



Social Media Manager

portfolio

Hi I'm McKenna!



Hi, I'm McKenna, the founder and Social Media Manager at Graceful Exposure.

With a background in digital marketing, content creation, and brand strategy, I've helped businesses strengthen their online presence, connect with their ideal audience, and turn social media into a powerful growth tool. Throughout my career, I've worked with a variety of industries, including real estate, bridal, home services, and small businesses, giving me a well-rounded understanding of what it takes to create content that drives results.

I specialize in social media management, content strategy, short-form video creation, community engagement, and digital marketing solutions designed to increase brand awareness and generate leads. My services include content creation, social media scheduling, account management, social media audits, paid advertising support, and marketing strategy development.

My goal is simple: to help business owners save time, build a strong online presence, and grow their business through intentional, results-driven marketing.

I believe that successful marketing is about more than just posting content—it's about building meaningful connections, telling authentic stories, and creating a brand that people trust. When I'm not creating content or strategizing for clients, I'm always exploring new marketing trends and finding innovative ways to help businesses stand out in a crowded digital world.





MISSION & VISION

Mission

At Graceful Exposure Media, our mission is to help businesses build meaningful connections with their audience through strategic, authentic, and results-driven digital marketing.

We believe that every business has a unique story worth sharing. Our purpose is to simplify social media and digital marketing for business owners, allowing them to focus on running their business while we help them grow their online presence. Through content creation, social media management, brand strategy, and digital marketing solutions, we aim to increase brand awareness, strengthen customer engagement, and generate measurable business growth for our clients.

Our goal is not simply to create content, but to create marketing that serves a purpose—whether that means attracting new customers, building trust within a community, increasing visibility, or driving conversions. We are committed to helping businesses maximize their digital reach through intentional strategies that align with their goals and values.

At the heart of everything we do is a dedication to helping our clients gain exposure, build credibility, and achieve sustainable growth in an ever-evolving digital landscape.

Vision

My long-term vision for Graceful Exposure Media is to become a trusted, full-service digital marketing agency known for helping businesses grow through strategic, relationship-driven marketing. I aim to build a scalable agency that serves clients across a variety of industries while maintaining a personalized approach that prioritizes quality, communication, and measurable results.

I aspire to be a leader in the social media marketing industry by staying ahead of emerging trends, embracing innovative technologies, and developing marketing strategies that help businesses adapt to changing consumer behaviors. As artificial intelligence, automation, and new social platforms continue to evolve, I want Graceful Exposure Media to be a trusted resource that helps clients navigate these changes with confidence.

Ultimately, my goal is to empower businesses to grow sustainably, strengthen their online presence, and build meaningful connections with their audiences. I want the impact of my work to extend beyond marketing metrics by helping entrepreneurs and business owners gain the visibility, confidence, and support they need to achieve long-term success.



KEY ACHIEVEMENTS

Through tailored strategies and hands-on execution, here are the measurable results I've achieved across various platforms.

+110%
FOLLOWERS

Grew a small business
followers in 6 months

+175%
ENGAGEMENT

Increased engagement
rate of Brand in
3 months

1.2M
IMPRESSIONS

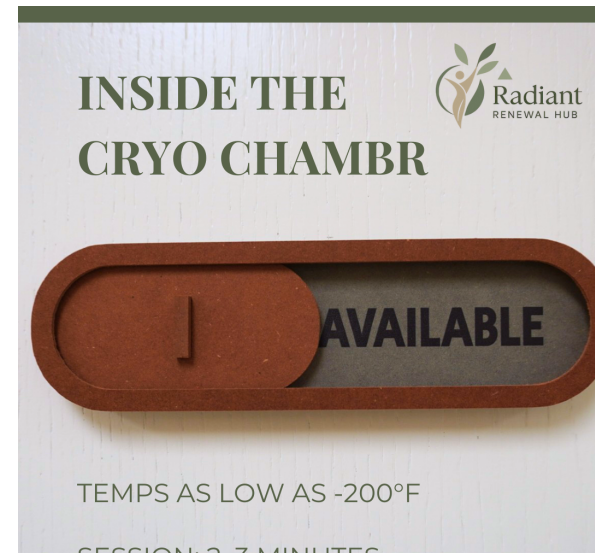
Generated 1.2M
impressions for a small
business in 1 month

1.3M
VIEWS

Gained 1.3M Reels views
for a small business in 24
hours



VISUALS & CAPTIONS



Thinking about selling your home this year?

The timing of your listing can have a major impact on how much your home sells for. Historically, late spring brings some of the highest buyer demand, which can lead to more showings, stronger offers, and increased competition.

If you're considering making a move, now is the time to start preparing.

➡️ Send us a message to learn what your home could be worth in today's market.



✨ POV: You said you were "just looking" and found your dream dress.

One appointment.

One dress.

One unforgettable moment.

