



# AIMEE ABEL

content creator / brand strategist

[hello@aimeeabel.com](mailto:hello@aimeeabel.com)

[@aimeeabel](https://www.instagram.com/aimeeabel)





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# SERVICES

**Social Media:** strategy / copywriting / photography / research / execution / consulting

**PR:** press releases / media outreach / event promotion & coordination

**E-mail & text:** design / copywriting / scheduling / measuring analytics

**Website:** design / maintenance / blogging [wix, squarespace, wordpress, joomla]

# TOOLS

- Adobe Creative Cloud
- Canva
- Later, Hootsuite, Sprout
- FloDesk, Mailchimp, Constant Contact
- bit.ly, linktree, Link.inbio
- Zipwhip, simpletexting





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# PATHWAYS

## CONSULTING

- A full audit of your online presence
- Education on utilizing platforms and tools to your advantage
- Customized training for content creation, brand consistency, planning, and posting

## CONTENT STRATEGY

- Receive a customized brand strategy and guidelines for your content
- Content created and scheduled for you on a monthly basis with your input
- Keep your accounts active with minimal effort

## COMPLETE MANAGEMENT

- Content Strategy & creation
- Platform engagement: answering messages, replying to comments, liking posts in your community and engaging with creators in your niche

