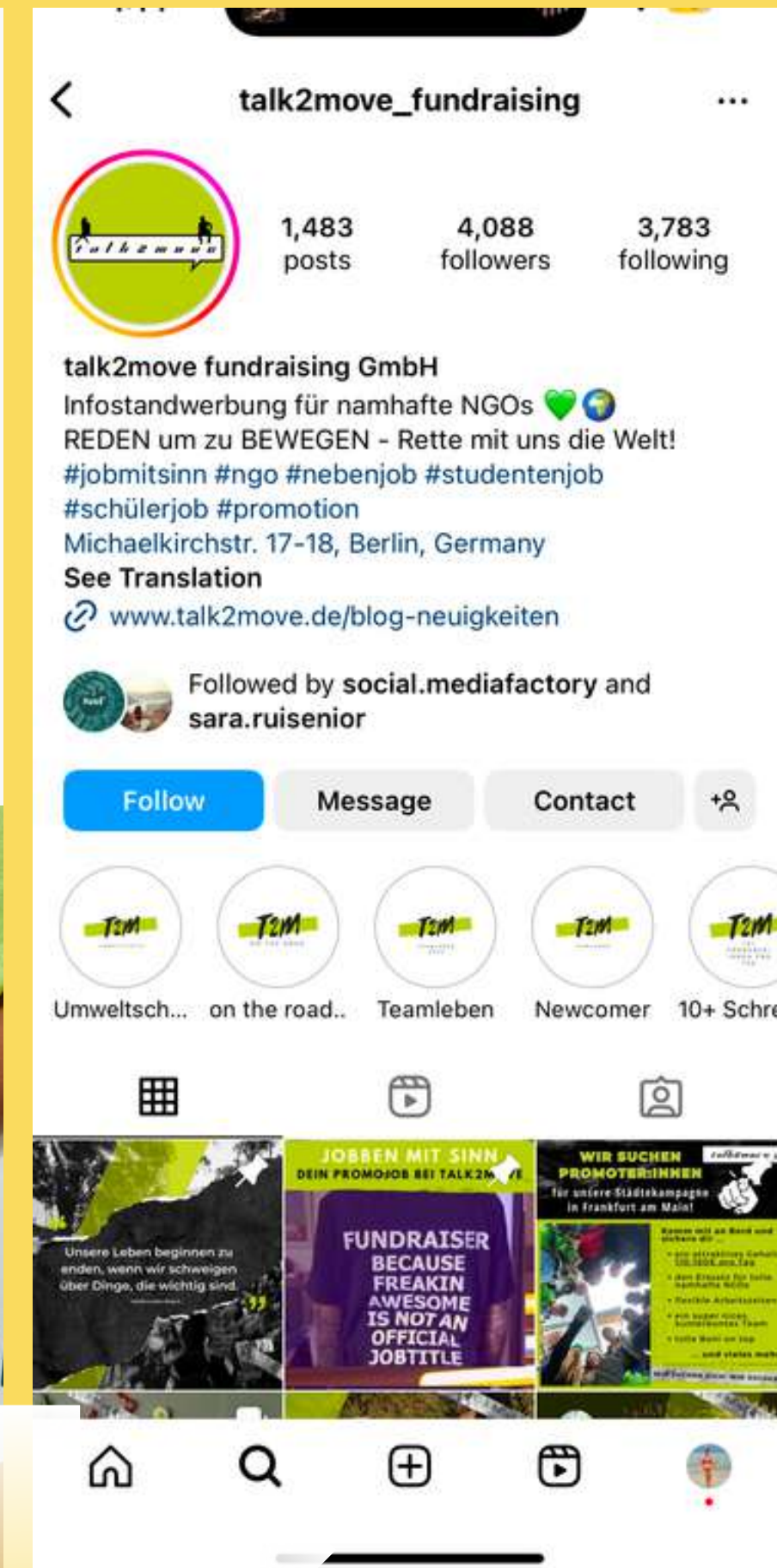
Results achieved

Dear Melanie,

I would like to thank you from the bottom of my heart for your participation in the Social Media Challenge to develop a strategy concept for the social media presence of talk2move Fundraising GmbH.

talk2move is the European market leader in Face2Face fundraising and represents well-known NGOs such as SOS Children's Villages and the WWF in public, with a focus on recruiting new members. With your conception, you were able to give us valuable impulses to further develop and optimize our Instagram channel in particular. Your appreciative and critical analysis of the existing channel held up a mirror to us from an external perspective - very valuable. You gave us ideas and trends. Thank you for sharing your expert perspective.

