



Reviving Fire & Fizz's Social Media Presence

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Introduction

Executive Summary

Goals & KPIs

This case study highlights how strategic content and social media was used to grow Fire & Fizz's social media presence. The goals were to increase sales and grow social media performance. I identified store sales, reach, views from non-followers, and follows as key performance indicators. As a result, the project achieved a 125.8% increase in Instagram followers, 201k views from non-followers, and approximately 50-67% increase in average sales on an average Saturday, from \$6-8k to \$10-12k.

Situation Analysis

Fire & Fizz is a pottery painting studio featuring a soda bar in Rexburg, Idaho, offering customers with over 200 pottery options and thousands of custom soda creations. During the renovation and grand opening stage, the owners posted frequently to build awareness in the community. Fire & Fizz quickly grew in popularity, causing the owners to focus on business operations, finances, and organization. I noticed their decreased posts on social media and reached out to them on how social media efforts can bring in customers.

How

The challenge presented was Fire & Fizz's social media had slowed down, limiting brand awareness on social media platforms. To address this, I posted five times a week across Instagram, Facebook, TikTok, and Threads. I conducted customer interviews to identify pain points and interests. Along with these interviews, I tracked the analytics of each post to see what resonated with the audience more.

Highlights

Over 8 weeks

115

Unique Posts + Stories

438k

Total Views

201k

Non-follower Views

125.8%

Instagram Follower Growth



Research

Audience Analysis

Demographics

I identified the primary audience as students of Brigham Young University - Idaho (BYU-I). They are 18-24 years old, predominantly female, and receive \$10/hr at their part-time job. Students are also looking for fun places to go on dates with or hang out with their friends. The secondary audience include parents with children. They live a more established life and earn about \$40k per year. They are looking for places to entertain their children.

Psychographics

Fire & Fizz's audience value creativity, social connection, and wholesome recreational experiences. They seek to express themselves, spend time with friends or family, and engage in fun places around Rexburg. They tend to enjoy interactive experiences, sharing moments on social media, and fulfilling creative and social needs. They respond positively to content that inspires them to paint, feel human connection, and entertains them.

Pain Points

The audience commonly echo the phrase, "There is nothing to do in Rexburg." Along with not feeling satisfaction in recreational activities, they are looking for places that are affordable for themselves or group activities. . Fire & Fizz solves these pain points by providing a recreational activity with prices for various budgets.

Market Analysis

Direct Competitors

There are two direct competitors within a reasonable distance of BYU-I, Possibly Picasso and The Idaho Art Lab. Both offer similar services as Fire & Fizz.

Indirect Competitors

Indirect competitors offer activities that attract a similar audience to Fire & Fizz. These companies include Fat Cats, Gravity Factory, and Rexburg Re-Escape. Indirect competitors affect Fire & Fizz by offering college students and families something to do for recreation.

SWOT Analysis

Possibly Picasso

Possibly Picasso is a pottery painting studio in Idaho Falls, Idaho. They were established in September 2014 and offers ceramics, materials, and studio space for people to paint.

Strength

They were established in September 2014, giving them an advantage in brand awareness.

They offer group discounts of ten or more people.

Opportunity

We can use Possibly Picasso's strengths and weaknesses by highlighting our competitive advantage such as one-time studio fee, reservation flexibility, and proximity to BYU-Idaho.

Weakness

If someone has not finished their piece, they can come back only one more time to complete their piece for free.

They do not allow reservations to be made for parties of less than nine people.

Threat

Possibly Picasso has a larger market and audience than Fire & Fizz.

They have two store fronts in Idaho Falls, allowing for more customers to paint.

SWOT Analysis

The Idaho Art Lab

The Idaho Art Lab is a non-profit educational organization in St. Anthony, Idaho. They offer a wide variety of services that fulfill the natural instinct to be creative including ceramics, painting, and woodworking. They offer their services at a cheap rate.

Strength

The Idaho Art Lab is run by volunteers.

They provide services to involve people in art at a low cost.

Weakness

They have little brand awareness on social media.

Poor post quality, leading to poor engagements and views.

Opportunity

Fire & Fizz can capitalize on these strengths and weaknesses of the Idaho Art Lab by creating posts that bring value to the audience and taking advantage of a higher reach to a defined target audience.

