

Digital Marketing Portfolio

This portfolio showcases my expertise in building strategies that help brands get seen, heard, and chosen online.

Hello, I'm Graciela Posadas

Introduction

I'm Graciela Posadas, a Digital Marketing Specialist and Founder of PeblCo. With a strong foundation in SEO, paid advertising, and content strategy, I help businesses turn digital chaos into clear, results-driven campaigns.

My experience spans from managing end-to-end marketing strategies for agencies and businesses to running data-backed audits that uncover hidden opportunities. Beyond technical skills, I bring a mix of creativity, analytical thinking, and client-focused execution—ensuring every campaign doesn't just look good, but performs where it matters most: conversions and growth.



2025

The Core of My Work

Vision

To become a trusted partner for businesses worldwide by making digital marketing simple, impactful, and results-driven—turning ambitious ideas into strategies that fuel long-term growth.

Mission

To transform complex digital challenges into clear, creative, and data-driven solutions. I aim to deliver marketing strategies that are simple to understand, impactful in execution, and measurable in results.

- Clarity over complexity – I believe in strategies that make sense, not fluff.
- Creativity with data – Every campaign blends insight + imagination.
- Results that matter – Growth isn't just traffic, it's conversions.

Making sense of the chaos, one campaign at a time.

My Experience

I bring 5+ years of diverse experience across digital marketing, client success, and business operations—equipping me with both the creative and analytical skills needed to design campaigns that perform.

Founder | PeblCo

- Built a digital marketing agency that helps businesses cut through the noise with clear, data-driven strategies.
- Managed SEO audits, Google Ads campaigns, and content marketing for multiple clients, focusing on lead generation and conversion optimization.

Digital Marketing Specialist

- Designed and executed multi-channel marketing strategies (SEO, Google Ads, and social media) for business across countries
- Optimized landing pages and ran targeted ad campaigns, driving inquiries and client bookings

Customer Success Manager

- Conducted daily check-ins and campaign status reports with clients, ensuring satisfaction and alignment with business objectives.
- Coordinated between marketing execution and client feedback, bridging gaps between strategy and delivery.

Executive Assistant

- Supported business executives in administrative and operational tasks while assisting with Wix websites, B2B marketing, and campaign coordination.
- Developed organizational systems that streamlined project execution and improved client communication.

Areas of Mastery

Social Media Marketing Content

- Planned and executed content strategies that increased engagement and brand visibility.
- Managed multi-platform campaigns tailored to Gen Z, B2B, and service-based industries.

Search Engine Optimization (SEO)

- Conducted in-depth SEO audits to uncover ranking opportunities.
- Improved website performance with keyword optimization, site structure fixes, and analytics reporting.

Paid Advertising (Google Ads & PPC)

- Managed high-converting ad campaigns with optimized budgets.
- Specialized in turning wasted ad spend into measurable leads and conversions.

Client Success & Strategy

- Handled 60+ clients across different industries with tailored digital strategies.
- Provided clear reports, strategic recommendations, and long-term growth planning.

Social Media Strategy

My approach to social media is built on clarity, creativity, and consistency. I design strategies that help brands stand out online and connect with the right audience.

The outcome: campaigns that don't just get likes, but deliver measurable business impact.

Research & Insights

Understanding audience behavior, trends, and competitors.

Content Direction

Creating themes and storytelling pillars that align with brand goals.

Execution

Posts, campaigns, and visuals designed to drive engagement and brand trust.

Measurement

Tracking performance through KPIs like reach, engagement, and conversions.

Creative Content Execution

From keywords to campaigns, I transform raw insights into content that drives visibility and conversions. Every piece is built to educate, engage, and convert

The outcome: one strategy fuels multiple touchpoints, maximizing reach while keeping messaging consistent.

Keyword to Concept

Turning search insights into blog topics and content angles.

Content Creation

Crafting blogs, articles, and social assets tailored to the audience's needs.

Cross-Platform Repurposing

Expanding one core idea into posts, reels, carousels, and ads.

Optimization

Ensuring every content piece is discoverable, relevant, and measurable.

SEO Strategy

SEO isn't about chasing algorithms — it's about building a strong digital foundation that attracts the right audience consistently. My approach blends technical precision, creative content, and data-driven growth.

The outcome: sustainable traffic growth, stronger visibility, and higher-quality leads.

Site Health & Structure

Ensuring websites are optimized, crawlable, and user-friendly.

Keyword to Content

Transforming search insights into blogs, landing pages, and service content.

On-Page Optimization

Aligning titles, meta tags, and content for both users and search engines.

Performance Tracking

Monitoring rankings, visibility, and conversions to refine strategies.

Google Ads Strategy

I design ad campaigns that cut wasted spend and focus only on clicks that convert. Every campaign is built on clear intent, precise targeting, and continuous optimization.

The outcome: Ads that don't just get traffic — they generate real leads and measurable revenue.

Research & Audience Mapping

Identifying high-intent keywords and audience segments.

Campaign Design

Structuring ads for maximum relevance across Search, Display, and Performance Max.

Optimization

Refining bids, keywords, and ad copy to improve CTR, CPC, and conversions.

Reporting & Insights

Translating performance data into actionable steps that improve ROI.

Graphic Projects

2025

From branding to digital and print design, my projects cover a wide range of creative solutions. I specialize in developing visual identities and marketing materials that connect with audiences and elevate businesses.

My work includes branding, mockups, posters, logos, brochures, magazine covers, product photography, and web design—each crafted with a balance of creativity and strategy to deliver both impact and value.



Brand Identity Design

From naming to logo and mockups — a complete brand creation.



Brand Name

I drew inspiration from my cats—feeding them is my guilty pleasure.

I asked myself: what if I created a brand from scratch? That meant building a name, logo, and product idea.

Naming was the hardest part—every cat-related name I thought of was already taken. Then I stumbled on the word **“Zoomies.”**

As a cat owner, it clicked instantly: the wild, playful bursts of energy cats (and dogs) do.

