



Based on **350+ reviews**
over 3 freelance platforms

Social Media & Graphic Design *Portfolio*

By Lucy Barker

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Shift







MAKE THE SHIFT



Shift



JOIN THE REFILL REVOLUTION

THE DEODORANT INDUSTRY
GENERATES OVER 15 MILLION
POUNDS OF PLASTIC WASTE
ANNUALLY.

SHIFT IS HERE TO REVOLUTIONISE
WITH NATURAL, LOCALLY-SOURCED,
PLASTIC-FREE PRODUCTS.



Shift



JOIN THE REFILL REVOLUTION

By Lucy Barker

Post Graphics

WILSONS Other Brands

VS

COLD PRESSED

- ✓ Minimally processed using lower temperature to retain key nutrients
- ✓ Breaks down quickly in your dog's stomach
- ✓ Crafted to aid digestion and all round health

TRADITIONAL KIBBLES

- ✗ Highly processed using high temperatures
- ✗ Takes longer to break down
- ✗ Risk of bloating

WILSONS



"LOVES IT. CLEAN BOWL. EVERY TIME."

★★★★★

SIT, STAY, SUBSCRIBE

FOR 5% OFF EVERY ORDER



WILSONS



★★★★★

"OUR FUSSY PUP HAS CONSISTENTLY EATEN TWO MEALS A DAY SINCE STARTING WILSONS AND IS FINALLY GAINING WEIGHT AND LOOKING GREAT!"



SUBSCRIBE & SAVE 5% ON EVERY ORDER

WILSONS



"SHE'S A VERY FUSSY EATER, SO IT'S GOOD TO SEE HER EXCITED ABOUT A TREAT!"

★★★★★

SICK OF SWITCHING?



STICK WITH US

SUBSCRIBE & SAVE



WILSONS
Nurtured by Nature
EST. 1861

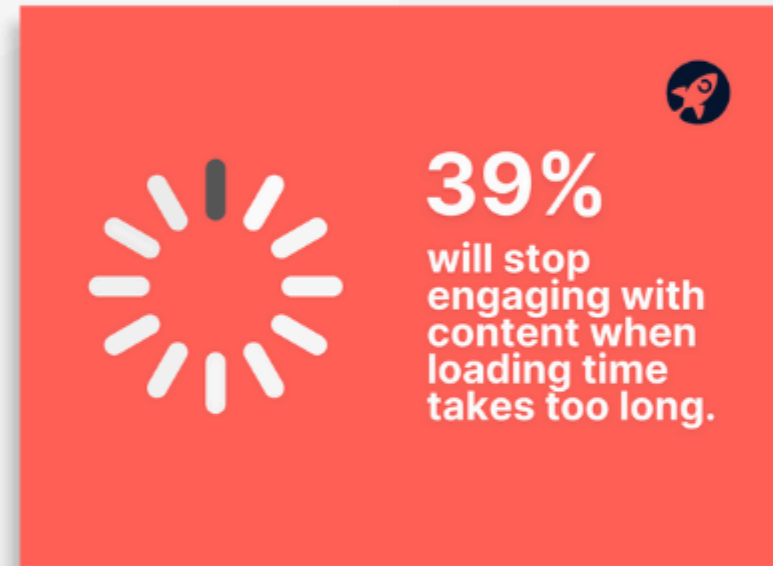
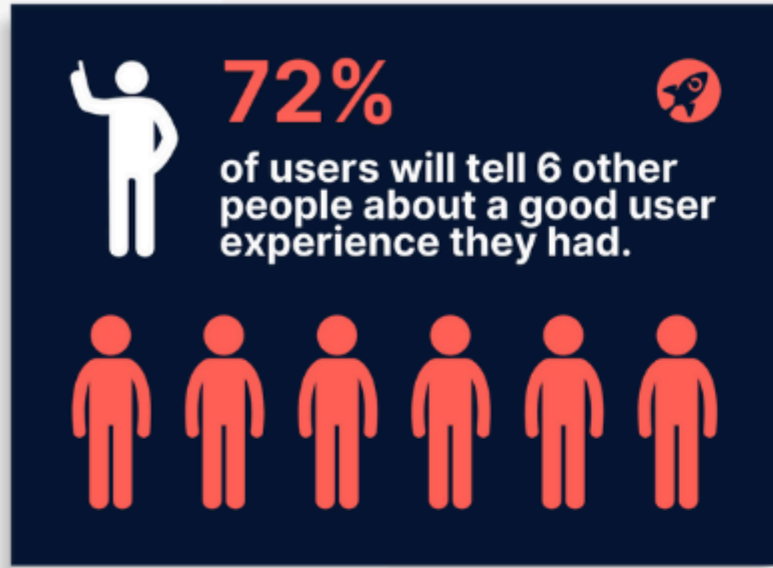
5% OFF EVERY ORDER