Threat

Idaho Art Lab's cheap rates and variety of pottery pieces poses as a threat to Fire & Fizz as an advantage in cost. This price difference can entice people to choose The Idaho Art Lab over Fire & Fizz.

SWOT Analysis

Fire & Fizz

Fire & Fizz is a pottery painting studio featuring a soda bar in Rexburg, Idaho. They offer over 200 options of pottery with thousands of custom soda creations. Owners Brian and Camille Barton started Fire & Fizz after they went on pottery painting dates. Realizing how much fun they had, Fire & Fizz became an idea on a business to open.

Strength

Fire & Fizz is close to BYU-Idaho students and families in Rexburg.

They have an on-site soda bar convenient for painters and people wanting a drink at a lower cost.

Opportunity

Fire & Fizz can capitalize on their proximity to BYU-Idaho housing and main street of Rexburg. Since their audience is looking for affordable places, Fire & Fizz can showcase the ceramics at various prices that satisfy the budget of customers.

Weakness

They have a low posting cadence on social media.

They have one store front with limited space to satisfy demands.

Threat

Their threats are businesses in Rexburg that attract BYU-Idaho students along with places nearby that allow people to be creative. Their prices may be seen as expensive from customers due to the studio fee cost.



Content Strategy

Content Pillars

Pottery Painting - 40%

It was important for me to highlight the pottery side of Fire & Fizz because that is the main attraction of the company. There are few companies in Rexburg that allows their customers to fulfill the natural need for humans to be social and creative simultaneously.

Soda Bar - 40%

The other half of Fire & Fizz is the soda bar. In Rexburg, there is a high amount of soda bars so we had to come up with unique ways to show off our drinks and the convenience of having a soda bar in store.