With that name, the product idea followed naturally—an energy food for pets. It may be fictional, but it’s a solid concept for design and branding exploration.

Zoomies /'zōomēz/

noun: a sudden burst of frenetic energy in which an animal (typically a dog or cat) runs to and fro.
(Definitions from Oxford Languages)

The Design

Branding Logo

The Zoomies logo embodies energy, playfulness, and vitality, with a sleek leaping cat silhouette symbolizing agility and movement. The smooth, flowing typography and vibrant orange color convey warmth, health, and care, perfectly reflecting a brand dedicated to keeping pets active and happy. With its bold yet friendly design, the logo tells the story of a modern, trustworthy pet brand passionate about providing high-quality, nutrient-rich products that boost energy and support a joyful, thriving lifestyle for pets.

Calligraphy: *Lobster Font*

Color Palette: #fb9a26



Concept

Draft Sketch

Final Design

Logo



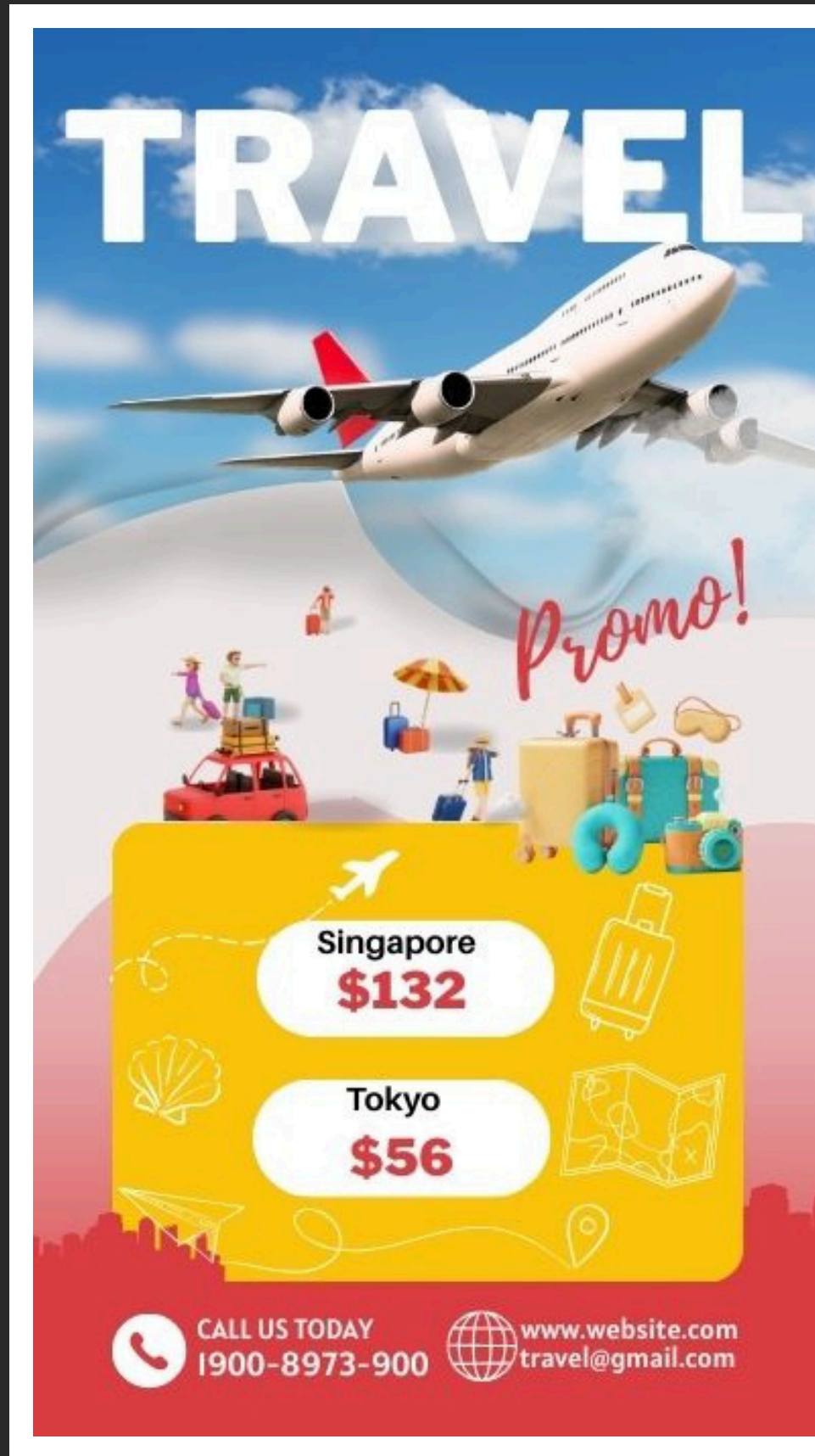
Mockup

Pouch Bag & Can



Poster Designs

This section features poster design samples that showcase vibrant visuals and clear messaging. From bold travel promotions to lively event posters, the designs highlight strong layouts, eye-catching colors, and engaging typography for maximum impact.



Featured Logo

Let the word speak for the brand

A showcase of creative logo designs that highlight the perfect balance of words, meaning, and visuals—each crafted to let the brand's identity speak for itself



Brochure

Product Sale

This Mega Buns brochure highlights their bold, flavor-packed burgers like the Twin Tower and Skyscraper, showcasing a passion for heat, quality ingredients, and community. With fiery visuals and vibrant design, it invites customers to indulge in unforgettable, towering creations.

HOT TOPIC

Twin Tower



BUY 1 Take 1
Burning
Tower

Skyscraper New!



About Us



Established in 2014, Mega Buns serves its iconic Burning Tower Burger Spicy, crafted with high-quality ingredients. A local favorite, it's a place where flavor and community come together.