MADE TO IMPROVE SKIN, COAT AND ALL-ROUND HEALTH



Post Graphics
By Lucy Barker

WILSONS
EST. 1861



Save Money & Energy with the Crew CM50

Eco-Friendly Savings

Saves over £14 weekly compared to traditional espresso machines.

Smart Efficiency

Eco-modes only add 10-15 seconds to coffee prep time, keeping service quick.

Energy Performance

CM50 costs are **X4** less than standard machines, saving up to **£608.40/year**.

The CM50 in eco-mode 1 saves **16%** more energy, and eco-mode 2 saves over **21%**.

www.gov.uk/government/statistical-data-sets/gas-and-electricity-prices-in-the-non-domestic-sector

Save energy, save money, and enjoy better coffee with Crew CM50!

Benefits of Coffee

Boosts Productivity

Coffee enhances alertness and helps you power through tasks efficiently.

Improves Performance

Caffeine boosts memory recall and cognitive function, making you more effective at work.

Saves Time and Money

Quality office coffee machines eliminate costly coffee runs and reduce downtime.

What is the best time to drink coffee?

The best time to drink coffee is between 9:30 and 11:00 AM, when it maximises alertness by syncing with **natural cortisol levels**. This mid-morning boost helps you stay **productive** throughout the day.

9:30 am
11:30 am

Advancements in Bean to Cup Machines

The New Wave of Coffee

Old System

Thermo-block heating, leading to inconsistent temperatures.

New System

Water boilers used in traditional espresso machines.

Old Method

Powdered milk with subpar foam and taste, requiring additives.

New Method

Steam heats and aerates fresh milk, creating barista-quality foam.

Did you know? Almost 1/3 of Brits use a plant-based milk alternative.

Hydrogen Water - Bottle

Power up swiftly with a 3-4 hour charge for this compact, 260ml hydrogen water generator, featuring an OLED display for real-time monitoring and a robust build designed to withstand 10kg pressure.

"So far we've had nothing but a perfect experience with Optimal Health, they're very easy to work with and customer service has been spot on. Extremely helpful and friendly guys and I can't recommend them enough!"

Andrew - Zone Recovery

FREE SHAKER WITH EVERY ORDER

HALF-TERM HALLOWEEN GRAND PRIX!

Book now: redbullracing.co.uk or call 07909 671395

JUNIOR & FAMILIES (MINIMUM AGE 10) FUN FOR EVERYONE!

MORE THAN 54% OF ALL REPORTED BIKE THEFTS WERE FROM THE HOME

UNTIL YOU GET THERE, YOU NEVER KNOW WHAT TO EXPECT

Patrick Mahomes

Online courses designed to boost your career.

Bring your unhealthy fandom together in one place.

BAL Ravens - 5

SAMPLE

2K+ ACTIVE USERS
365 DAYS WARRANTY

TEST YOUR MANDARIN WITH 12 EASY QUESTIONS IT TAKES 60 SECONDS!

+ it's free!
Link in bio for courses and resources.

