



— PORTFOLIO & STRATEGY DOSSIER

Bernadeth Davin

Social Media Manager / Content Creator / Digital Marketing VA

Detail-oriented and proactive digital marketing VA with hands-on experience in social media management, content creation, video editing, email marketing, scheduling, and admin support. I help brands stay consistent, visible, and organized across platforms.

✦ SERVICES

-  Social Media Management
-  Canva Graphics & Carousels
-  Copywriting & Email Marketing
-  Content Planning & Scheduling
-  Video Editing for Reels / Shorts
-  Administrative & Research Support

⚙️ TOOLS & PLATFORMS

-  Canva
-  CapCut
-  Mailchimp
-  Meta Business Suite
-  Metricool
-  WordPress
-  GoHighLevel
-  Pinterest
-  TikTok
-  YouTube
-  Facebook
-  Instagram
-  LinkedIn

Trusted by clients in e-commerce, education, and retirement/benefits industries.



“Extremely detail-oriented, skilled, and quick with responses.”

— Client Review



PERFORMANCE SNAPSHOT

What the work *produced*

These are platform results shown in the analytics supplied for my Tortoise Resource Center work — presented as verified snapshots, not invented growth claims.

164.4K

PINTEREST IMPRESSIONS

11.1K

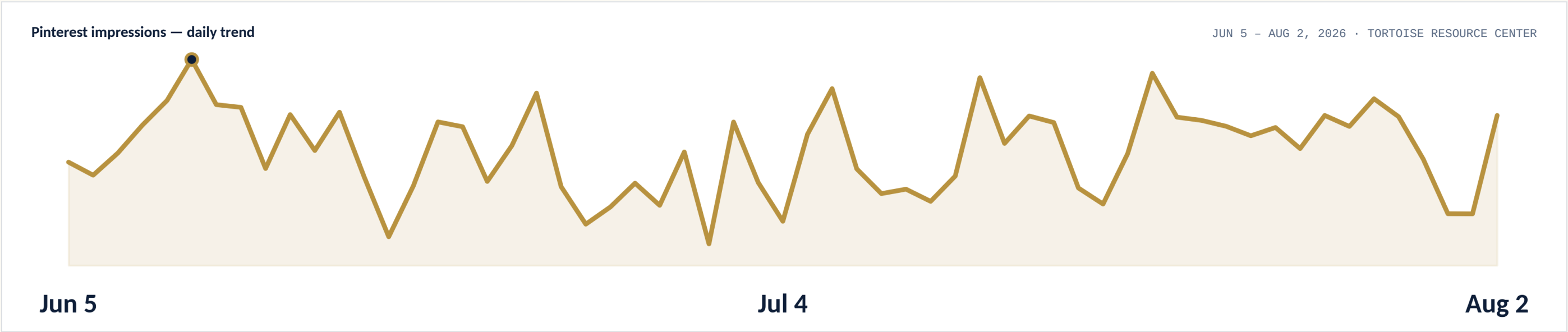
INSTAGRAM PROFILE VIEWS

643

INSTAGRAM INTERACTIONS

915

FACEBOOK LINK CLICKS



„ **Why this matters:** the numbers are useful, but the value is the system behind them — one educational idea repurposed into platform-specific assets, paired with the correct links, scheduled consistently, and reviewed through analytics. That same workflow can be applied to the next campaign.

200,493 impressions — top board, "tortoise enclosure ideas" 15 active boards tracked and optimized 59.2K impressions — single best-performing pin





Tortoise Resource Center

Multi-platform content, affiliate, email, and growth support.



CLIENT
Tortoise Resource Center

STARTING CHALLENGE

Educational content, product promotions, YouTube assets, emails, and social publishing needed to work as one coordinated system rather than isolated tasks.

KEY DECISIONS

Repurpose long-form education; tailor copy by platform; use channel-specific affiliate links; connect Pinterest search intent to relevant products; schedule and track consistently.

VERIFIED OUTCOME

164.4K Pinterest impressions, 11.1K Instagram profile views, and 643 Instagram interactions in the supplied performance snapshot.