#111-222-333
mega@buns.com

Mega Buns Classic

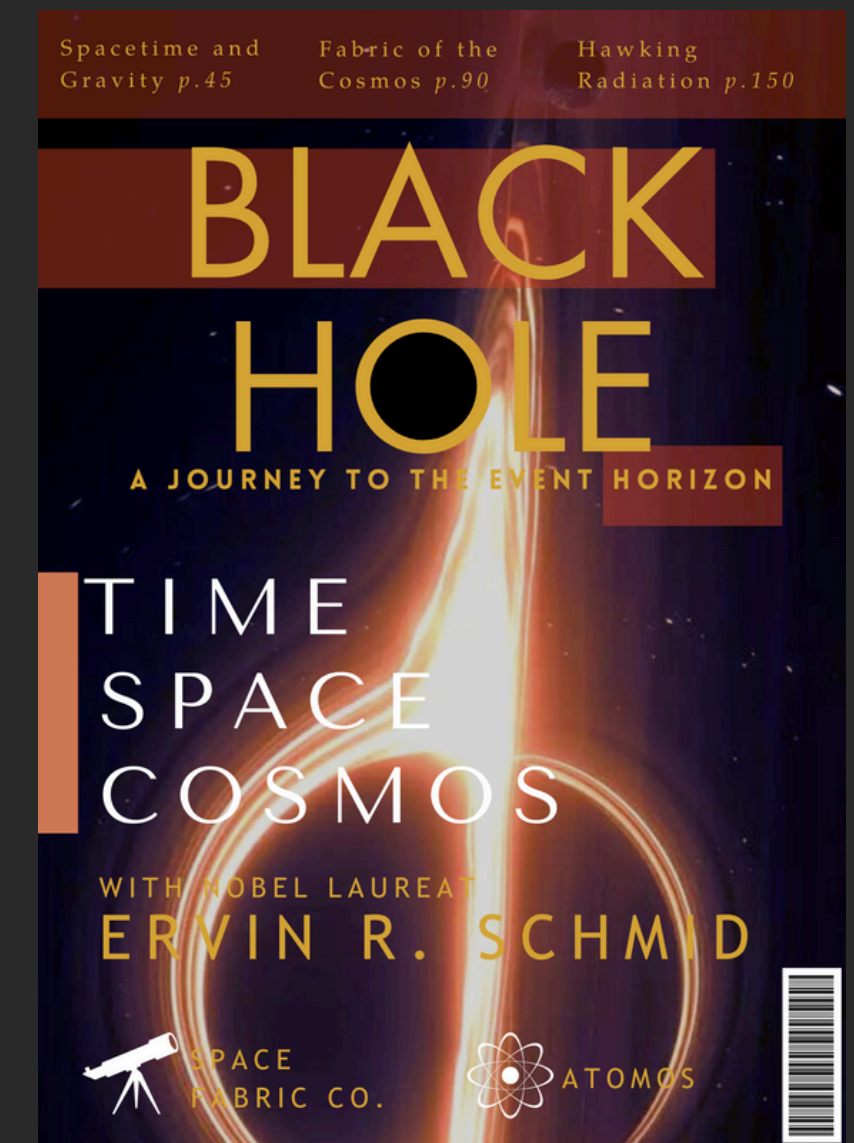
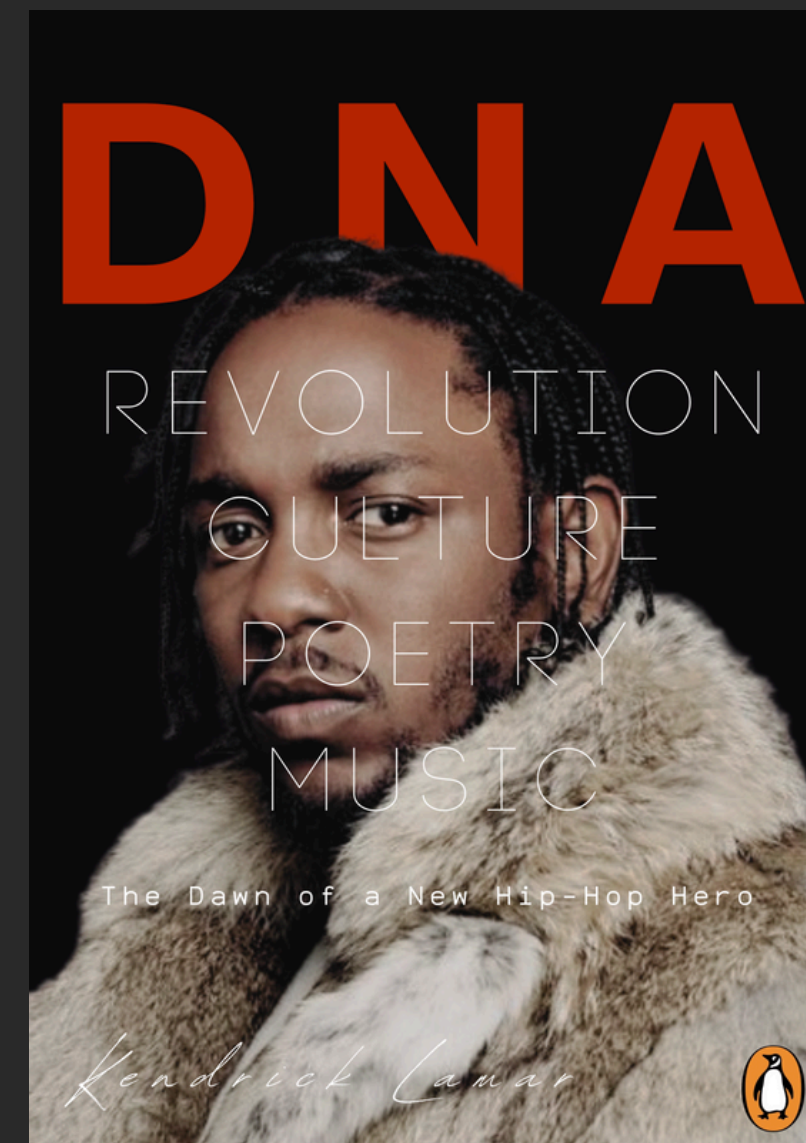


EXTRA
HOT

Covers

Book & Magazine

This section showcases a collection of book and magazine cover designs, each with a unique style and focus. From elegant interior design and high-fashion features to bold editorial portraits and captivating science themes, these covers highlight versatility in layout, typography, and visual storytelling for various genres and audiences.