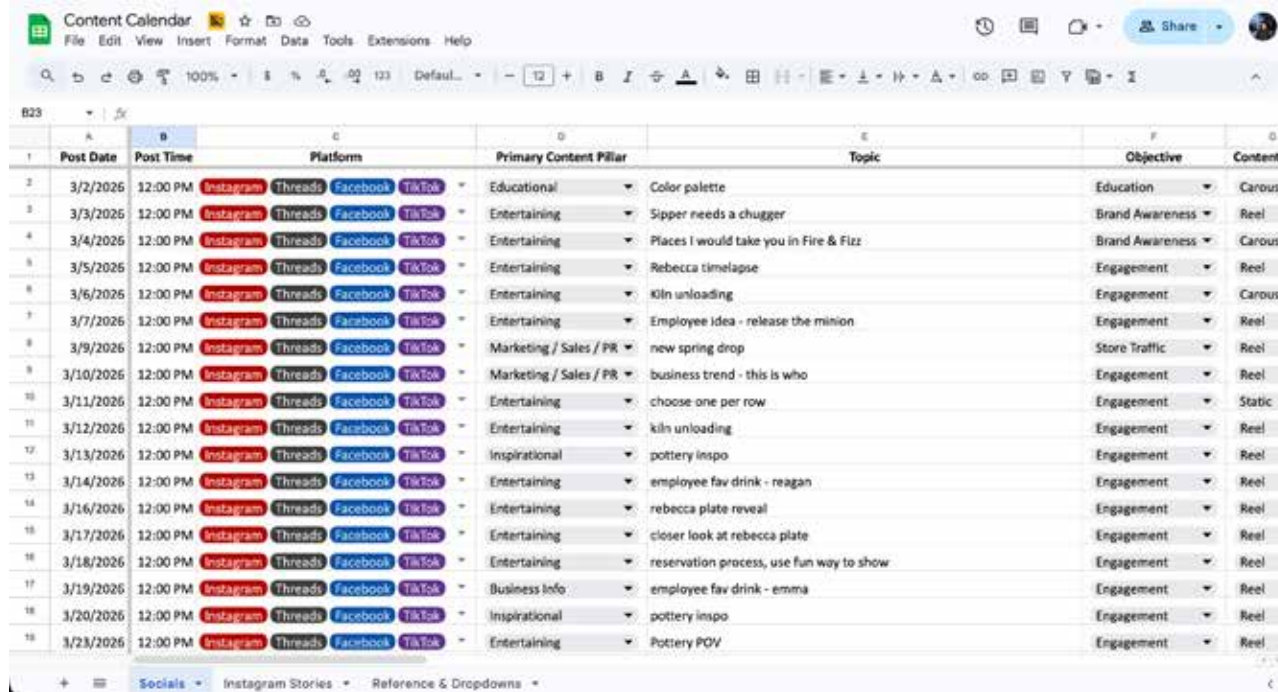
General Business - 20%

Throughout the project, the owners also wanted to promote general business announcements such as highlighting employees' personalities and atmosphere of Fire & Fizz. We did through integrating employees and store photos to the content strategy.

Content Calendar

Planned Weekly

To best optimize content for the rapidly changing social media platform, I planned content weekly to know what sounds, formats, and keywords are trending and/or are topics of discussion. To see what works well with other companies, I followed a 5x rule. To consider a post to be something I consider for Fire & Fizz, the post must get views over 5x their current follower count along with something that is not done by every business already.



The image shows a Google Sheets spreadsheet titled "Content Calendar". The spreadsheet is organized into columns for Post Date, Post Time, Platform, Primary Content Pillar, Topic, Objective, and Content. The data spans from 3/2/2026 to 3/23/2026. Each row represents a planned post, with specific details for each column. The platforms listed include Instagram, Threads, Facebook, and TikTok. The primary content pillars include Educational, Entertaining, Marketing / Sales / PR, and Inspirational. The topics range from "Color palette" to "Pottery POV". The objectives are primarily Engagement and Brand Awareness, and the content types are mostly Reels and Carousels.

| | A | B | C | D | E | F | G |
|----|-----------|-----------|-----------------------------------|------------------------|--|-----------------|----------|
| 1 | Post Date | Post Time | Platform | Primary Content Pillar | Topic | Objective | Content |
| 2 | 3/2/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Educational | Color palette | Education | Carousel |
| 3 | 3/3/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Entertaining | Sipper needs a chugger | Brand Awareness | Reel |
| 4 | 3/4/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Entertaining | Places I would take you in Fire & Fizz | Brand Awareness | Carousel |
| 5 | 3/5/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Entertaining | Rebecca timelapse | Engagement | Reel |
| 6 | 3/6/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Entertaining | Kiln unloading | Engagement | Carousel |
| 7 | 3/7/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Entertaining | Employee idea - release the minion | Engagement | Reel |
| 8 | 3/9/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Marketing / Sales / PR | new spring drop | Store Traffic | Reel |
| 9 | 3/10/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Marketing / Sales / PR | business trend - this is who | Engagement | Reel |
| 10 | 3/11/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Entertaining | choose one per row | Engagement | Static |
| 11 | 3/12/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Entertaining | kiln unloading | Engagement | Reel |
| 12 | 3/13/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Inspirational | pottery inspo | Engagement | Reel |
| 13 | 3/14/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Entertaining | employee fav drink - reagan | Engagement | Reel |
| 14 | 3/16/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Entertaining | rebecca plate reveal | Engagement | Reel |
| 15 | 3/17/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Entertaining | closer look at rebecca plate | Engagement | Reel |
| 16 | 3/18/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Entertaining | reservation process, use fun way to show | Engagement | Reel |
| 17 | 3/19/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Business Info | employee fav drink - emma | Engagement | Reel |
| 18 | 3/20/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Inspirational | pottery inspo | Engagement | Reel |
| 19 | 3/23/2026 | 12:00 PM | Instagram Threads Facebook TikTok | Entertaining | Pottery POV | Engagement | Reel |

Objectives for Posts

Primary

Get people to go into Fire & Fizz to paint pottery and/or drink soda.

Secondary

Maintain a schedule of five posts a week with a goal to have at least 2,000 views per video with an average engagement rate of over 10%.

KPIs

Reach
Views from non-followers
Follows
Store sales.



