

service and pricing guide

social media

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introduction

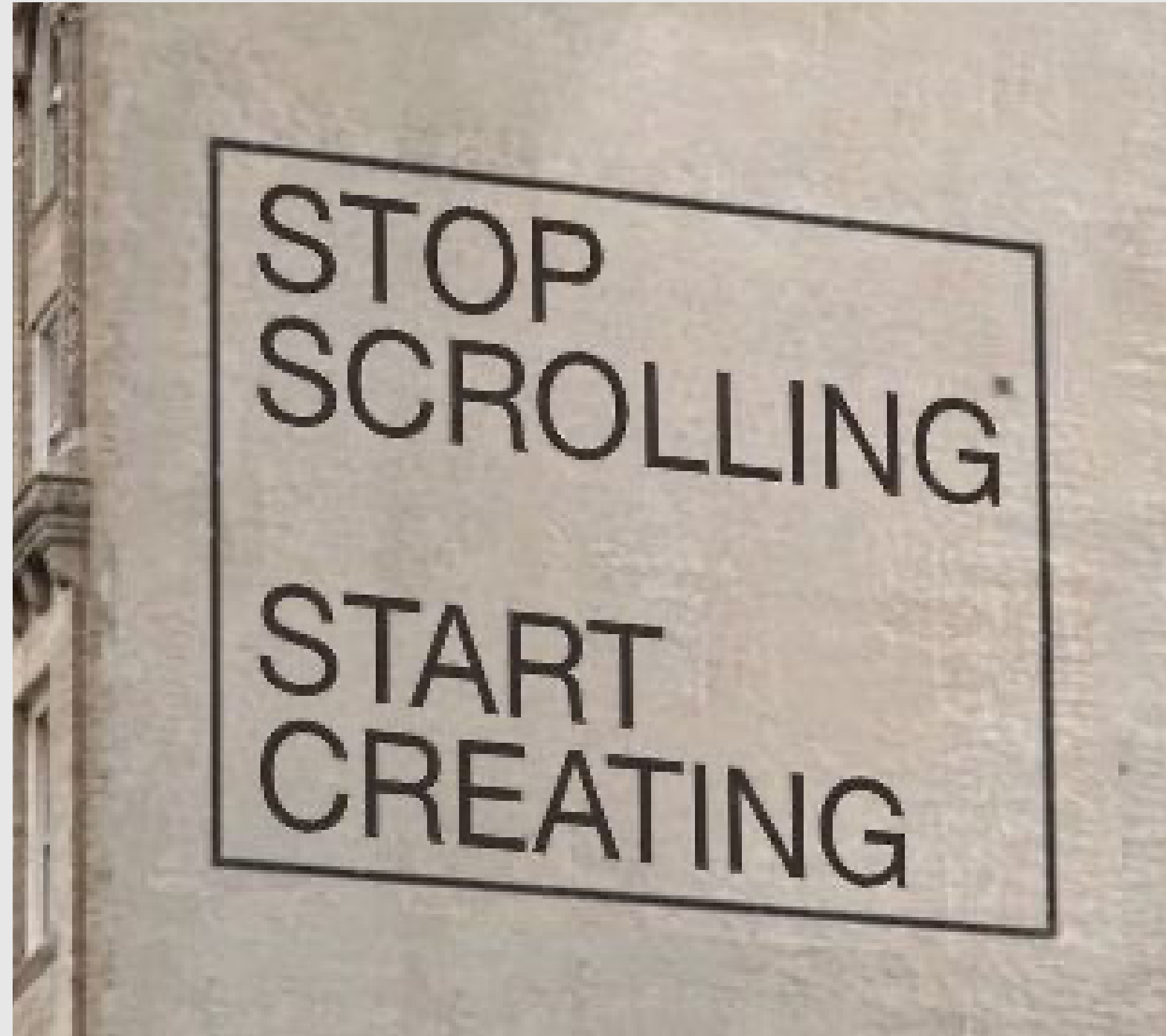
I am a fashion professional with a B.S. in Fashion and Textile Technology (Merchandising concentration) from SUNY Buffalo State University. My work spans styling, visual merchandising, content production, and digital marketing, giving me the ability to merge creative vision with strategic execution.