Product Photo

Product Showcase

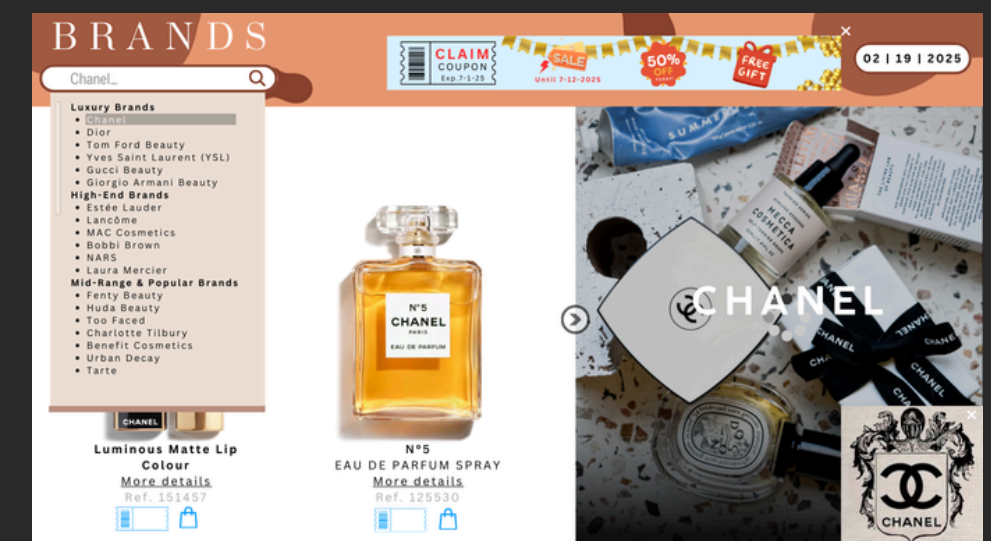
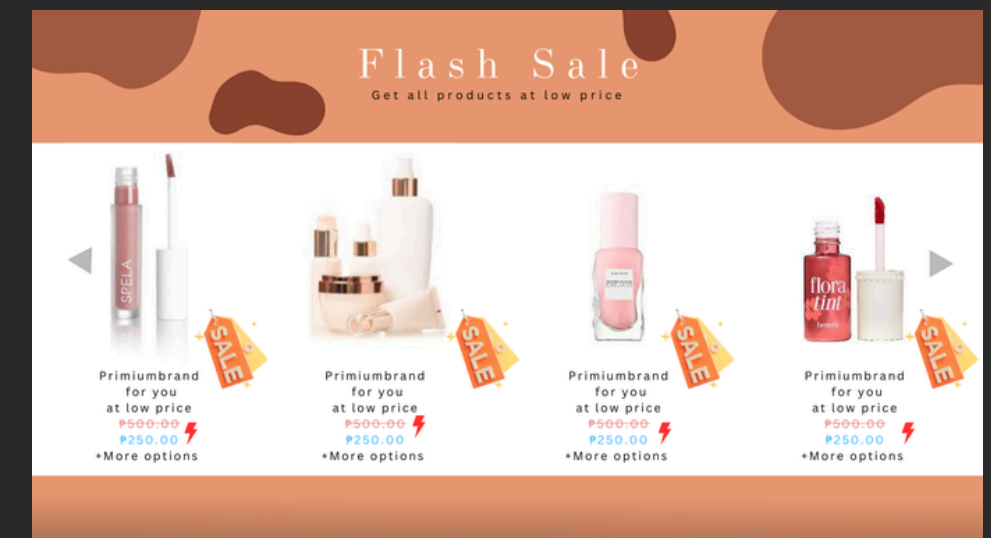
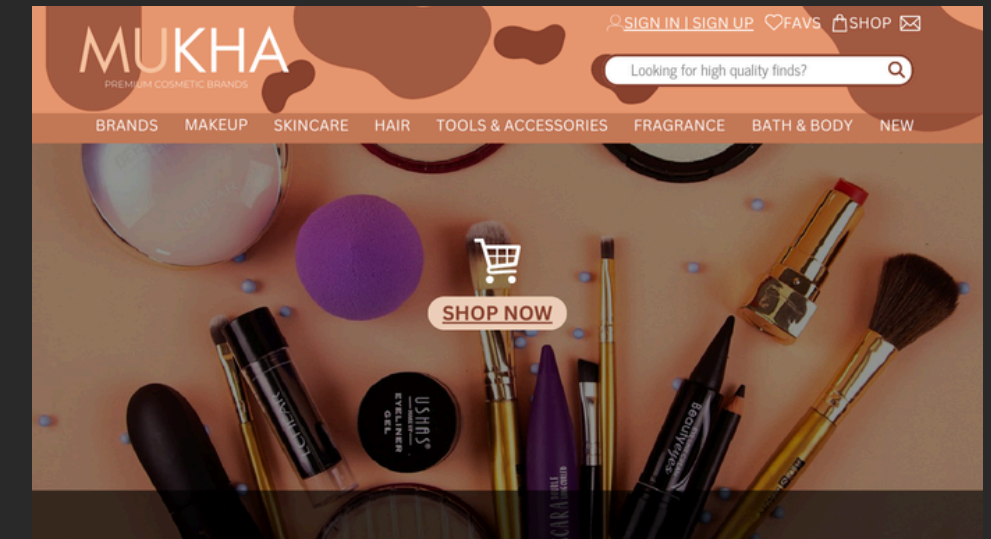
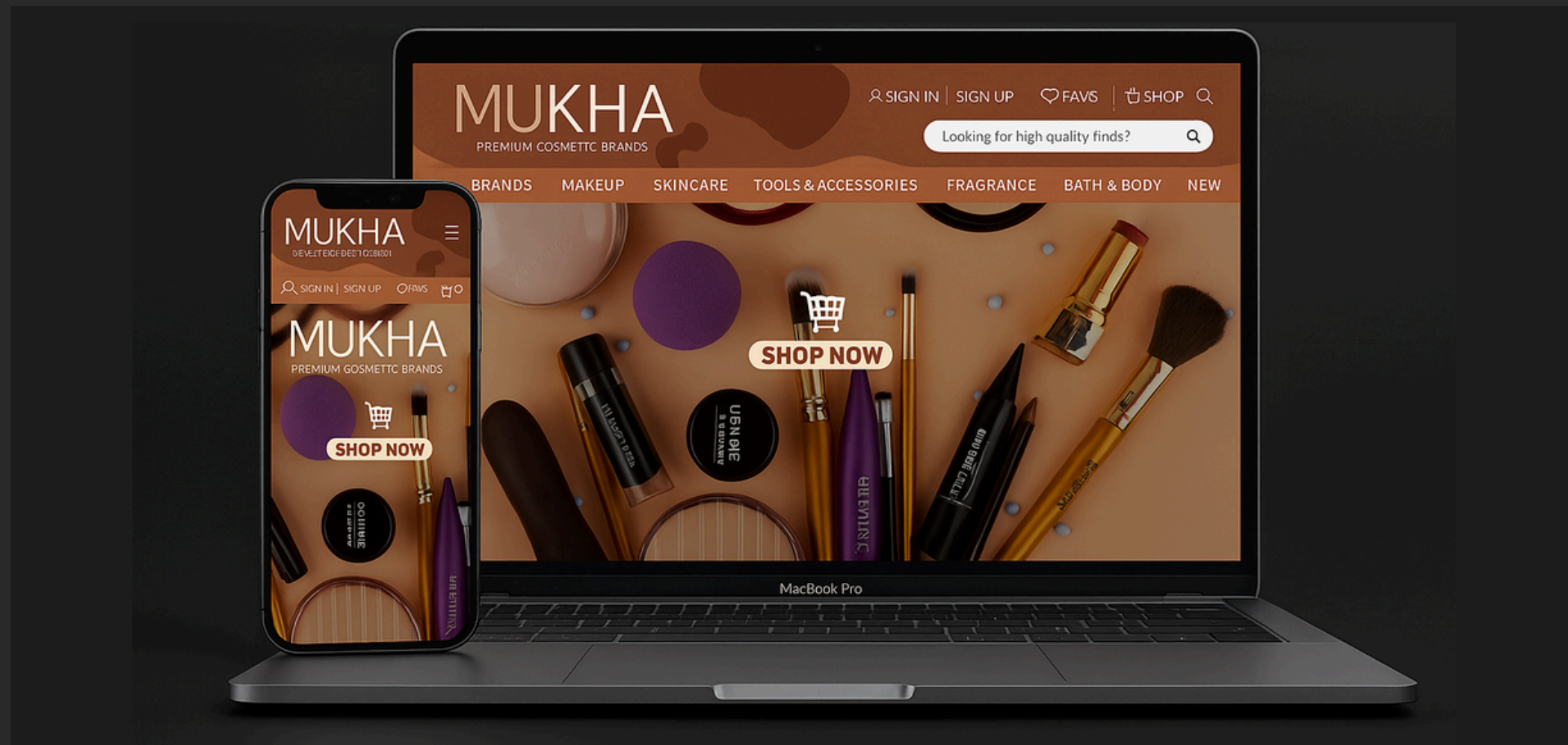
This section highlights a Product Photo Showcase, featuring dynamic and visually appealing ads for various products and services. From car rentals and premium headphones to stylish hydro flasks and high-performance motorcycles, each design uses bold colors, clear branding, and engaging layouts to capture attention and promote sales effectively.



