



social media
PORTFOLIO

CASEY ALBERT



SOCIAL MEDIA PORTFOLIO



I'm Casey

I help businesses improve their social media presence by staying relevant and converting followers into customers, all while creating brand awareness.



CASEY ALBERT



CASEY ALBERT

personal
SKILLS

Social media is all about graphics. Visual content such as images, video, graphics and infographics often receive higher engagement on social media than posts containing text only.



GRAPHIC DESIGNER



PHOTOGRAPHER



VIDEOGRAPHER



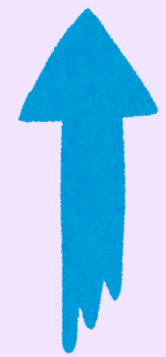
CASEY ALBERT



Tools & Systems

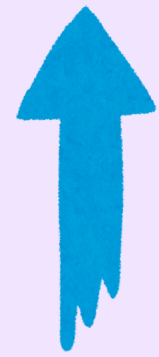


NORTH ADAMS PRIDE



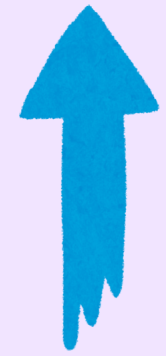
11.5K

Facebook Reach



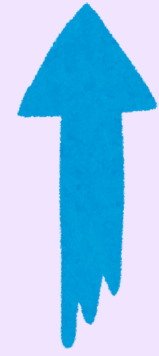
2.2K

Instagram Reach



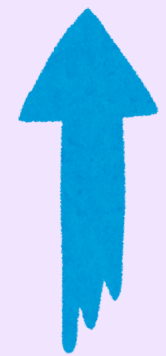
42.8%

Facebook Visits



53.6%

Instagram Visits



59.2%

Facebook Follows



46.4%

Instagram Follows

*No paid reach or impressions

Northern Lights Ball MARCH 9

TALENT HIGHLIGHT:

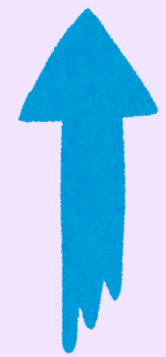
Vyronika Baked

NORTH ADAMS PRIDE

EVENT LOCATION:
ELKS LODGE
100 EAGLE ST
NORTH ADAMS, MA

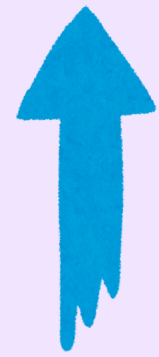


JUST KICKIN' IT BAR-B-CUE



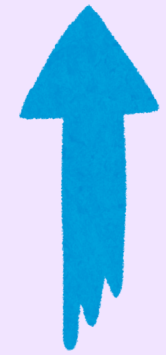
12.5K

Facebook Reach



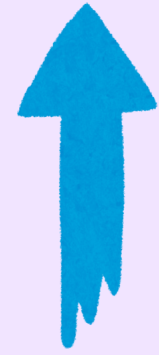
100%

Instagram Reach



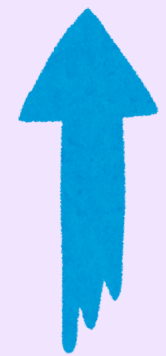
388%

Facebook Visits



833%

Instagram Visits



1.4K

Facebook Follows



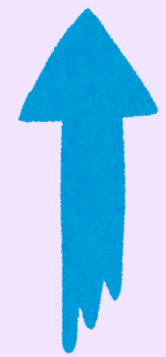
NA

Instagram Follows

*No paid reach or impressions

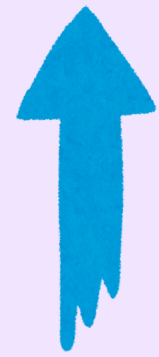


GEMINI FITNESS & WELLNESS



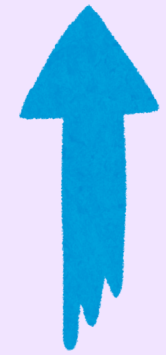
206%

Facebook Reach



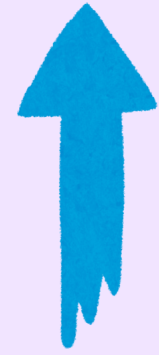
108%

Instagram Reach



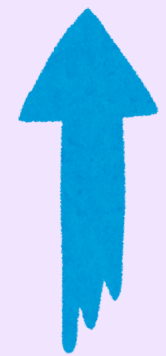
54.5%

Facebook Visits



76%

Instagram Visits



2%

Facebook Follows



200%

Instagram Follows

*No paid reach or impressions

*If you keep going,
You won't regret it.
If you give up,
You will.*



CASEY ALBERT

project
PORTFOLIO

NORTHERN LIGHTS BALL

BEHIND THE SAUCE

MOTIVATIONAL POSTS



NORTH ADAMS PRIDE

NORTHERN LIGHTS BALL

Staying on brand helps your customers remember your business, event, and/or product.

Northern Lights Ball MARCH 9

TALENT HIGHLIGHT:

Gemini DaBarbaya

NORTH ADAMS PRIDE EVENT LOCATION: ELKS LODGE 100 EAGLE ST NORTH ADAMS, MA

A poster for the Northern Lights Ball event. It features a drag queen, Gemini DaBarbaya, sitting on an orange armchair. She is wearing a bright pink outfit with a large ruffled collar and a matching hat. The background is a soft-focus indoor setting. The text is in various colors and fonts, including a large, stylized name for the performer.

DOOR PRIZE 01247

Northern Lights Ball MARCH 9

NORTH ADAMS PRIDE EVENT LOCATION: ELKS LODGE 100 EAGLE ST NORTH ADAMS, MA

A poster for the Northern Lights Ball event. It features a close-up of a plate of fried food, a bowl of popcorn, and a cupcake with white frosting and colorful sprinkles. A red door prize ticket is shown in the top left corner. The background is a vibrant, colorful gradient.

P PARKING

Northern Lights Ball MARCH 9

ELKS LODGE • 100 EAGLE STREET • NORTH ADAMS, MA

A map showing the location of the Northern Lights Ball event. The map is set against a purple and blue background. It highlights the event location at Elks Lodge, 100 Eagle Street, and two parking areas: the Mass MoCA Large Parking Lot and the area behind 85 Main Street. The map includes street names like Eagle St, Center St, and Mohawk Trail, and a green 'P' icon for parking.



JUST KICKIN' IT BAR-B-CUE

BEHIND THE SAUCE

80% of customers believe authentic content is the main factor that will influence them to follow or engage with a brand.



How did

we get started?

Just Kickin' It Bar-B-Que started out as a BBQ Catering Company in 2016 doing Street Fairs and Private Events. Then Covid came and shut down all events. Our customers continued to ask where they could get our sauce, so in 2023 the Company pivoted and became a Sauce and Dry Rub Company.



Why the name Just Kickin' It Bar-B-Que?

The companies' name comes from the idea that if you allow us to do the cooking for you, you can just sit back and enjoy the event... AKA, you can just go kick it with your guest.



GEMINI FITNESS & WELLNESS

MOTIVATIONAL POSTS

Inspire customers to stay committed to their fitness goals and possibly sign up for a membership.



CASEY ALBERT

Let's work
TOGETHER

FB: CAPhotography.Design

CaseyPhotographyDesign@gmail.com

caphotographydesign.weebly.com