I've directed fashion shows, styled photo and video campaigns, and developed brand initiatives for organizations including Buffalo Art Movement and RUNWAY at Buffalo State. My experience extends to the global stage, having worked backstage at New York Fashion Week, where I gained first-hand insight into high-pressure production and industry collaboration.

For the past two years, I've also served as a social media content creator, producing visuals and strategies that drive engagement and strengthen brand identity. Whether curating a collection, shaping a digital campaign, or managing a team behind the scenes, I focus on delivering work that is innovative, cohesive, and impactful.

I thrive at the intersection of style and strategy—bringing brands to life through compelling visuals and meaningful storytelling.





does this sound like you?



**STRUGGLING TO POST
CONSISTENTLY?**

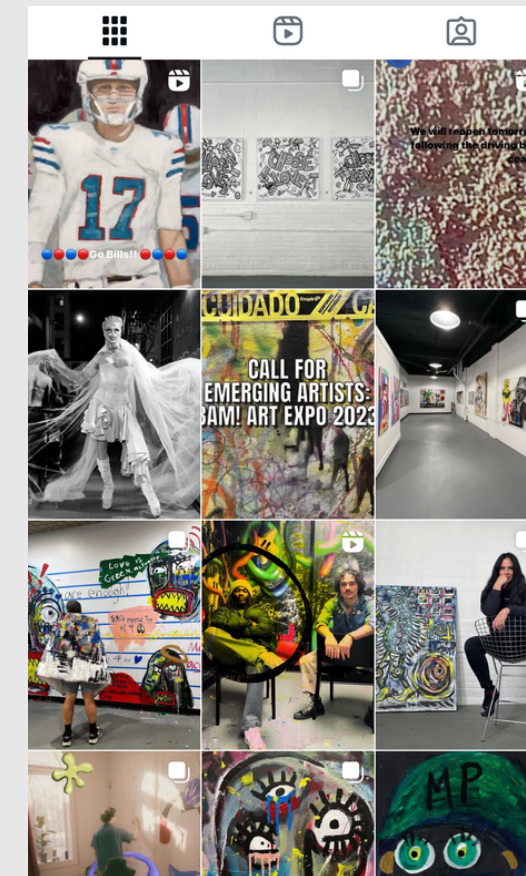


**NOT SEEING
RESULTS?**

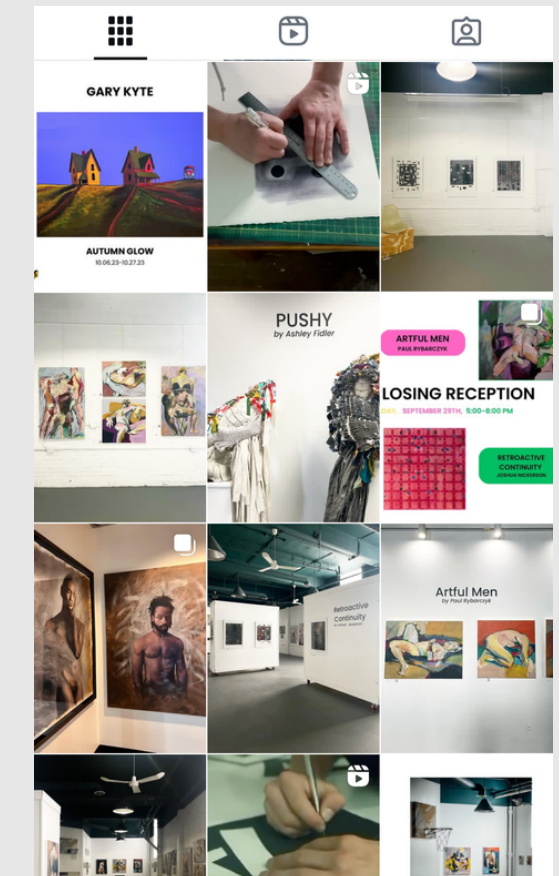


**BRAND IDENTITY
FEELS SCATTERED?**

my solution



BEFORE



AFTER

STRATEGIC CONTENT PLANNING

I DEVELOP CUSTOM CONTENT CALENDARS ALIGNED WITH YOUR BRAND GOALS AND TARGET AUDIENCE. EVERY POST IS INTENTIONAL — DESIGNED TO TELL A STORY, INCREASE ENGAGEMENT, AND DRIVE CONVERSIONS.

OUTCOME: A CONSISTENT, PURPOSEFUL ONLINE PRESENCE THAT BUILDS TRUST AND BRAND RECOGNITION.

AUDIENCE GROWTH & ENGAGEMENT

I COMBINE TARGETED PAID MEDIA STRATEGIES WITH AUTHENTIC COMMUNITY ENGAGEMENT TO HELP BRANDS EXPAND THEIR REACH AND BUILD MEANINGFUL CONNECTIONS. FROM MANAGING AD CAMPAIGNS THAT REACH THE RIGHT AUDIENCE TO ACTIVELY ENGAGING WITH FOLLOWERS THROUGH COMMENTS, DMS, AND STORIES, I ENSURE YOUR BRAND STAYS VISIBLE AND RELATABLE.

OUTCOME: INCREASED REACH, HIGHER ENGAGEMENT RATES, STRONGER CUSTOMER RELATIONSHIPS, AND CONSISTENT COMMUNITY GROWTH — ALL POWERED BY STRATEGY AND HUMAN CONNECTION.

STYLIZED SHOOTS & CONTENT CREATION

AS A STYLIST AND CREATIVE DIRECTOR, I PRODUCE HIGH-QUALITY, BRANDED PHOTO AND VIDEO CONTENT THAT BRINGS YOUR BRAND VISION TO LIFE. FROM LOOKBOOKS TO PRODUCT HIGHLIGHTS, EACH PIECE IS DESIGNED TO STAND OUT.

OUTCOME: SCROLL-STOPPING VISUALS THAT ELEVATE YOUR BRAND IMAGE AND BOOST PERCEIVED VALUE.

my process

A STREAMLINED APPROACH BUILT FOR CONSISTENCY, CREATIVITY, AND RESULTS.

1

DISCOVERY & AUDIT

WE START BY LEARNING ABOUT YOUR BRAND, AUDIENCE, AND GOALS — THEN ASSESS YOUR CURRENT SOCIAL PRESENCE.

2

STRATEGY DEVELOPMENT

A TAILORED CONTENT AND ENGAGEMENT PLAN IS CREATED TO ALIGN WITH YOUR BRAND IDENTITY AND OBJECTIVES.

3

CONTENT CREATION

I STYLE, DIRECT, AND PRODUCE VISUALLY COMPELLING CONTENT THAT TELLS YOUR BRAND STORY.

4

SCHEDULING & POSTING

YOUR CONTENT IS ORGANIZED, SCHEDULED, AND POSTED AT OPTIMAL TIMES FOR MAXIMUM IMPACT.