WHAT I BUILT

- Content calendar and campaign coordination
 - Mailchimp email campaigns and webinar promotion
- Platform-specific captions and graphics
 - Affiliate-link matching and publishing workflows
- YouTube titles, thumbnails, Shorts, and descriptions
 - Analytics review and content optimization

CHANNELS IN PLAY

- PINTEREST
- INSTAGRAM
- FACEBOOK
- YOUTUBE
- MAILCHIMP





CASE STUDY 01 – EVIDENCE

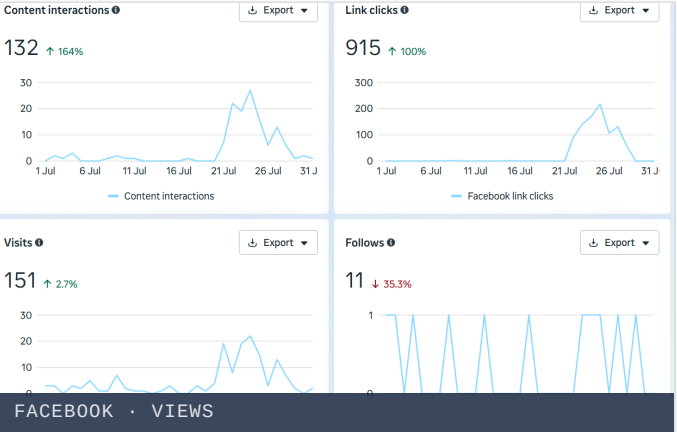
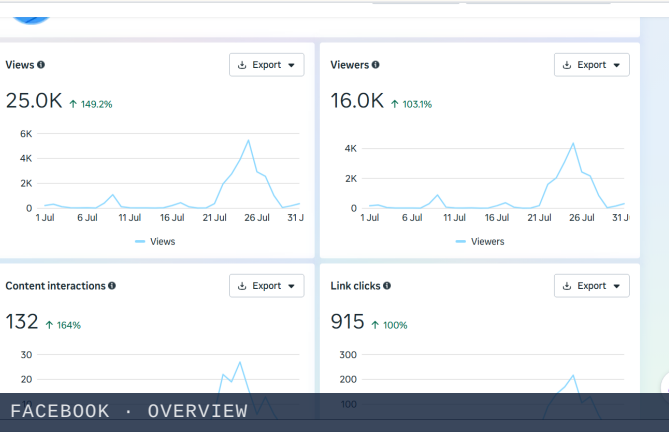
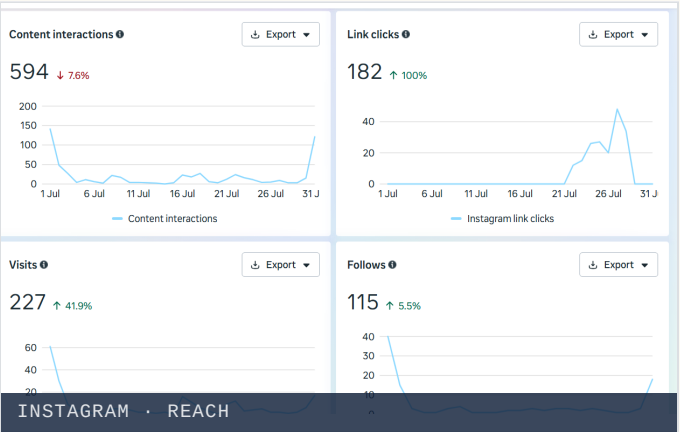
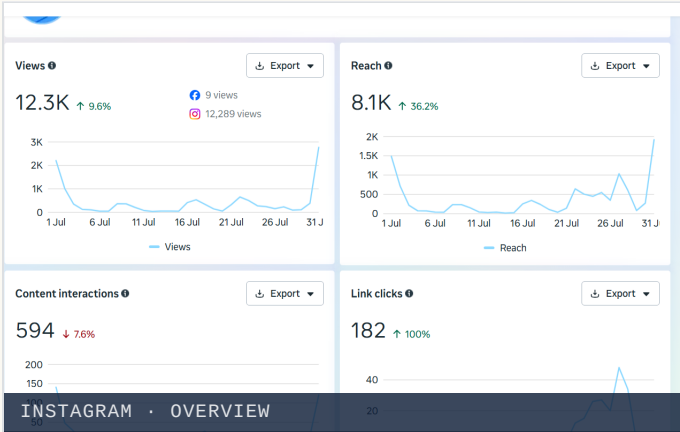
Before the next post: *read the signal*

July 2026 Instagram and Facebook results from Tortoise Resource Center, with month-over-month change as reported in the platform analytics.