Kind regards Nadine



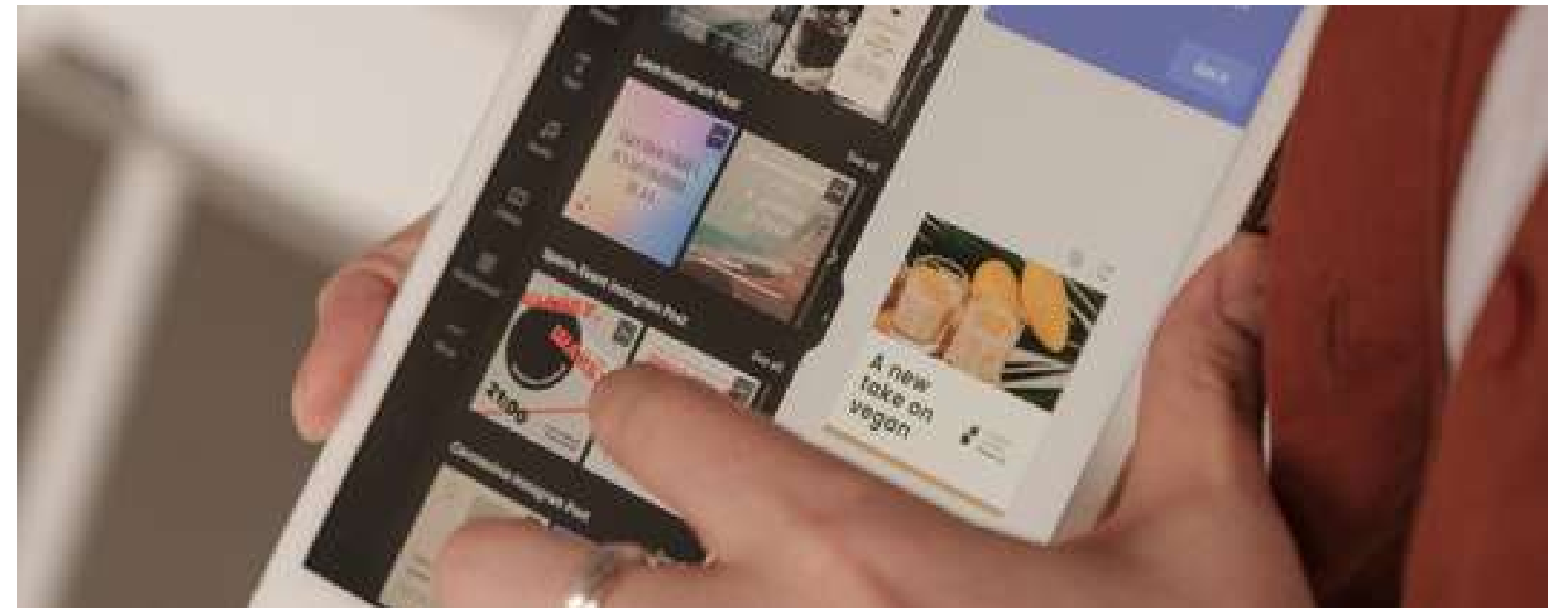
Challenges Overcome in the Digital Space

Every account runs into a rocky patch from time to time.
A slow month, an algorithm update, or a public complaint.

I treat those moments as part of the job: monitor daily, adjust the strategy when something isn't working and stay in close, transparent communication with my client the whole way through, before small issues become big ones.