Instagram

Objective Results

1,789
Avg. Reach
Per post

2,218
Avg. Non-follower Views
Per post

3
Avg. Follows
Per post

\$10-12k
Avg. Saturday Sales
During this project

Instagram Results

118

Avg. Likes

Per post

8.7 s

Avg. Watch Time

Per post

6 hrs

Avg. Total Watch Time

Per post

3,181

Avg. Views

Per post

137

Avg. Interactions

Per post

13

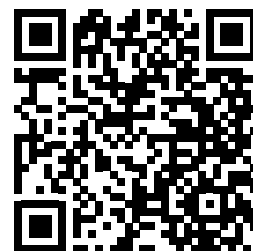
Avg. Shares

Per post

Top Performing Posts



Views: 8,164
 Reach: 3,434
 Likes: 143
 Comments: 0
 Shares: 0
 Saves: 0
 Follows: 0
 Avg. Watch Time: 6 s



Views: 18,685
 Reach: 10,284
 Likes: 519
 Comments: 4
 Shares: 136
 Saves: 0
 Follows: N/A
 Avg. Watch Time: 6 s



Views: 8,610
 Reach: 4,734
 Likes: 420
 Comments: 13
 Shares: 31
 Saves: 13
 Follows: 38
 Avg. Watch Time: 6 s

Evaluation

Successes

Instagram was the best performing platform for Fire & Fizz. It was easy to post to along with posting to Facebook simultaneously. Our primary audience is primarily on Instagram, so we gained most of our views and engagements matching them. As a result of this, we were about to receive 282k views, 54.6% being from non-followers, reached 32.5k accounts, and increased their followers by 125.8% (891 new followers).

Failures

Even though we performed well on Instagram, I did notice inconsistencies in posting schedules. There would be some days I post late in the evening or some days not at all. I overcame these failures by reviewing the goals I made with myself and the client. The content that underperformed on Instagram included new ceramic options and content featuring the business outside of pottery and/or soda.

Recommendations

My recommendations for Fire & Fizz after my experience working with them is to continue the social media efforts. The content that performed well included kiln unloading, art inspiration, and employee's favorite soda creations. For future posts to keep up with these high performing posts.





Facebook

Objective Results

707

Avg. Reach

Per post

676

Avg. Non-follower Views

Per post

N/A

Avg. Follows

Per post

\$10-12k

Avg. Saturday Sales

During this project

Facebook Results

8 s

Avg. Watch Time

Per post

2 h

Avg. Total Watch Time

Per post

14

Avg. Total Interactions

Per post

2.4%

Avg. Engagement Rate

Per post

4.7%

Avg. CTR

Per post

1,006

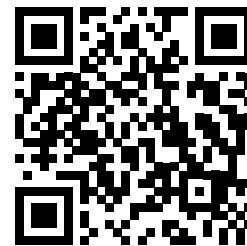
Avg. Views

Per post

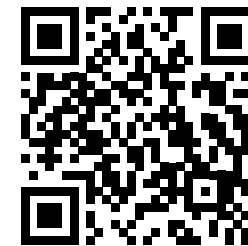
Top Performing Posts



Views: 5,082
 Reach: 3,345
 Reactions: 4
 Comments: 12
 Shares: 0



Views: 1,625
 Reach: 1,491
 Reactions: 20
 Comments: 4
 Shares: 1
 Avg. Watch Time: 16 s



Views: 8,610
 Reach: 4,734
 Likes: 420
 Comments: 13
 Shares: 31
 Avg. Watch Time: 13

Evaluation

Successes

Fire & Fizz also had higher views and reach on a couple videos. Our posts with photos outperformed our posts with videos. I connect this with the design of Facebook and our secondary audience to be more likely to post photos on social media. The top performing posts included those that kept the viewers engaged, such as the choose one per row post and showing the staff having fun.

Failures

We tend to have lower interactions on our post despite the high reach and views. This could be from the low value the audience received from our content on Facebook. We tried implementing the trends we noticed on Instagram, but saw that the popular videos on Instagram did not perform well. These videos got significantly less views

Recommendations

Our secondary audience is primarily on Facebook. It is important that our posts are easy for them to understand and see. The trendy audio on Instagram does not work well with the Facebook audience. They enjoy seeing pottery pieces and advice more than what trends there are.