Instagram • July 2026		
12.3K +9.6% VIEWS	8.1K +36.2% REACH	594 -7.6% INTERACTIONS
182 +100% LINK CLICKS	227 +41.9% VISITS	115 +5.5% FOLLOWS

Facebook • July 2026		
25.0K +149.2% VIEWS	16.0K +103.1% VIEWERS	132 +164% INTERACTIONS
915 +100% LINK CLICKS	151 +2.7% VISITS	11 -35.3% FOLLOWS

UPLOADED ANALYTICS SCREENSHOTS – SOURCE EVIDENCE





CASE STUDY 02

The Benefit Coordinators

Long-term virtual assistant, content, SEO, email, and video support.



CLIENT
The Benefit Coordinators

BUSINESS NEED

A financial-services brand needed dependable execution across blogs, newsletters, social content, video, SEO, and ongoing marketing operations.

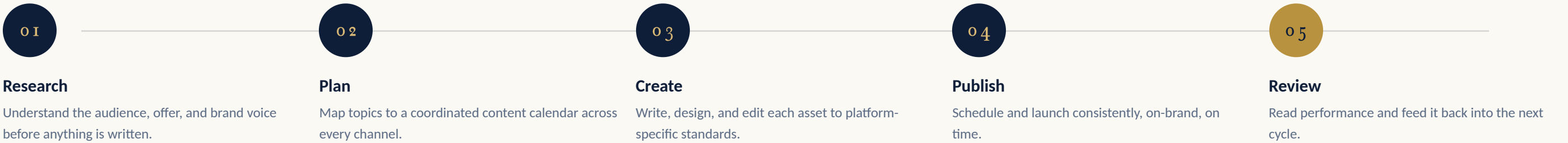
SYSTEM BUILT

Research and planning moved into writing, design, editing, scheduling, optimization, and reporting — with brand rules and review checkpoints built into the workflow.

PROOF OF TRUST

Nearly three years of support and a signed recommendation describing my work as creative, dependable, detail-oriented, adaptable, and proactive.

REPEATABLE DELIVERY



" The outcome was not one lucky post. It was a durable production system that could keep multiple channels moving while maintaining brand consistency.

CHANNELS SUPPORTED

- BLOG / SEO
- NEWSLETTER
- SOCIAL CONTENT
- VIDEO
- MARKETING OPS





Just Call Melinda

Retirement education content and campaign design.

AUDIENCE CHALLENGE

Federal and postal employees nearing retirement face complex decisions. Content needed to be clear, credible, useful, and aligned with an older professional audience.

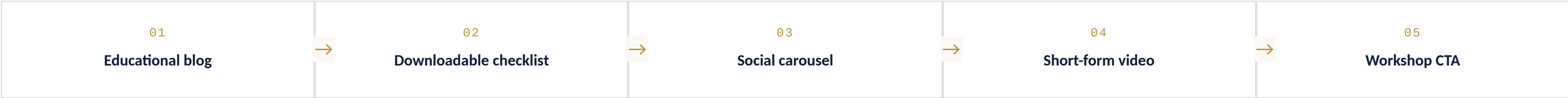
STRATEGIC RESPONSE

Organize content around timing, income, protection, and readiness; turn monthly themes into blogs, lead magnets, social posts, carousels, videos, and workshop promotions.

CURRENT PROOF

A structured monthly content calendar and multi-format production system. No performance metric is claimed here because comparable campaign data was not supplied.