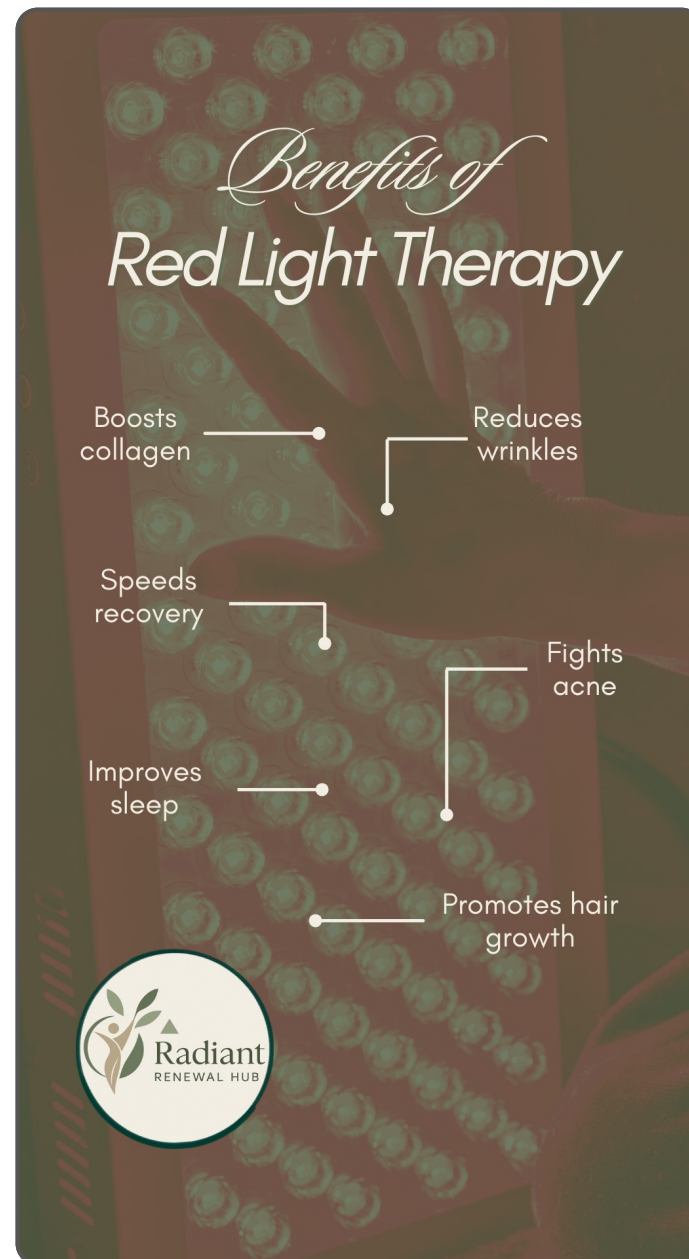
There's nothing quite like seeing a bride light up when she finds the one. 💕

Tag your bridal bestie below and book your appointment before our next round of new arrivals hits the floor!

👩 Schedule your bridal experience today.



STORIES & PINS





SUCCESS CAMPAIGN 1

Bridal Isle



| Project Overview

Bridal Isle is a bridal boutique focused on helping brides find their dream wedding dress through a personalized and memorable shopping experience. The goal of this campaign was to increase brand awareness, generate qualified bridal appointment bookings, and strengthen Bridal Isle's presence as a trusted destination for brides-to-be.

| Strategies Implemented

- Customer- Centered Storytelling
- Social Media Content Strategy
- Brand Awareness
- Community engagement
- Consistency

| Key Outcomes

- Increased overall social media engagement by 42% through strategic content planning, user-generated content, and audience interaction.
- Grew Instagram following by 28% over the campaign period, expanding Bridal Isle's reach among local brides-to-be.
- Increased website traffic from social media by 35%, driving more potential customers to explore bridal collections and services.
- Generated a 22% increase in appointment inquiries through targeted calls-to-action and booking-focused content.





CLIENT TESTIMONIALS



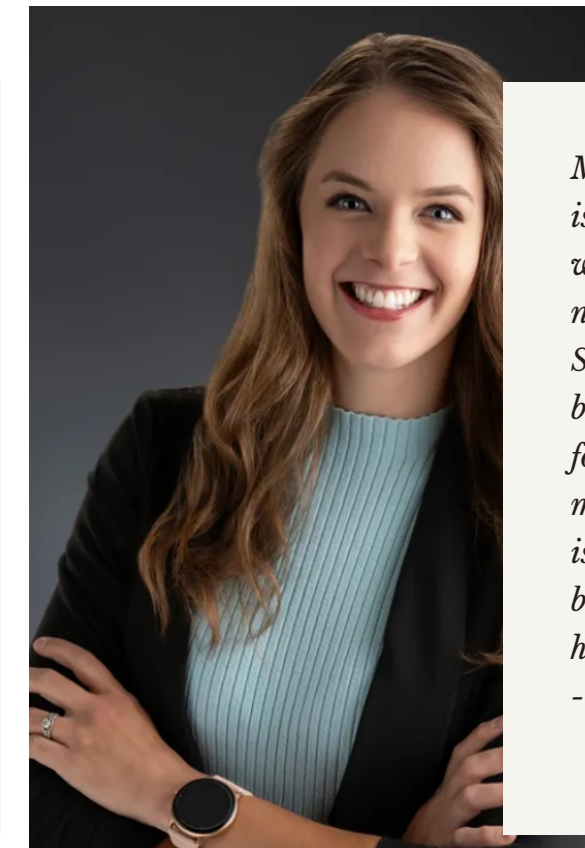
"Graceful Exposure has been a strong and reliable partner. Their team consistently meets deadlines, adapts quickly when priorities shift, and remains proactive in identifying opportunities to improve our digital marketing efforts. We value their responsiveness, strategic thinking, and commitment to continuous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

-Janell Ehrke



"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



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





WORK PROCESS

STEP 1

Discovery & Goal Setting

Understanding your brand, audience, and business goals

STEP 2

Strategy Development

Crafting a customized social media plan aligned with your objectives

STEP 3

Implementation

Executing the strategy with content creation, scheduling, and management

STEP 4

Analysis & Optimization

Reviewing performance and refining the strategy for continuous growth



Let's work together!



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