5

MONITORING & ENGAGEMENT

I ACTIVELY MANAGE COMMENTS, DMS, AND AUDIENCE INTERACTIONS TO KEEP YOUR COMMUNITY THRIVING

6

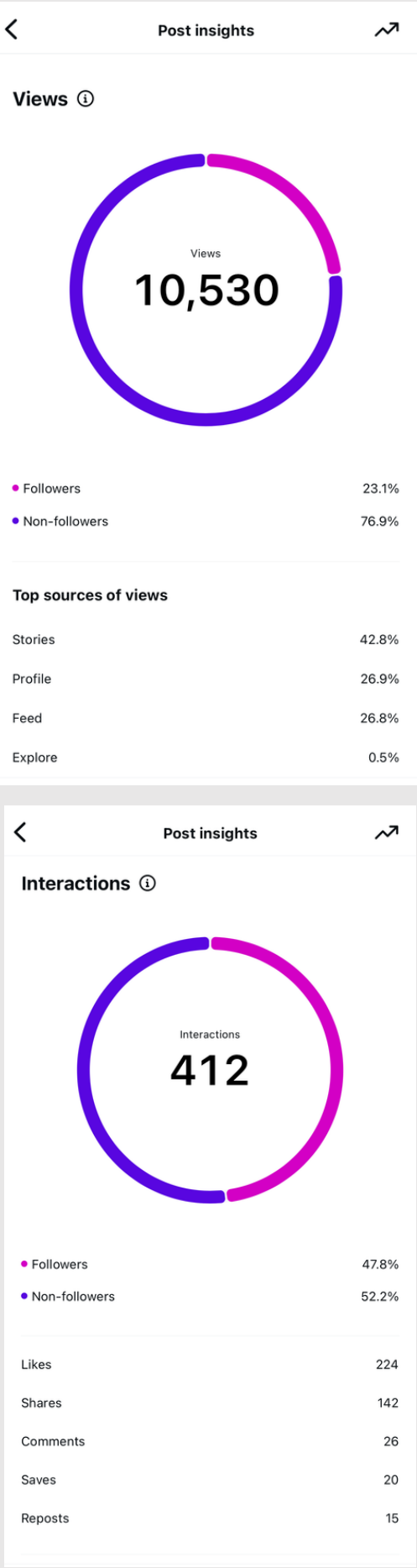
REPORTING & OPTIMIZATION

PERFORMANCE IS TRACKED MONTHLY TO REFINE THE STRATEGY AND ENSURE ONGOING GROWTH.

