

GRACEFUL EXPOSURE

SOCIAL MEDIA MARKETING

PORTFOLIO





McKenna Fahrenbruch

FOUNDER, GRACEFUL EXPOSURE

Hi there!

I'm a data-driven social media manager who specializes in digital marketing, and I've spent the last five years helping businesses turn everyday followers into genuine, dream clients. My approach starts with strategy and content that's built to attract the right people.

Every decision I make is backed by data, because real growth isn't about guessing, it's about knowing what's working and doubling down on it. From the first post to the final conversion, my goal is to build brand awareness and a community of people who actually care about what you're doing.

If you're ready to grow your online presence with a plan that's actually working for you, let's talk.

Meet Our Team



KAITLYNN

EXECUTIVE VIRTUAL ASSISTANT

Kaitlynn is the glue behind the scenes, keeping our projects and processes running smoothly. From systems and workflows to invoicing and platforms, if it needs organizing, she's on it. She's an essential part of what makes our team successful.

Who We Work With

THE ESTABLISHED LOCAL BUSINESS

A brick-and-mortar business owner, like a boutique or a family-owned restaurant, who's been serving their community for years and has a loyal following, but knows their online presence hasn't kept up. They understand social media is where their next generation of customers is discovering them, and they're ready to invest in a strategy that reflects the quality of what they've already built.

THE GROWING WEDDING-BASED BUSINESS

The Growing Wedding-Based Business A wedding industry pro, think a florist, photographer, venue, or planner, who's booked with clients but knows their social presence needs to work as hard as they do. They get that engaged couples are scrolling and researching before they ever reach out, and they want a strategy that showcases their work beautifully and keeps their calendar full for seasons to come.

THE ESTABLISHED BUSINESS READY TO DELEGATE

The Established Business Ready to Delegate A growing company with a marketing team or in-house staff already stretched thin, who needs a dedicated social media pro to take ownership of the day-to-day without missing a beat. They understand social media is core to their brand, not an afterthought, and they're looking for a remote expert who can plug in seamlessly, bring fresh strategy, and run point so their team can focus elsewhere.

Our Approach

We believe great social media starts with strategy, not guesswork. Before we ever create a single post, we take the time to understand your brand, your goals, and the people you're trying to reach.

From there, every decision is backed by data. We track what's working, adjust what's not, and use those insights to build content that doesn't just look good, it performs. Our focus is on creating genuine connection first, because that's what turns followers into raving fans and raving fans into dream clients.

Whether we're building a strategy from scratch or stepping in to run point on an existing team, our approach stays the same: measurable results, authentic content, and a partnership that feels like an extension of your business.



Our expertise

SOCIAL MEDIA MANAGEMENT

Our expertise includes:

- **Strategy & Planning** — building a roadmap tailored to your brand and goals
- Content Creation — designing scroll-stopping visuals and writing captions that sound like you
- **Community Management** — engaging with your audience and turning followers into loyal fans
- **Analytics & Reporting** — tracking what's working and refining our approach with real data
- **Platform Management** — keeping your presence consistent and polished across every channel

Whatever your brand needs to show up online with purpose, that's where we come in.

CONTENT CREATION

Great content doesn't happen by accident, it's built with intention. We create scroll-stopping visuals and captions that sound like you, not like a template, because your brand deserves content that feels authentic and drives real connection.

From eye-catching graphics to engaging video content, every piece we create is designed with your audience in mind and backed by data on what actually performs. We don't just make things look good, we make them work, turning casual scrollers into engaged followers and engaged followers into loyal clients.

PAID META ADS

While organic content builds trust over time, paid Meta ads help us get in front of the right people, faster. We create and manage targeted ad campaigns across Facebook and Instagram that put your brand in front of your ideal audience at exactly the right moment.

Every campaign is backed by data, from audience targeting to ad creative to budget optimization, so your spend works as hard as possible. We track performance closely and make adjustments in real time, turning ad dollars into real leads and real clients, not just vanity metrics.





