



PORTFOLIO

SOCIAL MEDIA & DIGITAL MARKETING

Strategy, content, campaigns and websites that make brands stand out and inspire people to take action.

Naomi Muller

Socials Agency | Barendrecht





CREATIVE CONTENT. SHARP FOCUS ON RESULTS.

I help organisations build a professional, recognisable and human online presence. From strategy and planning to photography, Reels, campaigns and keeping websites up to date every day.

My strength lies in combining creativity with execution: I translate objectives into on-brand content, launch campaigns and continuously improve them based on performance data.

Strategy

Content

Meta Ads

Website management

“ Not just standalone posts, but a strong and recognisable story that contributes to the organisation’s goals.

FROM IDEA TO ONLINE RESULTS

A broad range of services, united by one clear direction across brand, content and conversion.

01 Social media management

Content calendars, planning, publishing, community management and a consistent brand identity.

02 Content creation

Posts, carousels, Stories, Reels, photography, video and copy tailored to each channel and audience.

03 Campaigns & leads

Meta Ads, lead campaigns, audience targeting, creative variations and performance-driven optimisation.

04 Website management

Updating pages, adapting text and visuals, managing landing pages and CMS maintenance.

05 Analysis & optimisation

Monitoring results, turning insights into action and making reports easy to understand.

06 Digital support

Basic SEO and Google Ads, smart AI workflows and coordination with internal or external partners.



ANONYMOUS CASE

LEAD GENERATION IN THE MOBILITY SECTOR

35

LEADS

in approximately 1.5 weeks

Meta lead campaign for one local branch

APPROACH

- clear local targeting and campaign structure
- conversion-focused ads and a concise lead form
- continuous monitoring and optimisation for lead quality

Client name omitted for confidentiality reasons.

RECRUITMENT CONTENT WITH A PLAN

From employer story to a complete content series, ready to publish and optimise.



THE BRIEF

Turn recruitment into more than isolated vacancy posts: create a recognisable content series that builds trust and encourages candidates to take action.

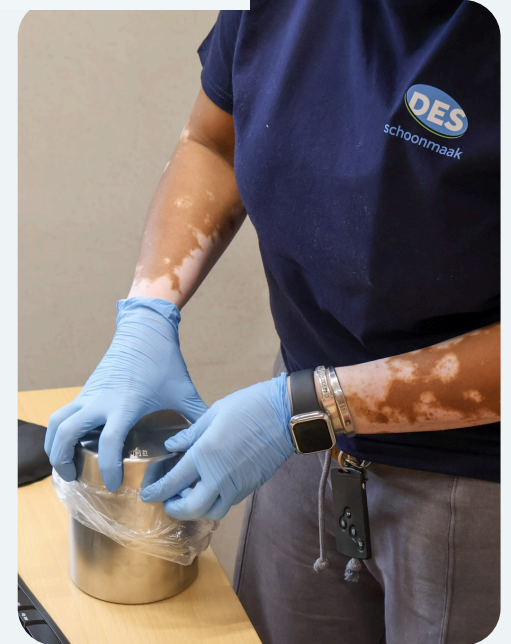
DELIVERED

- 01 Strategy audience, key message and content direction
- 02 Creation copy, design and visual development
- 03 Publishing channel selection, planning and launch
- 04 Optimisation evaluation and response-based refinement

One story, multiple formats, recognisable at every touchpoint.

REAL PEOPLE. REAL MOMENTS.

On-location photography and video bring a brand to life and create versatile content for every channel.



From employee portraits to real work environments

I work from a clear shot list while leaving room for spontaneous moments. The result is a versatile image library for social media, websites, campaigns and recruitment.

Portraits

Behind the scenes

Website imagery

Reels & Stories

FROM BRIEF TO PUBLICATION

Practical, independent and always aligned with the objective, audience and organisation.

1

Listen
clarify goals, brand and
target audience

2

Create
develop concept, copy
and visuals

3

Publish
manage planning, CMS
and campaigns

4

Improve
use data to optimise
with purpose

VERSATILE EXPERTISE

Mobility, education, professional services and employer branding - every sector requires its own tone of voice, but the same level of care and quality in execution.

BEHIND THE SCENES, TOO

Keeping website pages, landing pages and CMS content up to date, so campaigns and websites work seamlessly together.





LET'S CREATE SOMETHING GREAT

I'd love to explore how we can make your brand's online presence clearer, more human and more results-driven.

Naomi Muller | Socials Agency

Social media - content - campaigns - websites

info@socialsagency.nl

06-10417712

Barendrecht

Available for freelance projects and collaborations, both on location and remotely.