TikTok

Objective Results

1,386
Avg. Views
Per post

1,318
Avg. Non-follower Views
Per post

8
Avg. Follows
Per post

\$10-12k
Avg. Saturday Sales
During this project

TikTok Results

70

Avg. Likes

Per post

13

Avg. Shares

Per post

95

Avg. Total Interactions

Per post

5.4%

Avg. Engagement Rate

Per post

263

Followers Gained

From 0 followers

4 s

Avg. Watch Time

Per post

Top Performing Posts



Views: 1,491
Likes: 124
Comments: 1
Shares: 3
Saves: 2
Follows: 12



Views: 7,822
Likes: 340
Comments: 5
Shares: 255
Saves: 19
Follows: 32



Views: 4,355
Likes: 389
Comments: 6
Shares: 25
Saves: 16
Follows: 74

Evaluation

Successes

The best performing content on social media revolved around the pottery pieces. The audience on TikTok could be finding inspiration for what to paint when they are painting. Having an engaging video such as the kiln unloading ones kept people enjoying the video along with getting inspiration.

Failures

Our posts featuring our drinks did not perform as well on TikTok. I believe they are not relevant to the pottery painting audience. Soda bars are a niche thing that may have brought value to the audience.

Recommendations

Our primary audience is primarily on Instagram and TikTok. It is important to understand that TikTok is mostly an entertaining and trendy platform. The content from Instagram may not perform as well on TikTok because of the different intents of users when scrolling. To continue success on TikTok, I recommend sharing more posts about pottery, especially the kiln unloading videos.





Instagram Stories

Objective

Why Instagram Stories?

Instagram Stories can be used as a quick form of communication and engagement with our followers. Using stories are for sharing timely updates, interact with viewers through polls and Q&As, and building a personal connection with the audience.

I used Instagram Stories to share status updates on pottery pieces, polls, and Q&As. These all helped identify pain points in the customers allowing for informational carousels on pottery painting, adding story highlights showing pieces at various prices, and identifying certain pieces that are currently in demand with Fire & Fizz's audience.

Objective Results

48k
Total Views
Across 75 stories

640
Avg views
Across 75 stories

Evaluation

Successes

The stories performed well on Instagram, especially the engaging polls. During these polls, I had people ask questions, choose between options, and understand when their pieces are done. Through these questions and replies, I was able to find pain points of the customers and turn them into content.

Failures

Typically, less than half of our followers watched our stories. Providing value to our customers helps with this number. Through the voting poll stories, typically half of the viewers participated in the surveys. I understood that people enjoyed these stories and continued to post them every other week. The poll stories were fun to make and see what answers were most popular, but it did not help us to provide better content that answers customer questions.

Recommendations

Instagram stories are an easy way to communicate with customers and followers. Along with the quick communication, the customers are able to engage with the brand on a more personal level than Instagram posts. To continue the success, my recommendations for Fire & Fizz is to continue posting their status updates and Q&A stories.





Social Media Collaborations

Saltwaterstudio Art

Why Collab?

Rebecca is a local artist in Rexburg, Idaho. Most of her artwork features natural elements such as flowers, mountains, and landscapes. Amazed by the piece she painted, Fire & Fizz invited Rebecca to paint a display piece for customers to see. I had the opportunity to collaborate with her in creating three posts for Fire & Fizz.

Actions

Rebecca and I sent messages to coordinate a time that works for both of us. During this time, I was coming up with content that would show the story of the platter being painted. I came up with a timelapse video, reaction video, and detail shots of the final piece. Along with posting this on Fire & Fizz, Rebecca was invited to be a collaborator to increase her audience and potentially gain clients.

Results

As a result of this, the posts have received nearly 8k views and 325 total interactions. The collaborated posts performed better than the typical posts because it combined two audiences together. I also attribute the success of this collaboration with the stunning piece she created.



Things To Do In Rexburg

Why Collab?

Things To Do In Rexburg is a local blog that promotes activities in Rexburg. They reached out to us to participate in their giveaway in return for a reel and blog piece. We accepted this invite and offered a 20% off discount for the giveaway winner.



Actions

We considered this to be a brand collaboration post. I did not have to put much work into this collaboration because they did most of the work. Fire & Fizz offered the prize.