MY WORK

UB BLUEPRINT BOTANICAL BRUNCH

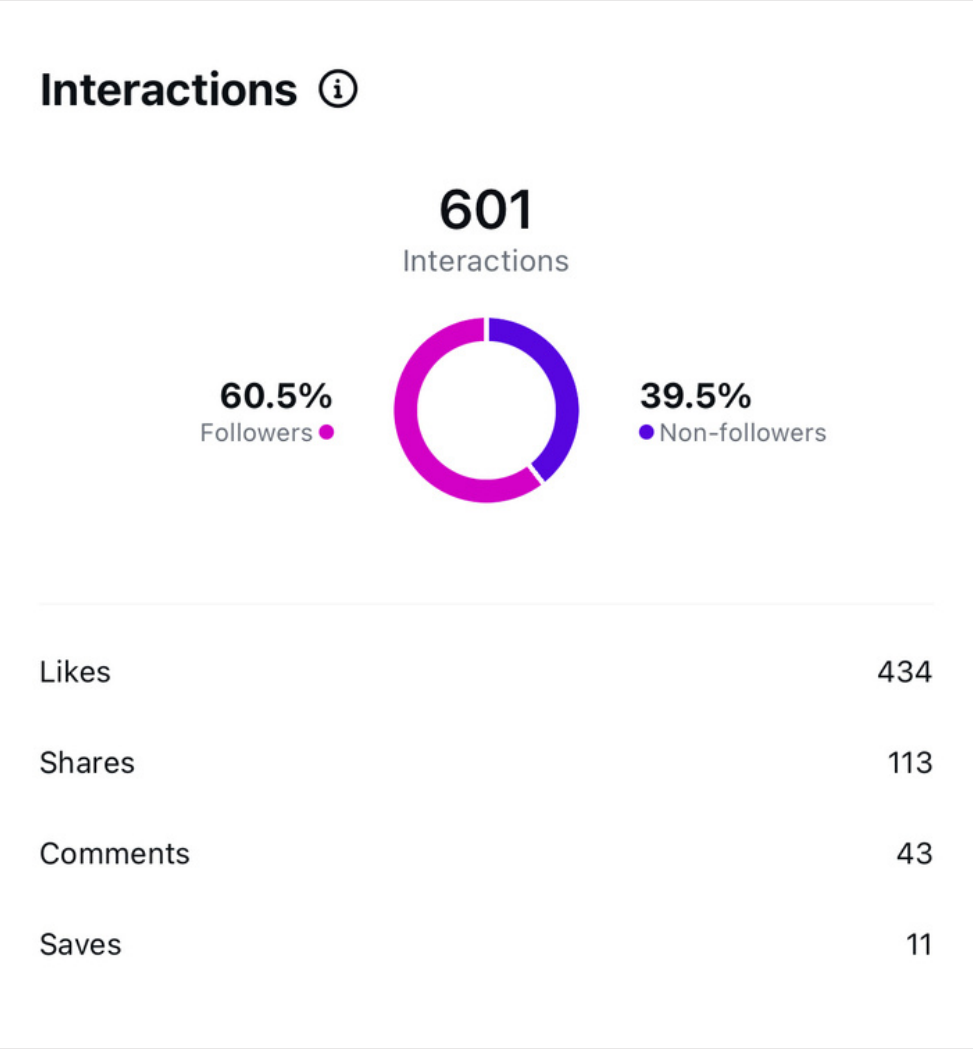
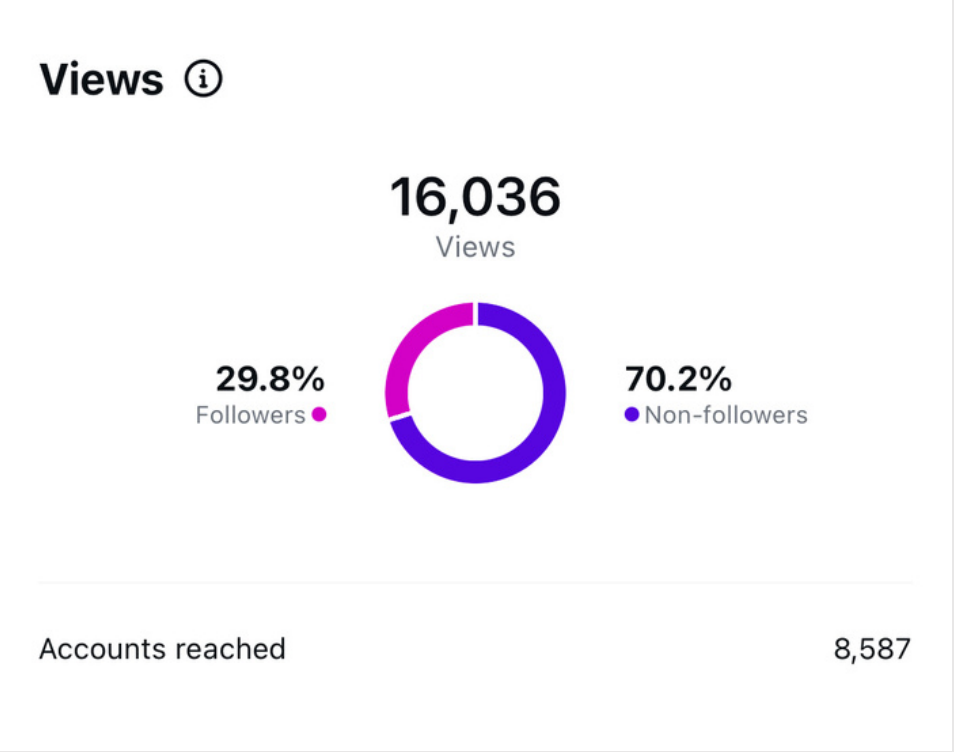
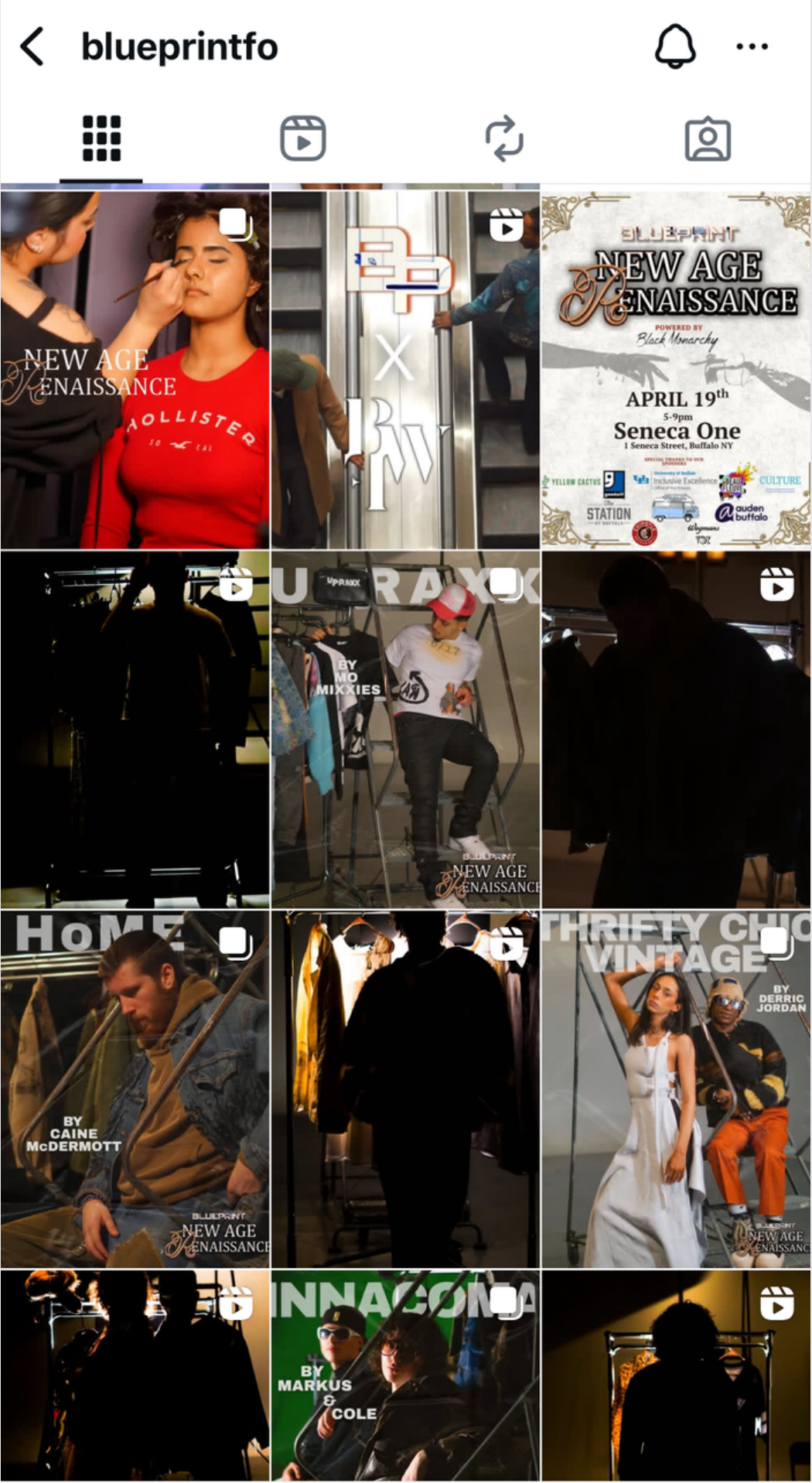
FOR THE BLUEPRINT BOTANICAL BRUNCH, I USED INSIGHTS FROM OUR PREVIOUS ANALYTICS TO IDENTIFY THE TYPES OF CONTENT AND FORMATS THAT DROVE THE HIGHEST ENGAGEMENT, THEN BUILT A CONTENT PLAN AROUND THOSE LEARNINGS. BY MAPPING OUT A CLEAR POSTING SCHEDULE AND ALIGNING EACH PIECE WITH OUR CAMPAIGN GOALS, I ENSURED CONSISTENCY AND MOMENTUM LEADING UP TO THE EVENT. TO ELEVATE THE VISUALS, I STYLED A CAMPAIGN SHOOT THAT CAPTURED THE BOTANICAL THEME IN A FRESH, VIBRANT WAY, GIVING US A STRONG LIBRARY OF ASSETS TO USE ACROSS PLATFORMS. THIS COMBINATION OF STRATEGIC PLANNING, DATA-DRIVEN DECISIONS, AND CREATIVE EXECUTION RESULTED IN A COHESIVE CAMPAIGN THAT GREW ENGAGEMENT AND GENERATED EXCITEMENT AROUND THE BRUNCH.