55%

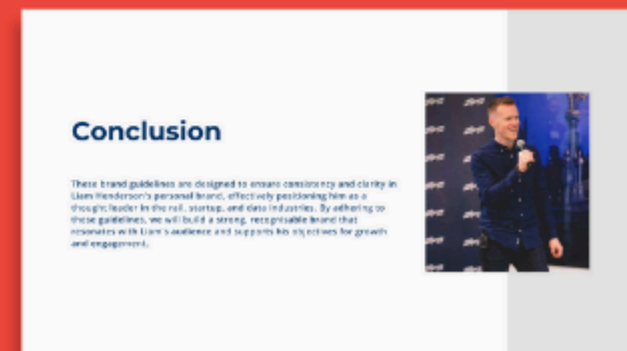
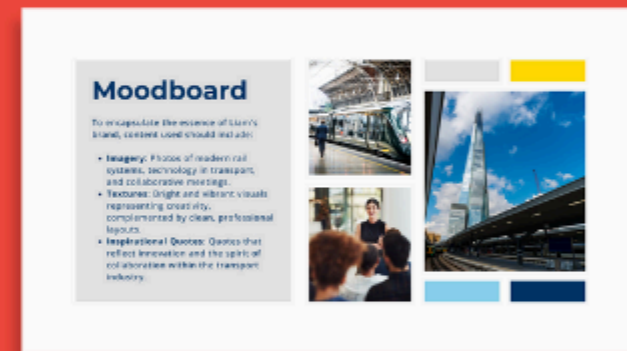
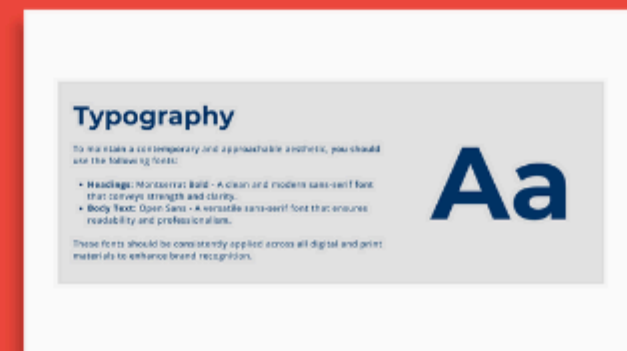
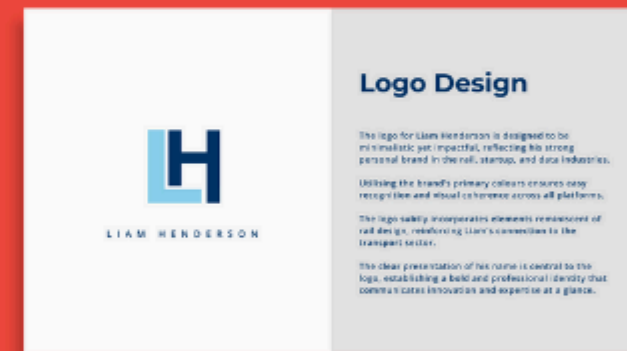
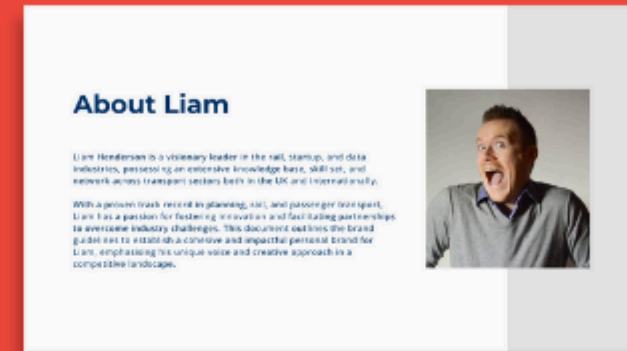
Post Graphics

By Lucy Barker



Instagram Grids

Branding Guidelines





iOTA
Contact iOTA now to start designing your ideal workspace

DESIGN TIP

Your Workspace Should Have Zoning for Focus and Flow.

Ensure your workspace is designed with distinct zones for different activities. Allocate areas specifically for focused work, collaborative discussions, and relaxation.