Web Design

UI / UX

This section showcases a modern **UI/UX** web design for Mukha, a premium cosmetics brand. It highlights a clean, user-friendly interface with bold visuals, intuitive navigation, and responsive design, ensuring a seamless shopping experience across desktop and mobile devices.



Brands User-Generated Content (UGC)



HAPPY SKIN RESCUE ME SUN GEL PRIMER
SPF 50 PA+++ WITH ANTI-BLUE LIGHT
TECHNOLOGY



Q | SUNSCREEN

99

Happy Skin's new Rescue Me Sun Gel Primer SPF 50 PA +++ with Anti-Blue Light Technology blocks harmful UV and Blue Light rays that damage the skin. A fast-absorbing gel product that leaves no sticky feeling, it offers potent yet invisible protection with zero white cast. When worn under makeup as a primer, it imparts a dewy finish and increases makeup longevity. Formulated with moisturizing Hyaluronic Acid and fortifying Ceramide, it keeps skin healthy, hydrated, and glowing.

- HAPPYSKINCOSMETICS.COM

REVIEW

99

So, is it worth it? For me, yes. I love the Happy Skin Rescue Me Invisible Sun Gel primer. I think this will be my new sunscreen until a new and better one comes along. Lol. It's a bit expensive for the price, though, but cheaper than the Belo one. So I'll stick with this for now.

What I love best is it's a great sunscreen to use indoors. Since most of us are now working from home, this is an excellent sunscreen for the lazy ones who applies sunscreen in the morning and nothing else (like me).