MY WORK

BLUEPRINT FASHION ORGINIZATION NEW AGE RENAISSANCE

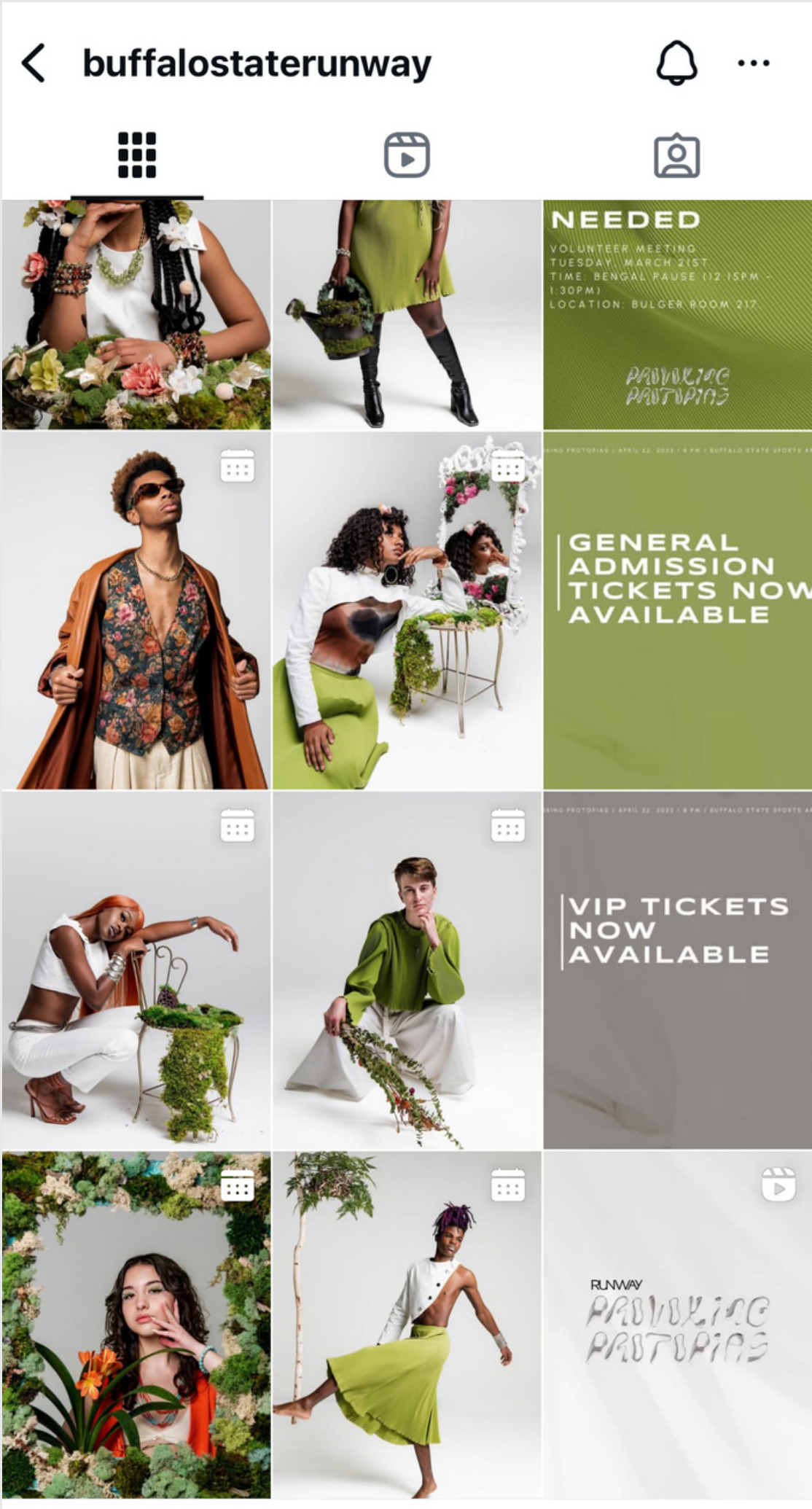
FOR THE BLUEPRINT NEW AGE RENAISSANCE FASHION SHOW, I LEANED ON PAST ANALYTICS TO UNDERSTAND WHAT DROVE CONVERSIONS AND ENGAGEMENT, THEN DEVELOPED A CONTENT PLAN THAT BALANCED BEHIND-THE-SCENES TEASERS, DESIGNER HIGHLIGHTS, AND AUDIENCE-CENTERED STORYTELLING. I DIRECTED AND STYLED A DYNAMIC CAMPAIGN SHOOT THAT VISUALLY BROUGHT THE RENAISSANCE THEME TO LIFE IN A MODERN, ASPIRATIONAL WAY, CREATING CONTENT THAT FELT BOTH ELEVATED AND SHAREABLE. WITH A CONSISTENT ROLLOUT STRATEGY ACROSS SOCIAL PLATFORMS, EMAIL, AND PARTNER PROMOTIONS, THE CAMPAIGN BUILT EXCITEMENT AND URGENCY, ULTIMATELY HELPING US SELL 300 TICKETS AND ESTABLISH THE SHOW AS A MUST-ATTEND EVENT.