Results

From this post it has received over 18k views, reached over 10k accounts, and received 659 total interactions. This collaborated post performed significantly better than our posts because it followed the "It's very important you listen" trend.





Conclusion

Major Takeaway #1

Social media is fun.

The content on social platforms are meant to be entertaining for the viewer. As evident in average watch times. To keep people engaged is to give them a reason to stay. If the socials are not fun for the creative to make, then the content will be less entertaining to watch. People go on social media to be engaged, not just to be sold.

Major Takeaway #2

Effort truly matters.

I noticed that the content I spent more time creating performed better than the ones I felt less passionate about. An additional form of effort that performed well was listening to the content ideas that the staff of Fire & Fizz has. They provided amazing ideas that showcased the staff and their personality.

Major Takeaway #3

Involve the client.

Keep the client involved in your work. They should know every part of the process because it is easy for them to stop working with you. The best performing posts have been ones that the owners of Fire & Fizz felt involved in the pre-production and production stage. The owners of Fire & Fizz know the company more than anyone else, so involving them in branding and messaging is important.



Appendix

Results

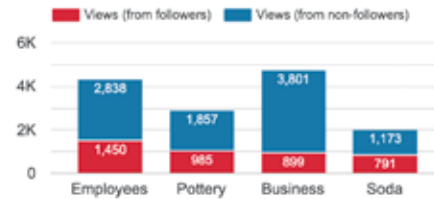
Instagram Posts

Content Pillar | Counts

| Content Pillar | Record Count |
|----------------|--------------|
| 1. Pottery | 16 |
| 2. Business | 7 |
| 3. Soda | 4 |
| 4. Employees | 2 |

1 - 4 / 4 < >

Content Pillar | Average Views



Content Pillar | Average Engagement Rates

| Content Pillar | Engagement Rate |
|----------------|-----------------|
| 1. Pottery | 9.2% |
| 2. Employees | 9.0% |
| 3. Business | 7.9% |
| 4. Soda | 5.7% |

1 - 4 / 4 < >

Content Pillar | Average Total Interactions

| Content Pillar | Total Interactions |
|----------------|--------------------|
| 1. Business | 197 |
| 2. Employees | 147 |
| 3. Pottery | 125 |
| 4. Soda | 73 |

1 - 4 / 4 < >

Content Pillar | Average Metrics

| Content Pillar | Likes | Comments | Shares | Saves | Follows |
|----------------|-------|----------|--------|-------|---------|
| 1. Business | 154 | 2 | 38 | 1 | 2 |
| 2. Employees | 138 | 1 | 7 | 1 | 1 |
| 3. Pottery | 111 | 3 | 6 | 2 | 4 |
| 4. Soda | 62 | 4 | 6 | 1 | 1 |

1 - 4 / 4 < >



Our Page



Results

Instagram Stories

Content Pillar | Counts

| Story Set | Record Count |
|--------------------|--------------|
| 1. Pottery Status | 41 |
| 2. Q&A | 25 |
| 3. This or That | 5 |
| 4. Cast Your Votes | 4 |

1 - 4 / 4 < >

Content Pillar | Total Views



Content Pillar | Average Views

| Story Set | Views |
|--------------------|-------|
| 1. This or That | 722 |
| 2. Cast Your Votes | 668 |
| 3. Q&A | 604 |
| 4. Pottery Status | 562 |

1 - 4 / 4 < >

Content Pillar | Average Reach

| Story Set | Reach |
|--------------------|-------|
| 1. This or That | 523 |
| 2. Cast Your Votes | 445 |
| 3. Q&A | 437 |
| 4. Pottery Status | 418 |

1 - 4 / 4 < >

Content Pillar | Average Metrics

| Story Set | Likes | Profile Visits |
|--------------------|-------|----------------|
| 1. This or That | 4 | 4 |
| 2. Cast Your Votes | 4 | 1 |
| 3. Pottery Status | 3 | 3 |
| 4. Q&A | 2 | 3 |