- AIKANEKO.NET

Product Listing Mock Ups



Business Cards

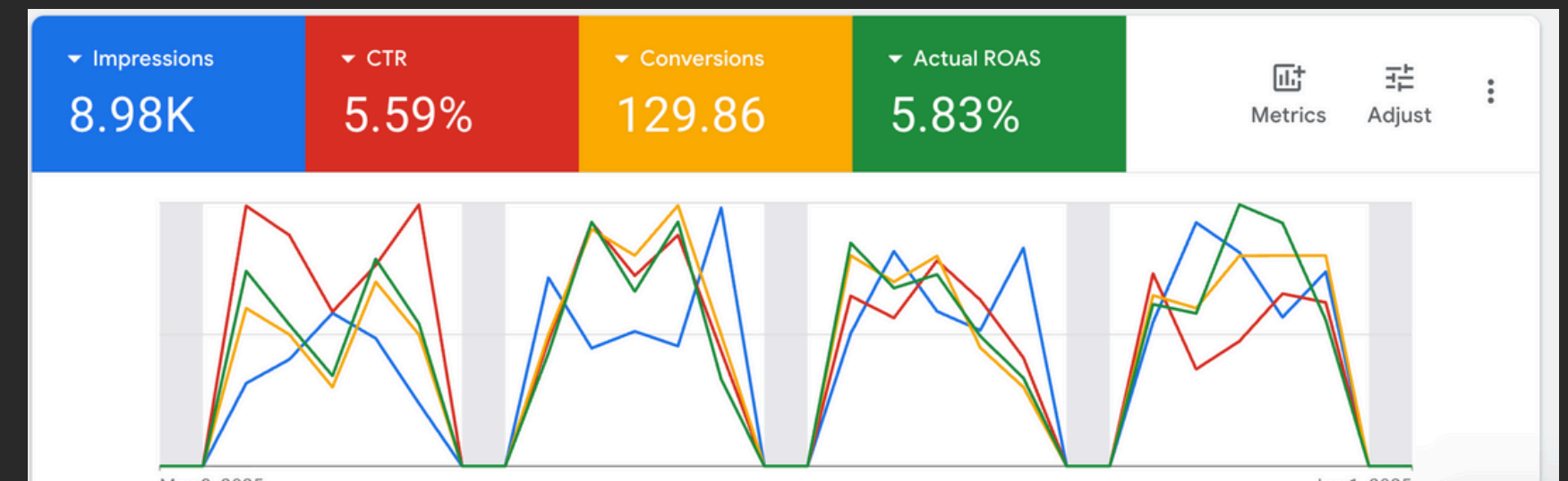
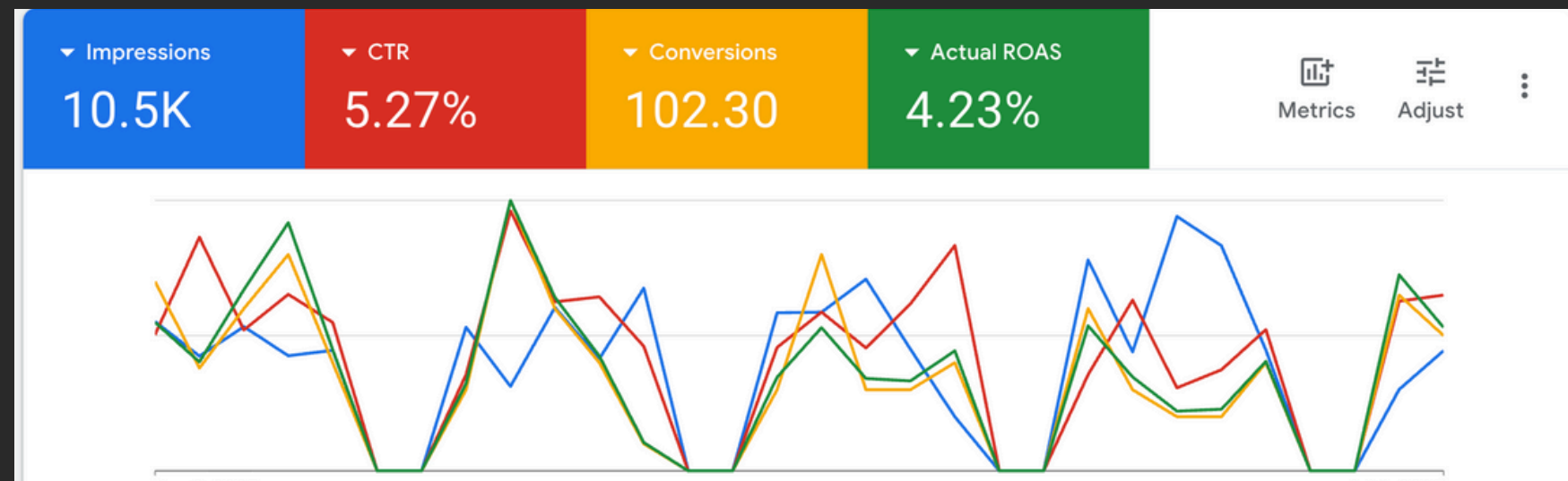


Results Transformation

2025

Google Ads Campaign

Before vs. After



- **Before:** Low conversions, wasted ad spend.
- **After (30 Days):**
 - 8.9K → 10.5K impressions
 - CTR: 5.27% → 5.59%
 - Conversions: 102 → 130 (+27%)
 - ROAS: 4.23 → 5.83

“Turned a limited budget into consistent leads with a 27% increase in conversions in one month.”