This strategic zoning enhances productivity by providing the ideal environment for each task.

iOTA



iOTA
Ready to craft a workspace that transforms your business?

Schedule a consultation with iOTA today!



Unlock the Future of Workspace Excellence with iOTA

iOTA
01604 289630

DESIGN TIP

Your workspace should inspire creativity.

Incorporate art, colours, and playful elements that encourage out-of-the-box thinking.

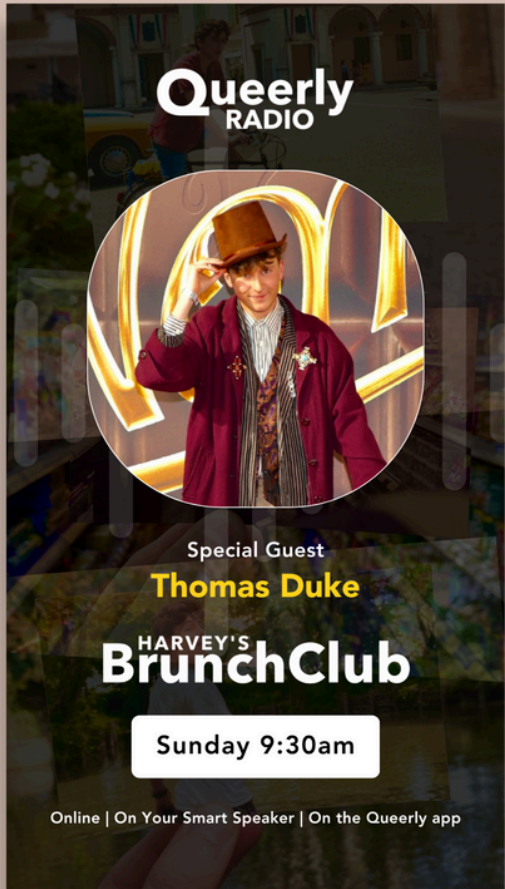
Your workspace should be a canvas for innovative ideas to flourish.

iOTA

Story Graphics

By Lucy Barker

Please contact me for examples of my video reels.



Queerly RADIO

Special Guest
Thomas Duke

HARVEY'S BrunchClub

Sunday 9:30am

Online | On Your Smart Speaker | On the Queerly app

CONTENT MARKETING AWARDS

2023 Meet the President



BILL STATHOPOULOS
Director of Strategy & Content, Ad World



INCENTIVES & PRIZES

As a global events company, we operate across all four corners of the world and have the know how and connections to unlock a never-ending list of inspirational destinations & experiences!

So whether it's an attention grabbing consumer prize promotion or a sales incentive for your team or channel, our highly knowledgeable team can help you create an unforgettable experience which delivers tangible results.

“ Four Corners delved deep into their black book of contacts to create a once in a lifetime experience for our winners. ”
BBC Worldwide



PR & INFLUENCER EVENTS

How do you grab and keep the attention of Influencers and Journalists when you're one of thousands of brands clamoring for likes and column inches?

We help our clients create attention grabbing, jaw dropping, extraordinary brand experiences that inspire people to post, talk & share. As a global events agency we specialise in creating events that are irresistible to attend and have your brand trending on all social media platforms.

After over 1,000 events, we know the formula to success.



PARTNER EVENTS

As a global event management company, Four Corners specialises in worldwide experiences that align your employees and partners so they can best represent your brand.

 **15+ Years**

 **1,000+ Events delivered**

 **112,000 Attendees to our events**



EMPLOYEE ENGAGEMENT

Whether you want to push a new sales strategy or reward your team for going that extra mile, nothing beats a face to face connection: an unforgettable company meeting, or once in a lifetime incentive reward programme, has the power to permanently change behaviour, boost productivity and make work a place everyone wants to be.

Partner with us on your Employee Engagement Events.