MY WORK

BUFFALO STATE RUNWAY PROVOKING PROTOPIAS

FOR RUNWAY'S PROVOKING PROTOPIAS FASHION SHOW—THE LARGEST AND LONGEST-RUNNING FASHION SHOW IN BUFFALO—I BUILT A CAMPAIGN STRATEGY THAT HONORED ITS LEGACY WHILE PUSHING THE CREATIVE VISION FORWARD. USING INSIGHTS FROM PAST AUDIENCE ENGAGEMENT AND TICKETING DATA, I DEVELOPED A CONTENT PLAN THAT SPOTLIGHTED THE SHOW'S INNOVATIVE THEME THROUGH DESIGNER STORIES, COMMUNITY HIGHLIGHTS, AND VISUALLY STRIKING ASSETS. I EXECUTED A CAMPAIGN SHOOT THAT EMBODIED THE FUTURISTIC, THOUGHT-PROVOKING TONE OF “PROTOPIAS,” GIVING THE MARKETING A BOLD, COHESIVE IDENTITY. WITH CONSISTENT SCHEDULING, PLATFORM-SPECIFIC STRATEGIES, AND A STRONG PROMOTIONAL PUSH, THE CAMPAIGN DROVE EXCITEMENT ACROSS THE COMMUNITY AND REINFORCED RUNWAY'S REPUTATION AS A CORNERSTONE CULTURAL EVENT IN BUFFALO.



pricing

STARTER (\$400–\$600):

8–10 POSTS/MONTH, BASIC REPORTING

GROWTH (\$800–\$1,000):

12–16 POSTS/MONTH, LIGHT VIDEO, ENGAGEMENT, ANALYTICS

PREMIUM (\$1,200–\$1,500):

20+ POSTS/MONTH, REELS/TIKTOKS, PRO PHOTOS, MONTHLY STRATEGY CALL

thank you

Isabelle Hillestad