Results Transformation

2025

Filter by keyword		Top positions & changes		SERP Features		Tags		Intent		Volume		KD %		Jun 11-Aug 3	
Advanced filters															
<input type="checkbox"/> Keyword	Intent	SF	KD %	Pos. Jun 11	Pos. Aug 30	Diff	Visibility	Diff	Est. Traffic	Diff	Vol.	CPC			
> <input type="checkbox"/> lgbt friendly psychologists melbourne	I C	3	17	81	7	↑74	0.083%	+0.078	0.01	+0.01	10	0			
> <input type="checkbox"/> psychologist melbourne cbd	C	4	47	10	7	↑3	0.083%	+0.035	0.14	+0.06	110	0			
> <input type="checkbox"/> chinese psychologist melbourne	N	5	18	10	8	↑2	0.076%	+0.028	0.04	+0.01	30	0.61			
> <input type="checkbox"/> men's psychologist melbourne	C	5	20	8	8	0	0.076%	0	0.01	0	10	0			
> <input type="checkbox"/> adolescent psychologist melbourne northern suburbs	C	3	27	13	9	↑4	0.065%	+0.035	0	0	0	0			
> <input type="checkbox"/> lgbtq psychologist melbourne	I C	4	22	—	9	new	0.065%	new	0.02	new	20	3.31			
> <input type="checkbox"/> affordable psychologist	I C	4	38	3	10	↓7	0.048%	-0.159	0	0	0	0			

Filter by keyword

Top positions & changes

SERP Features

Tags

Intent

Volume

KD %

Jun 11-Aug 3

Advanced filters

<input type="checkbox"/> Keyword	Intent	SF	KD %	Pos. Jun 11	Pos. Aug 30	Diff	Visibility	Diff	Est. Traffic	Diff	Vol.	CPC
<div>></div> <input type="checkbox"/> arabic speaking psychologist melbourne	C	3	11	5	2	↑3	0.273%	+0.14	0.04	+0.02	10	0
<div>></div> <input type="checkbox"/> counselling melbourne	C	4	42	49	2	↑47	0.273%	+0.261	3.00	+2.88	720	0
<div>></div> <input type="checkbox"/> low cost psychologist	I C	4	37	2	2	0	0.273%	0	0.04	0	10	0
<div>></div> <input type="checkbox"/> low cost psychologist melbourne	C	2	27	1	2	↓1	0.273%	-0.521	0	0	0	0
<div>></div> <input type="checkbox"/> male psychologist melbourne	I T	5	6	4	2	↑2	0.273%	+0.1	0.13	+0.05	30	0
<div>></div> <input type="checkbox"/> male psychologists melbourne	I	4	17	2	2	0	0.273%	0	0.08	0	20	3.24
<div>></div> <input type="checkbox"/> arabic psychologist melbourne	I	3	17	3	3	0	0.207%	0	0.06	0	20	1.35

In just a short period, multiple competitive psychology keywords in Melbourne climbed the rankings significantly:

- “LGBT friendly psychologists Melbourne” jumped +74 spots (from #81 → #7).
- “Psychologist Melbourne CBD” improved +3 spots (from #10 → #7).
- “Chinese psychologist Melbourne” moved +2 spots (from #10 → #8).
- “Adolescent psychologist Melbourne northern suburbs” rose +4 spots (from #13 → #9).
- “Counselling Melbourne” skyrocketed +47 spots (from #49 → #2).
- “Arabic speaking psychologist Melbourne” climbed +3 spots (from #5 → #2).
- “Low cost psychologist near me” surged +12 spots (from #17 → #5).

These ranking boosts show how targeted SEO—focusing on multilingual, location-based, and affordability-driven searches—delivered page-one visibility for high-intent keywords that directly attract new clients.

Results Transformation

2025

Filter by keyword

Top positions & changes

SERP Features

Tags

Intent

Volume

KD %

Jun 11-Aug 3

Advanced filters

Keyword	Intent	SF	KD %	Pos. Jun 11	Pos. Aug 30	Diff	Visibility	Diff	Est. Traffic	Diff	Vol.	CPC
best male psychologists melbourne	C	5	11	4	3	↑1	0.207%	+0.035	0.10	+0.02	30	2.13
farsi speaking psychologist melbourne	I	3	7	5	3	↑2	0.207%	+0.074	0.03	+0.01	10	0
mandarin psychologist melbourne	I	4	16	5	3	↑2	0.207%	+0.074	0.03	+0.01	10	0
mandarin speaking psychologist melbourne	I	5	15	3	3	0	0.207%	0	0.13	0	40	0
persian psychologist melbourne	I	4	13	7	3	↑4	0.207%	+0.124	0.13	+0.08	40	1.09
persian speaking psychologist melbourne	I	4	10	12	3	↑9	0.207%	+0.174	0.03	+0.03	10	0
psychologist melbourne northern suburbs	I	3	32	4	3	↑1	0.207%	+0.035	0.03	+0.01	10	0

Filter by keyword		Top positions & changes			SERP Features		Tags		Intent		Volume		KD %		Jun 11-Aug 3	
Advanced filters																
<input type="checkbox"/> Keyword	Intent	SF	KD %	Pos. Jun 11	Pos. Aug 30	Diff	Visibility	Diff	Est. Traffic	Diff	Vol.	CPC	U			
> <input type="checkbox"/> bulk billing psychologist south east melbourne	C	4	17	2	4	↓2	0.172%	-0.1	0.05	-0.03	20	1.50				
> <input type="checkbox"/> chinese speaking psychologist melbourne	I T	4	19	5	4	↑1	0.172%	+0.039	0.03	+0.01	10	0				
> <input type="checkbox"/> farsi psychologist melbourne	I	3	8	5	4	↑1	0.172%	+0.039	0.03	+0.01	10	0				
> <input type="checkbox"/> indian psychologist melbourne	I	4	7	—	4	new	0.172%	new	0.05	new	20	0				
> <input type="checkbox"/> mens psychologist melbourne	C	5	26	5	4	↑1	0.172%	+0.039	0.05	+0.01	20	3.22				
> <input type="checkbox"/> low cost psychologist near me	T	3	39	17	5	↑12	0.133%	+0.108	0.02	+0.02	10	0				
> <input type="checkbox"/> how do i find a low cost psychologist	I	4	22	6	6	0	0.089%	0	0	0	0	0				

