

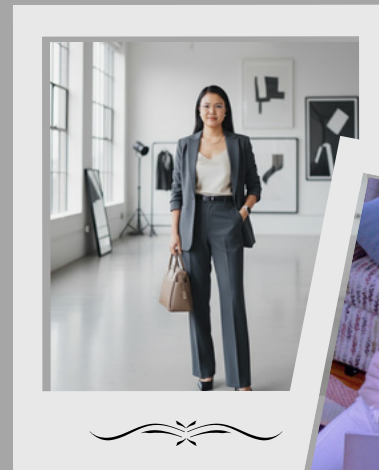
## About Me

# HELLO I'M THIRI (ARIELTHI)

A Freelance Brand Strategist  
weaving narratives and  
building hype for modern  
labels.



**"LET'S CREATE SOMETHING BEAUTIFUL."**



MY HOBBY



### What I'm Looking For:

- Collaboration with fashion designers, accessory labels, Creative agency, and sustainable brands.
- Partnerships with photographers, makeup artists for test shoots.
- Projects with a strong point of view and a story to tell.

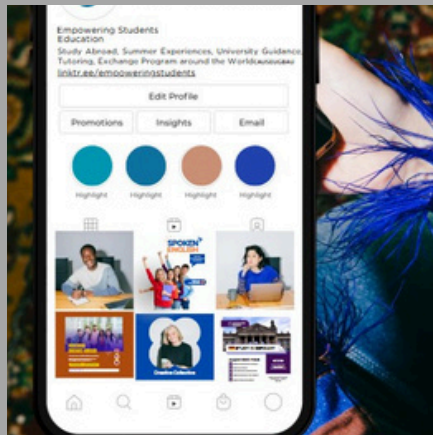
**"You Master the Collection. I Define the Narrative. Then, I Drive the Growth."**

# Digital Creative and Marketing Management Packages

## MARKETING CAMPAIGN



## DIGITAL STRATEGIST



## CREATIVE DIRECTOR



### STEP 1:

Just quickly fill out our short 5-question form and book in your 20-minute chat with me.

### STEP 2:

Let's grab a quick virtual coffee! It's the best 30 minutes you'll spend aligning your vision with a winning narrative.

### STEP 3:

Once we're aligned and the plan is set, you'll swiftly receive your Content Strategy Blueprint and your Monthly Content Calendar!



[contact me](#)

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# Digital Creative and Marketing Management

*Content Creation & Coordination*    *Digital Marketing & Communication*

**I offer bespoke strategic services designed to bridge your vision with measurable digital growth and cultural resonance.**

- Develop monthly content calendars for all platforms.
- Write captions and coordinate copywriting tone.
- Oversee graphic design and visual asset creation (posts, stories, banners).
- Manage photo/video shoots or content.
- Approve and schedule posts in collaboration with the design and comms teams.
- Maintain consistent storytelling that reflects the project's values.
- Plan and execute campaigns (website launches, events).
- Manage social media engagement strategy (polls, alumni stories, collaborations).
- Coordinate newsletters, press releases, and partner communications.
- Align all digital touchpoints (website, LinkedIn, IG, FB) with project goals.



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### CONTENT CREATION & COORDINATION

- 1-3 Social Platforms (based on package)
- Monthly content calendar
- 10-20 posts (feed, reels, stories)
- Caption writing & tone consistency
- Graphic design direction & coordination
- Scheduling & content management
- Brand alignment across all visuals

### DIGITAL MARKETING & COMMUNICATION

- Hashtag research & optimization
- Social media campaigns & collaborations
- Analytics tracking (reach, engagement, impressions)
- Monthly performance
- Newsletter or LinkedIn content updates
- SEO keyword integration for posts and blogs

### CREATIVE DIGITAL STRATEGY

- Defining content pillars & tone of voice
- Seasonal or campaign-based strategy planning
- Platform mix & target audience mapping
- Creative direction for visuals and storytelling
- Coordination with website, events, and PR activities
- Growth recommendations



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