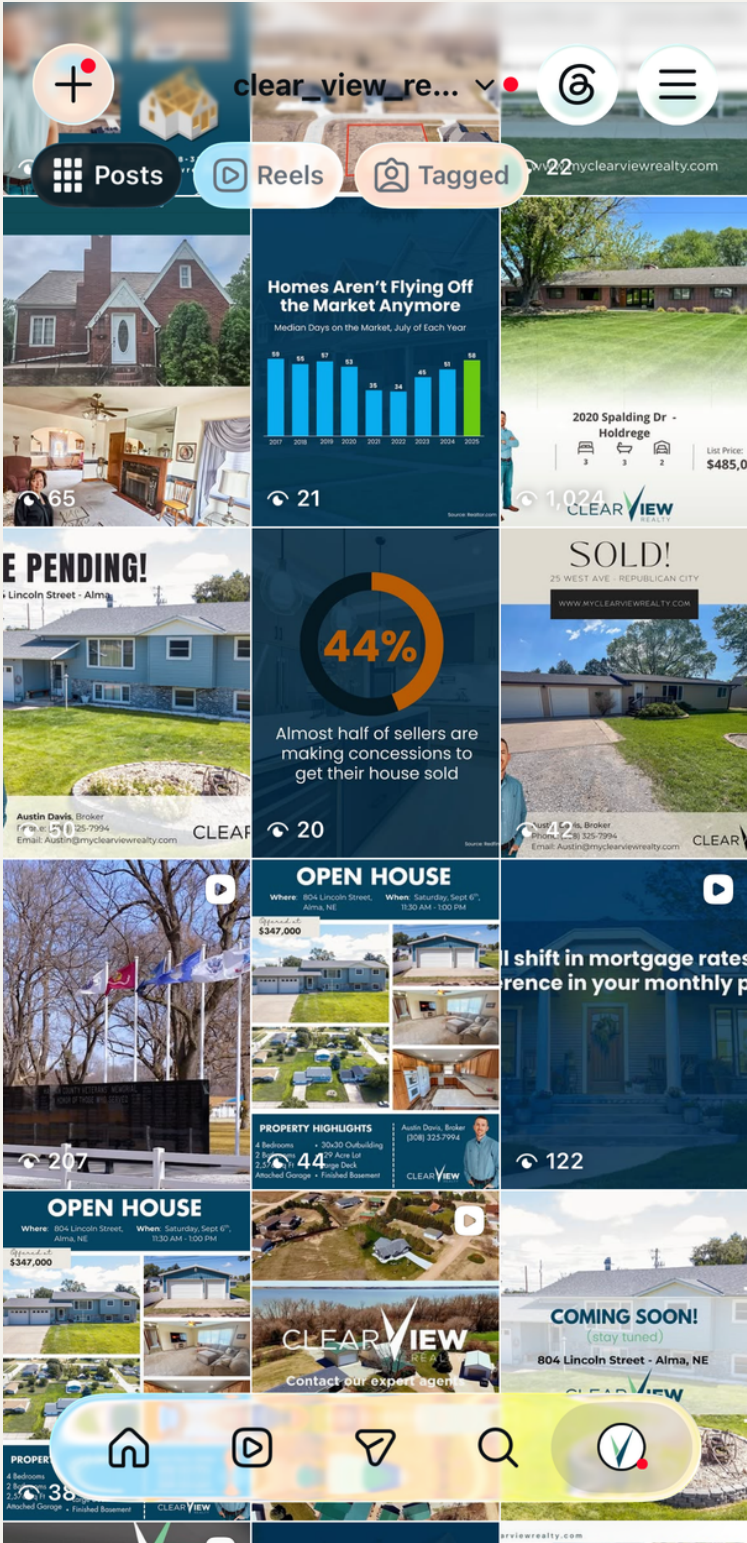
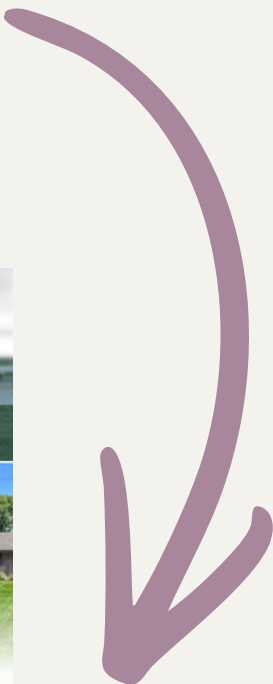
BRIDAL ISLE

2022- CURRENT

Bridal Isle is a high end bridal boutique tucked into a town of less than 500 people in Nebraska, and honestly that's what makes their story so good. Through consistent, story driven social media, we've helped them become a name that brides recognize across five surrounding states, not just their own zip code. Small town, big reach. That's the kind of growth we love building.



When your Instagram feed goes from this... to this!



CLEAR VIEW REALTY

2023-CURRENT

When we took over Clear View Realty's Instagram, the feed was inconsistent, a mix of listing photos with no clear brand voice or visual thread tying it together. We rebuilt their content strategy from the ground up: a cohesive aesthetic, story driven captions that build trust with buyers and sellers, and a consistent posting rhythm instead of sporadic updates. The result is a feed that feels like a real brand, not just a string of listings.





HOLDREGE AREA EARLY CHILDHOOD PARTNERSHIP

2024-CURRENT

Some of our best client relationships start small and grow. Holdrege Area Early Childhood Partnership came to us for full brand design. Since then, they've stayed on as a full service client, with us handling content creation, social media management, and event planning. It's the kind of long term partnership we love building.

Our Results

THE NUMBERS DON'T LIE

WE MAKE DATA-DRIVEN DECISIONS AT GRACEFUL EXPOSURE. CHECK OUT OUR TOP STATS.



+161%

FOLLOWERS

Grew Renovation Defenders' Followers by 161% in 6 weeks.



+74.5%

ENGAGEMENT

Grew Bridal Isle's engagement by 74.5% in 12 months.



850,00

IMPRESSIONS

Grew Clear View Realty's Impressions to 850,000 in 6 months.



+1,195%

PROFILE VIEWS

Grew Renovation Defenders' profile views by 1,195% in one month.

LVS

Testimonials

HEAR WHAT OUR CLIENTS HAVE TO SAY ABOUT WORKING WITH US



Client Feedback

Graceful Exposure has been a strong and reliable partner. Their team consistently meets deadlines, adapts quickly when priorities shift, and remains proactive in identifying opportunities to improve our digital marketing efforts. We value their responsiveness, strategic thinking, and commitment to continuous improvement, and we appreciate their collaborative approach to helping us achieve our goals."



**JANELL EHRKE,
GROW NEBRASKA**

"McKenna's creativity has been a great addition to our social media. she is such a driven person and does a fabulous job planing events! She is organized, energetic, ambitious and always ready to accept any challenge we throw her way. along with undeniable talents, McKenna has always been an absolute joy to work with. She is a true team player and is always coming up with new and innovative ideas."



**KARLA AXTELL,
BRIDAL ISLE**

McKenna with Graceful Exposure is going on her third year working with The Village Events and has never been short of expectations. She has always gone above and beyond her contract and truly cares for the business she helps run. She may work behind the scenes, but she is the reason we can focus on our business as we have full faith in how she runs our social media.



**SARAH RITZ,
THE VILLAGE
EVENTS**

READY TO LEVEL UP YOUR SOCIAL MEDIA PRESENCE?

Let's work
together

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