Key Ranking Improvements:

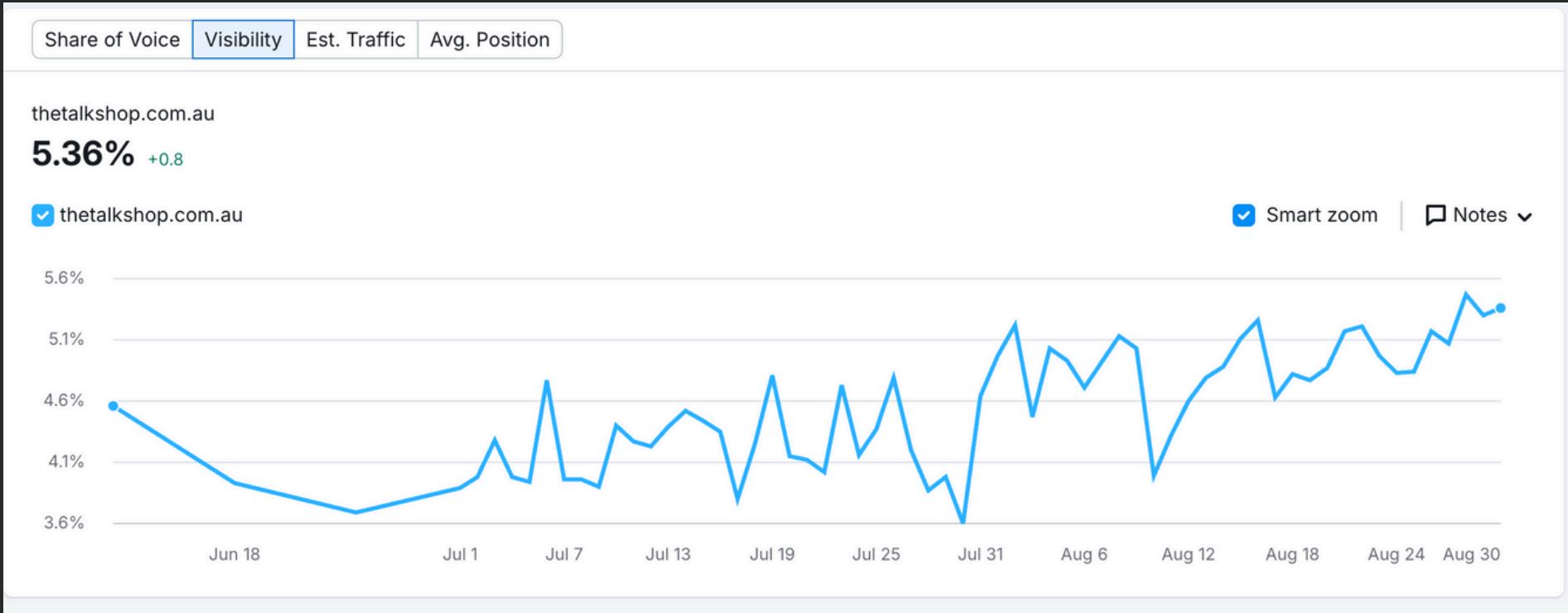
- “Best male psychologists Melbourne” → #4 to #3 (+1)
- “Farsi speaking psychologist Melbourne” → #5 to #3 (+2)
- “Mandarin psychologist Melbourne” → #5 to #3 (+2)
- “Persian psychologist Melbourne” → #7 to #3 (+4)
- “Persian speaking psychologist Melbourne” → #12 to #3 (+9)
- “Low cost psychologist near me” → #17 to #5 (+12)
- “Chinese speaking psychologist Melbourne” → #5 to #4 (+1)
- “Indian psychologist Melbourne” → New ranking → #4

These results show how consistent optimization brought highly competitive, niche-specific keywords into the Top 5 positions, driving qualified local traffic.

Results Transformation

2025

Our SEO strategy delivered measurable growth both in rankings and on-site performance:



SEMrush Visibility: Overall site visibility improved to 5.36% (+0.8%), showing steady keyword growth and stronger presence in Google search results across Melbourne.

- Google Analytics (GA4):**
- **Page views:** ↑ 9.56% (19,578 vs 17,870)
 - **Active users:** ↑ 25.74% (6,390 vs 5,082)
 - **Key events (conversions):** ↑ 10.6% (929 vs 840)
 - **Event count (engagement):** ↑ 12.27% (53,817 vs 47,935)

Pages and screens: Page title and screen class							Last 28 days	Aug 2 - Aug 29, 2025		Compare: Jul 5 - Aug 1, 2025			
Search...							Rows per page:	10	Go to:	1	<	1-10 of 1046	>
Page title and screen class							Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events	
SHOW ALL ROWS											All events	All events	
Total							19,578	6,390	3.06	1m 36s	53,817	929.00	
							vs. 17,870	vs. 5,082	vs. 3.52	vs. 2m 00s	vs. 47,935	vs. 840.00	
							↑ 9.56%	↑ 25.74%	↓ -12.87%	↓ -19.73%	↑ 12.27%	↑ 10.6%	

Why Me for your Digital Marketing?

Effective Performance

I don't just run campaigns—I optimize them to deliver measurable results. From SEO audits to Google Ads, every strategy I create is designed to increase visibility, leads, and conversions.

Creative & Data-Driven

I blend creativity with analytics—so campaigns don't just look good, they perform where it matters most.

Affordable

I understand that not every business has huge budgets. My approach ensures you get the maximum ROI for every peso or dollar spent, cutting wasted ad spend and focusing only on what works.

Professional

With experience handling 60+ clients across industries, I bring both strategy and execution. Every project is managed with clarity, transparency, and results-driven reporting.



Let's Work Together!

SEO • Google Ads • Social Media Strategy • Content Marketing

“Your growth starts with the right strategy.”



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