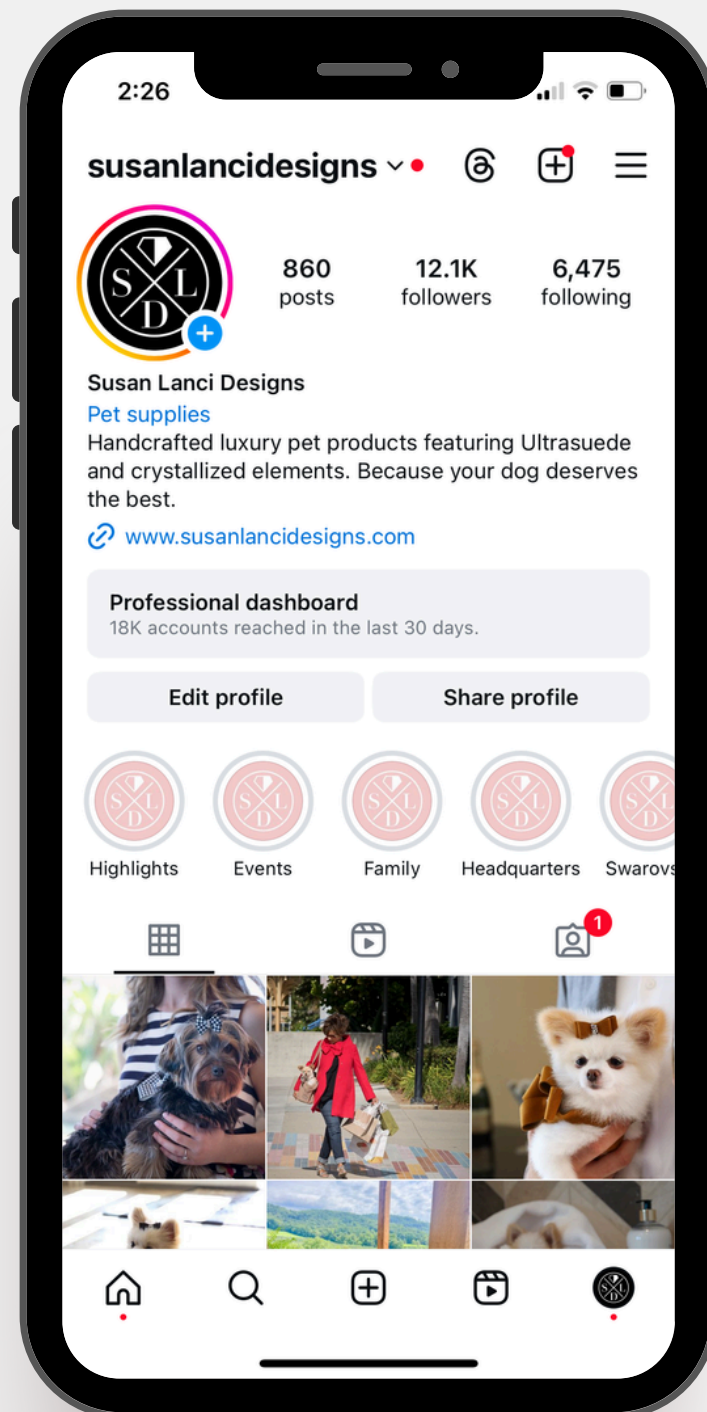
“ Four Corners immersed themselves into our brand to deliver a truly groundbreaking experience. ”

My Work With Susan Lanci Designs

Client for 2+ years (and counting)