1 - 4 / 4 < >



Our Page



Results

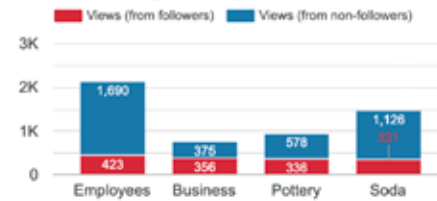
Facebook Posts

Content Pillar | Counts

| Content Pillar | Record Count |
|----------------|--------------|
| 1. Pottery | 17 |
| 2. Business | 6 |
| 3. Soda | 5 |
| 4. Employees | 2 |

1 - 4 / 4 < >

Content Pillar | Average Views



Content Pillar | Average Engagement Rates

| Content Pillar | Engagement Rate |
|----------------|-----------------|
| 1. Business | 3.24% |
| 2. Pottery | 2.34% |
| 3. Employees | 2.19% |
| 4. Soda | 1.91% |

1 - 4 / 4 < >

Content Pillar | Average Total Interactions

| Content Pillar | Total Interactions |
|----------------|--------------------|
| 1. Employees | 31 |
| 2. Pottery | 16 |
| 3. Business | 12 |
| 4. Soda | 8 |

1 - 4 / 4 < >

Content Pillar | Average Metrics

| Content Pillar | Reactions | Comments | Shares | Total clicks |
|----------------|-----------|----------|--------|--------------|
| 1. Pottery | 15 | 0 | 0 | 35 |
| 2. Employees | 31 | 1 | 0 | 77 |
| 3. Business | 12 | 0 | 0 | 25 |
| 4. Soda | 6 | 2 | 0 | 25 |

1 - 4 / 4 < >



Our Page



Results

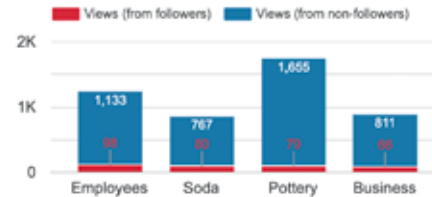
TikTok Posts

Content Pillar | Counts

| Content Pillar | Record Count |
|----------------|--------------|
| 1. Pottery | 13 |
| 2. Business | 5 |
| 3. Soda | 3 |
| 4. Employees | 1 |

1 - 4 / 4 < >

Content Pillar | Average Views



Content Pillar | Average Engagement Rates

| Content Pillar | Engagement Rate |
|----------------|-----------------|
| 1. Pottery | 6.1% |
| 2. Employees | 4.63% |
| 3. Soda | 4.52% |
| 4. Business | 4.37% |

1 - 4 / 4 < >

Content Pillar | Average Total Interactions

| Content Pillar | Total Interactions |
|----------------|--------------------|
| 1. Pottery | 135 |
| 2. Employees | 57 |
| 3. Business | 40 |
| 4. Soda | 40 |