ONE IDEA, MULTIPLE PURPOSES



" This approach gives every topic a job: educate, build trust, encourage a useful next step, and feed the wider campaign rather than disappear after one post.

CONTENT PILLARS

TIMING

INCOME

PROTECTION

READINESS





I do not start with, *"What should we post?"*
I start with: what does the business need the audience to understand, feel, or do next? That answer shapes the hook, message, format, platform, and call to action.

■ Every post earns its place

Content should educate, build trust, create discovery, support an offer, or move someone toward a useful next step. If it has no job, it does not belong in the calendar.

■ The message comes first

A polished graphic cannot rescue a weak idea. I find the clearest angle first, then choose the format that helps the audience understand it fastest.

■ One idea, native everywhere

I extend strong ideas across video, email, blogs, Pinterest, and social — but reshape the hook, depth, caption, and CTA for how people behave on each platform.

■ Performance becomes direction

I look beyond surface-level activity. Reach, clicks, saves, watch behavior, and audience response help decide what to repeat, refine, expand, or stop.

The goal is never a busier feed. It's an audience that understands the offer, trusts the brand, and knows exactly what to do next.





From business goal to *content people notice*

Anyone can fill a calendar. I build a clear path from what the business needs to what the audience sees, understands, and does next.

01

Clarify

Define the audience, business goal, offer, brand voice, and the action the content should support.

02

Find the angle

Turn complex or ordinary information into a hook and message worth stopping for.

03

Build the system

Map the idea into the right mix of posts, video, email, blogs, graphics, links, and calls to action.

04

Learn & sharpen

Publish carefully, read the response, and use what worked — or did not — to improve the next decision.

" **I do not keep the feed busy. I make the content work harder.** The result is a content operation that is easier to run, more consistent to experience, and smarter with every cycle.



Trust, *documented*

“

I recommend her with full confidence.

John Sanders
Agency Director, The Benefit Coordinators
Virtual Assistant, March 2023 – March 2026

- CREATIVE
- DEPENDABLE
- TRUSTWORTHY
- HARDWORKING
- ADAPTABLE
- PROACTIVE

The original signed recommendation letter is shown at right and retained as source evidence.



The Benefit Coordinators
4127 New Prue Rd, Ste 100
Sand Springs, OK 74063

To Whom It May Concern,

It is my honor to highly recommend Bernadeth Davin for future employment opportunities. Bernadeth worked as a Virtual Assistant for The Benefit Coordinators from March 16, 2023, to March 18, 2026, and during that time she demonstrated exceptional dedication, creativity, and professionalism.

Bernadeth brought outstanding value to our organization through her creative skills, particularly in writing development and image creation. She has a natural ability to turn ideas into polished, effective content and visual materials. Her attention to detail and commitment to quality made her work stand out.

Beyond her creative talent, Bernadeth showed an impressive willingness to learn, research, and take initiative. She approached every assignment with a positive attitude and a strong desire to succeed. She was consistently cooperative, easy to work with, and dependable in carrying out responsibilities. Her ability to adapt, investigate solutions, and complete tasks at a high level made her an important part of our team.

Bernadeth is the kind of person every organization hopes to find—capable, trustworthy, hardworking, and eager to grow. I have no doubt that she will continue to add value wherever she goes, and I recommend her with full confidence.

Please do not hesitate to reach out if further information is needed.

Sincerely,


John Sanders
Agency Director
The Benefit Coordinators

— READY WHEN YOU ARE

Your content should *do more* than exist.

Let's make it work.

If you need someone who can think through the message, build the system, create the content, and keep execution moving, I would love to hear what you are building. Clear thinking. Strong content. Reliable execution — not another person filling your calendar, but a content partner who understands what should happen next.

LET'S TALK ABOUT YOUR NEXT CAMPAIGN

bernadethdavin1@gmail.com

Available for remote opportunities



Bernadeth Davin

SOCIAL MEDIA STRATEGIST · DIGITAL MARKETING VA

Connect

[linkedin.com/in/bernadeth-davin-8b189b165](https://www.linkedin.com/in/bernadeth-davin-8b189b165)