SusanLanci
DESIGNS

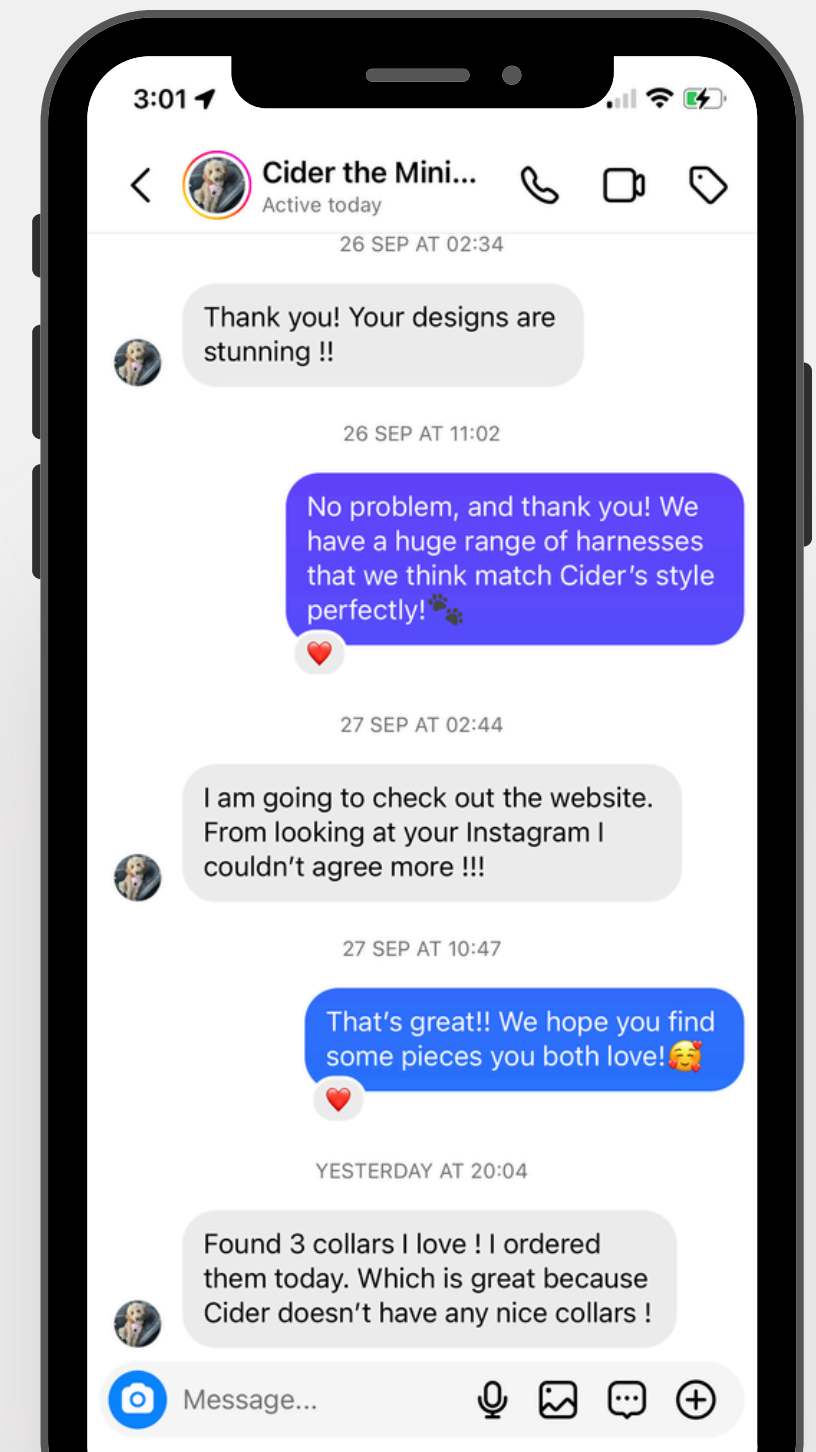
