

PROJECT BRIEF

by: Carena Stewart

Plunge
For
Elodie

Project Overview

I developed a social media content plan for EB Research Partnership to support an event raising awareness and funding for Epidermolysis Bullosa (EB). The project transformed event-day photos and videos into compelling content across Facebook, Instagram, and LinkedIn, highlighting community impact and driving ongoing support through clear, mission-driven storytelling.

OBJECTIVE

Create 6-12 brand-aligned social media posts to recap the San Francisco Plunge For Elodie and attract donors.

PROCESS

Call to align on client needs

Analyze current social media profiles to align with current branding

Develop social media schedule and outline

Create post graphics and copy for organization use

Carena was wonderful to work with! She was professional, organized, and very timely. She really listened to us, used her creativity to help us refine our deliverables, and gave us an excellent finished product. Would love to work with her again and cannot recommend her enough!

*- Allison Bolshagettigan
Director of Programs*

DELIVERABLES