1 - 4 / 4 < >

Content Pillar | Average Metrics

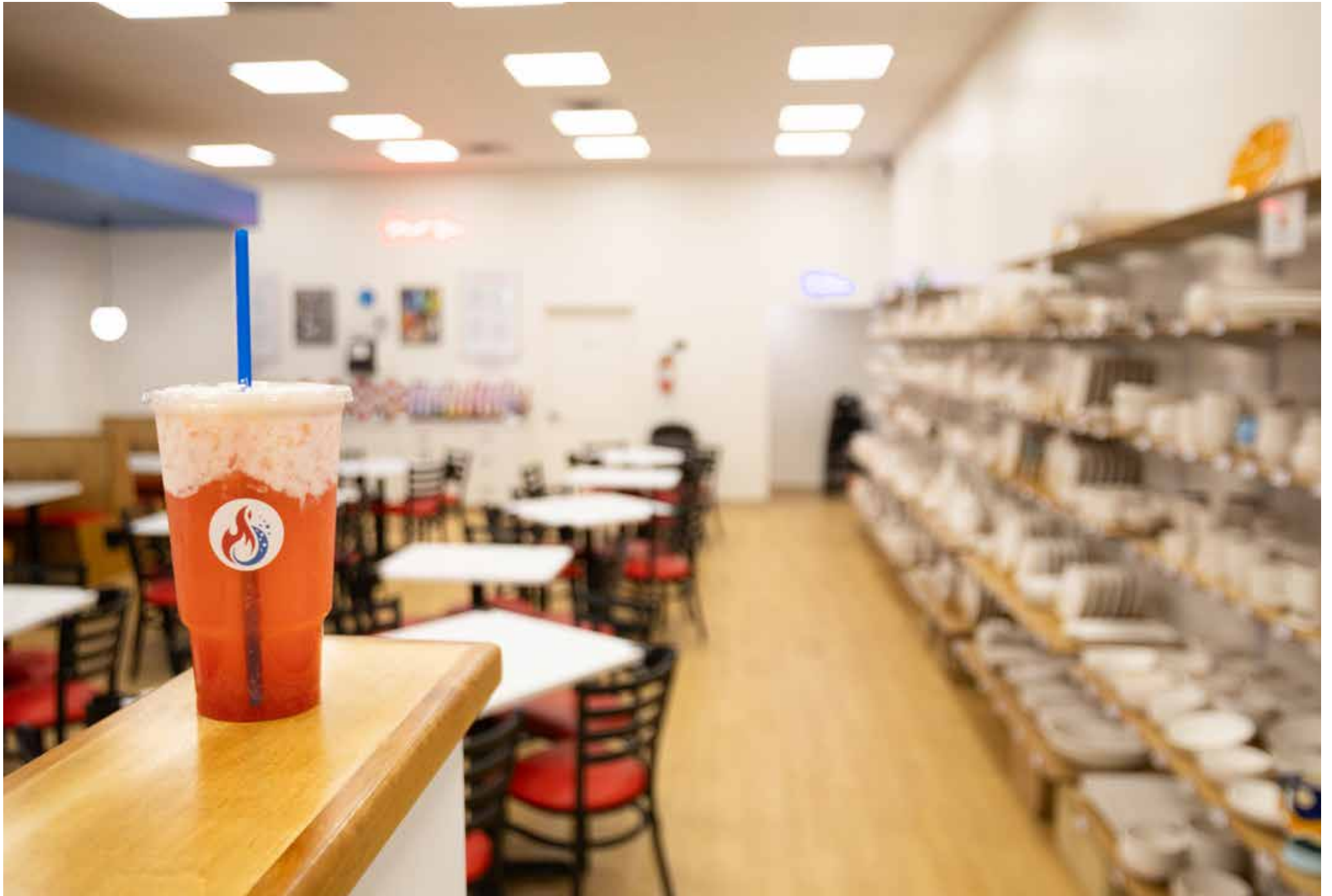
| Content Pillar | Likes | Comments | Shares | Saves | Follows |
|----------------|-------|----------|--------|-------|---------|
| 1. Pottery | 95 | 2 | 22 | 4 | 12 |
| 2. Employees | 55 | 0 | 1 | 0 | 1 |
| 3. Soda | 34 | 0 | 3 | 1 | 1 |
| 4. Business | 32 | 0 | 3 | 1 | 4 |

1 - 4 / 4 < >



Our Page





About Me

Hey! I'm Divon Lam

During my time at Brigham Young University - Idaho, I found a passion for marketing and content creation. While being a student, I gained over two years of experience in social media management, marketing, and strategy.

My work revolves around content that connects with the audience and leads to conversions and brand advocacy, not just likes, comments, and shares.

Consider me a professional in:

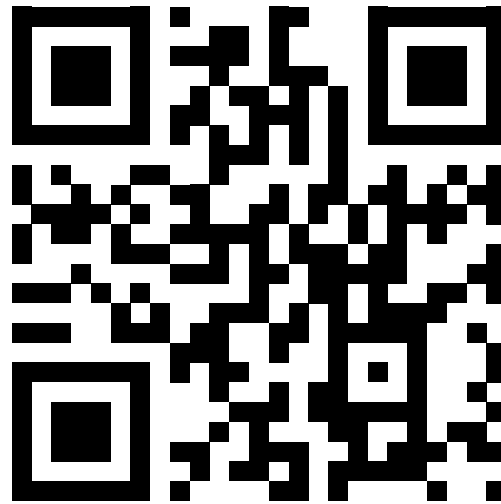
- Social media management
- Content creation
- Digital marketing
- Marketing analytics



Connect With Me!



LinkedIn



Website



Instagram



FIRE & FIZZ

pottery painting and custom soda bar