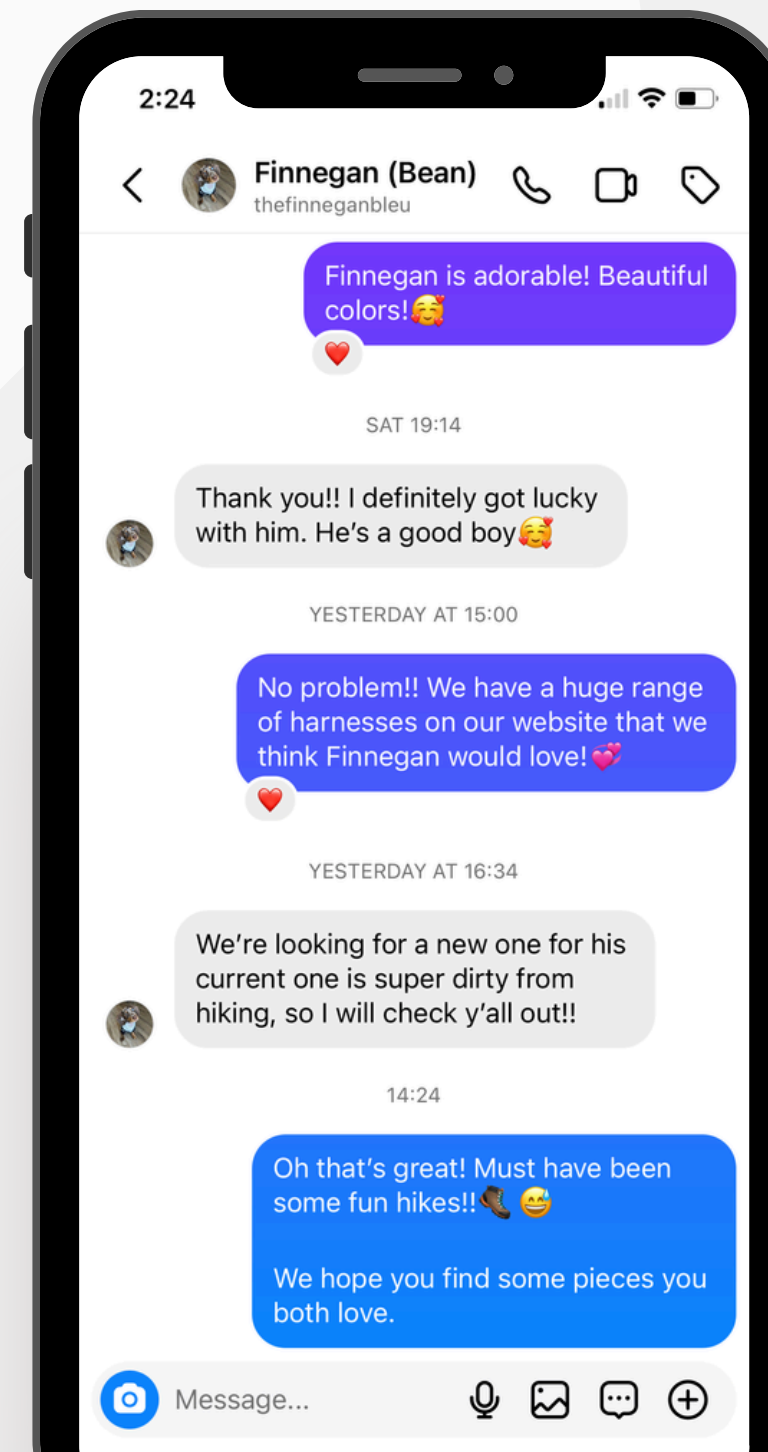
Lead Generation via Instagram DM's