HANDLING CRISES

ALGORITHM CHANGES



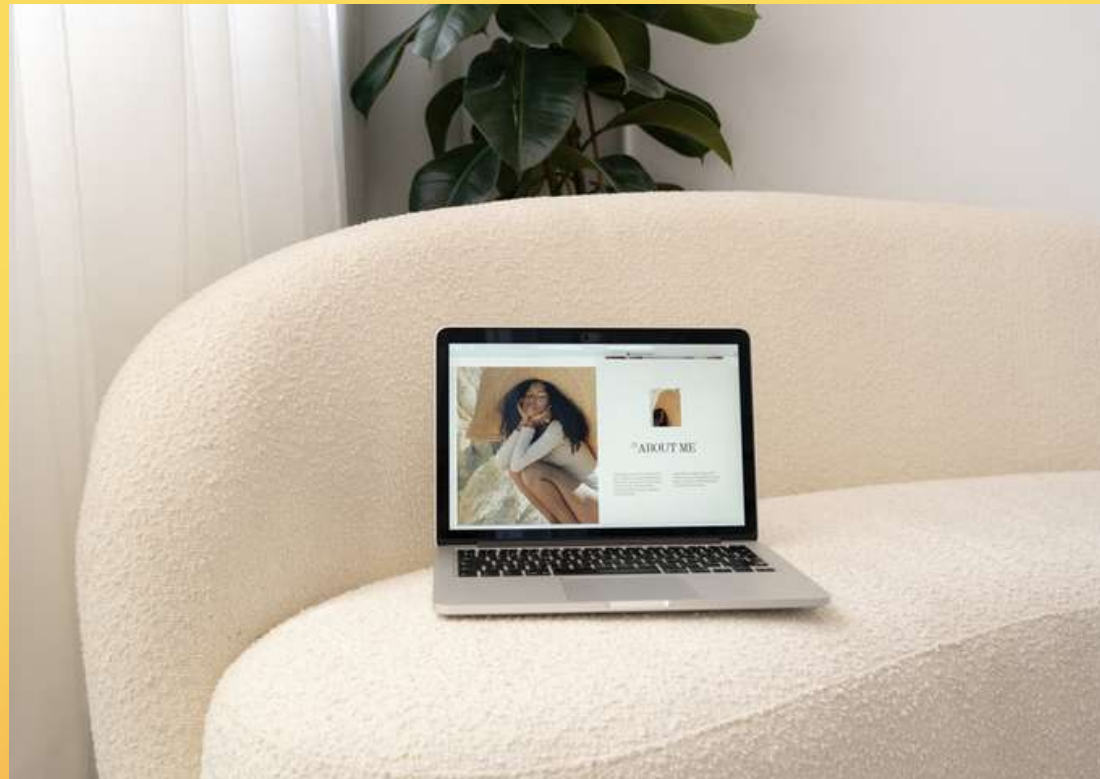
Adapting to Social Media Trends

How I help brands stay relevant

I stay on top of platform changes as they happen, testing new features myself before I bring them into a client's strategy.

I invest a lot in staying current, courses, research, whatever it takes, and I'm also part of a social media community where we keep each other updated on what's changing.

Social media moves fast and part of the job is making sure client strategies never fall behind.





Summary of skills and experience

More than 20 years across hospitality and admin roles, plus more than two years managing client social media accounts incl. my own ones where even longer testing strategies. That mix of structure and hands-on experience is what I bring to every client, not just theory, but real practice.

Unique value

Years spent as a personal assistant, in hotel operations and in customer support taught me things you simply don't learn in theory. Combine that with my certified Social Media Manager course, being part of a strong social media community and the ability to stay organized and never lose track of what matters, even under pressure. That same instinct carries into how I manage social media, staying organized, responsive, and consistent, every single day. Based in America, I work comfortably across time zones. I speak German, English, and Spanish, so language is rarely a barrier no matter which part of the world a client is on.



Why I'm the Right Social Media Specialist



FIND YOUR FIT INSTAGRAM

01

Package 1

- 3 posts per week
- Topics, content and texts are provided
- No content creation or production
- Only scheduling, SEO & hashtags
- No community management

02

Package 2

- 3 posts per week
- Topics & Content are provided
- Content scheduling
- Caption creation
- No content creation or production
- No community management

03

Package 3

- 3 posts per week
- Topics (Strategy) & raw content are provided
- Content Creation Reels & graphic design (Canva)
- Caption creation & Scheduling
- No community management

04

Package 4

- 3 posts per week
- Topics and raw content are provided
- Content Creation Reels & graphic design (Canva)
- Content planning (texts + hashtags)
- 1h community management per week

05

Package 5

- 3 posts per week
- Topics and raw content are provided
- Content Creation Reels & graphic design (Canva)
- Content planning (texts + hashtags)
- 1h community management per week
- Detailed Analysis Insights 1x per month



FIND YOUR FIT

01

Package TikTok

- 7 posts per week
- Topics, content and texts are provided
- No content creation or production
- Only scheduling, SEO & hashtags

02

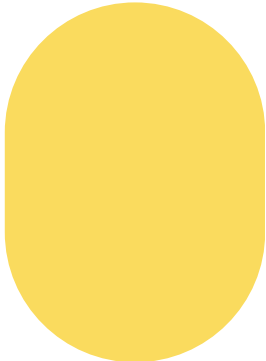
Package TikTok

- 7 posts per week
- Topics & Content are provided
- Content scheduling
- Caption creation
- No content creation or production

03

Package TikTok

- 7 posts per week
- Topics (Strategy) & raw content are provided
- Content Creation Reels & graphic design (Canva)
- Caption creation



Additional Service

- all other Platforms on Request (YouTube, Pinterest, LinkedIn)
- Content Production
- Monthly Content Strategy
- Complete Social Media Strategy with Analysis
- All packages also include a short analysis of the Insights at the end of the month



Let's Connect and Grow!

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