I manage the complete Instagram presence for Susan Lanci Designs, including content creation, posting, and daily engagement strategies to drive growth.

In addition to growing followers, I conduct targeted outreach via direct messages (adhering to Instagram's guidelines) to generate leads—examples can be viewed on the right.

Recently, I have also expanded the brand's digital presence to TikTok, where we've successfully grown to 1,000+ followers.





RESET & Thrive:

Step into a healthier you

YOUR HEALTH, YOUR WAY

True well-being goes beyond basic fitness—it's about creating a lifestyle that fills you with joy, energy, and peace. Each of us is unique, and that's why the path to health is a personal journey of discovery. Embrace the journey of self-discovery with our RESET & Thrive program. Understand your unique needs, and explore daily habits and small changes that can bring about profound transformation. As part of your unique journey, you could experience:

- Increased vitality
- Enhanced digestive health
- Reduced inflammation
- A balanced and fulfilling lifestyle

@wellnessunlimited.co

READY TO RESET?

Embark on a transformative journey with our RESET & Thrive program. Designed to guide you through the process of rebalancing your lifestyle and nutrition habits, this personalised program helps you effectively reduce inflammation and enhance your overall physical and mental well-being. Here's what it includes:



- ✓ A 3-month guided path
- ✓ 1-on-1 coaching sessions (1x 90-minute session, 4x 60-minute sessions)
- ✓ Guided breathing exercise at the start of each session
- ✓ Supportive tools like the Wellness Blueprint, the AM/PM routines, the Anti-inflammatory Diet Weekly Meal Planner, the Food Mood Pimp Diary, Roadmap To Your Authentic Self, the Clean Living Toolboxes, and a personal Treble board

GET STARTED ON YOUR TRANSFORMATION!
SCHEDULE YOUR FREE 20-MINUTE CONSULTATION.
APPLY NOW VIA THE LINK IN BIO!

@wellnessunlimited.co

TRUST THE TRANSFORMATION

The WU Anti-Inflammatory RESET Method is not just a program, it's my personal journey distilled into eight transformative pillars. I've taken my decade-long exploration of health, nutrition, and personal wellness, and created a system that's helped me and many others live a more balanced and vibrant life. Now, it's your turn to reap the benefits.



Physical health:

- Enhanced energy
- Improved digestion
- Controlled inflammation



Mental & emotional health:

- Reduced stress and anxiety
- Increased focus and motivation
- Confidence

EMBRACE THE RESET & THRIVE LIFESTYLE

@wellnessunlimited.co

GET YOUR INTRODUCTORY GUIDE TO THE WU ANTI-INFLAMMATORY RESET METHOD™

Head over to the learning hub via the link in bio to claim your free guide now and discover the transformative power of anti-inflammatory living for overall well-being. Inside explore:



- ✓ An introduction to the WU Anti-inflammatory RESET Method and its 8 pillars
- ✓ A clear understanding of inflammation's role in health
- ✓ Practical strategies and steps to reduce inflammation

LINK IN BIO

@wellnessunlimited.co

WAS THIS HELPFUL?



JOIN OUR WELLNESS COMMUNITY - FOLLOW FOR INSPIRATION, TIPS, AND VALUABLE INSIGHTS INTO NUTRITION AND LIFESTYLE.

Here's how recruiters see your application on LinkedIn

Mahdi Kafi @mahdikafi

I posted a job on LinkedIn for 3 days, Here's what I noticed:



Mahdi Kafi @mahdikafi

There was one TWIST however...

Mahdi Kafi @mahdikafi

I asked this question:

Screening question
Must-have qualifications
How many years of work experience do you have with Oracle E-Business Suite?
Ideal answer: 3

Anything below 3, would disqualify you

Mahdi Kafi @mahdikafi

Most didn't have relevant experience

Mahdi Kafi @mahdikafi

Most didn't have a complete profile

Mahdi Kafi @mahdikafi

Most didn't have relevant experience

Mahdi Kafi @mahdikafi

Which only left 7 qualified people to call out of 76

That's less than 9%

Mahdi Kafi @mahdikafi

The Lesson here?

Mahdi Kafi @mahdikafi

Never be intimidated by this.

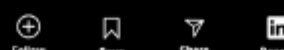
Chances are, 90% of them don't even qualify

Mahdi Kafi @mahdikafi

Found this helpful?



Mahdi Kafi @mahdikafi



If i had to start a podcast here's what i'd do...



@rico.incarnati

60%

of listeners prefer niche content over general topics.

Don't be just "another podcast".

Get specific.

Instead of "true crime," focus on unsolved 2020s mysteries.

niche down



@rico.incarnati

Spotify, YouTube, and TikTok prioritize video content, and listeners love the visual connection.

Take "The Joe Rogan Experience" for example.



Video podcasts on YouTube have a 70% higher engagement rate than audio-only.

embrace video podcasting

@rico.incarnati

Break down episodes into 15-30 second clips for TikTok, Instagram, and YouTube Shorts.

Reaching audiences where they scroll boosts visibility. Emma Chamberlain does this well.

80%

of TikTok users discover new podcasts via short-form videos!

make micro-content

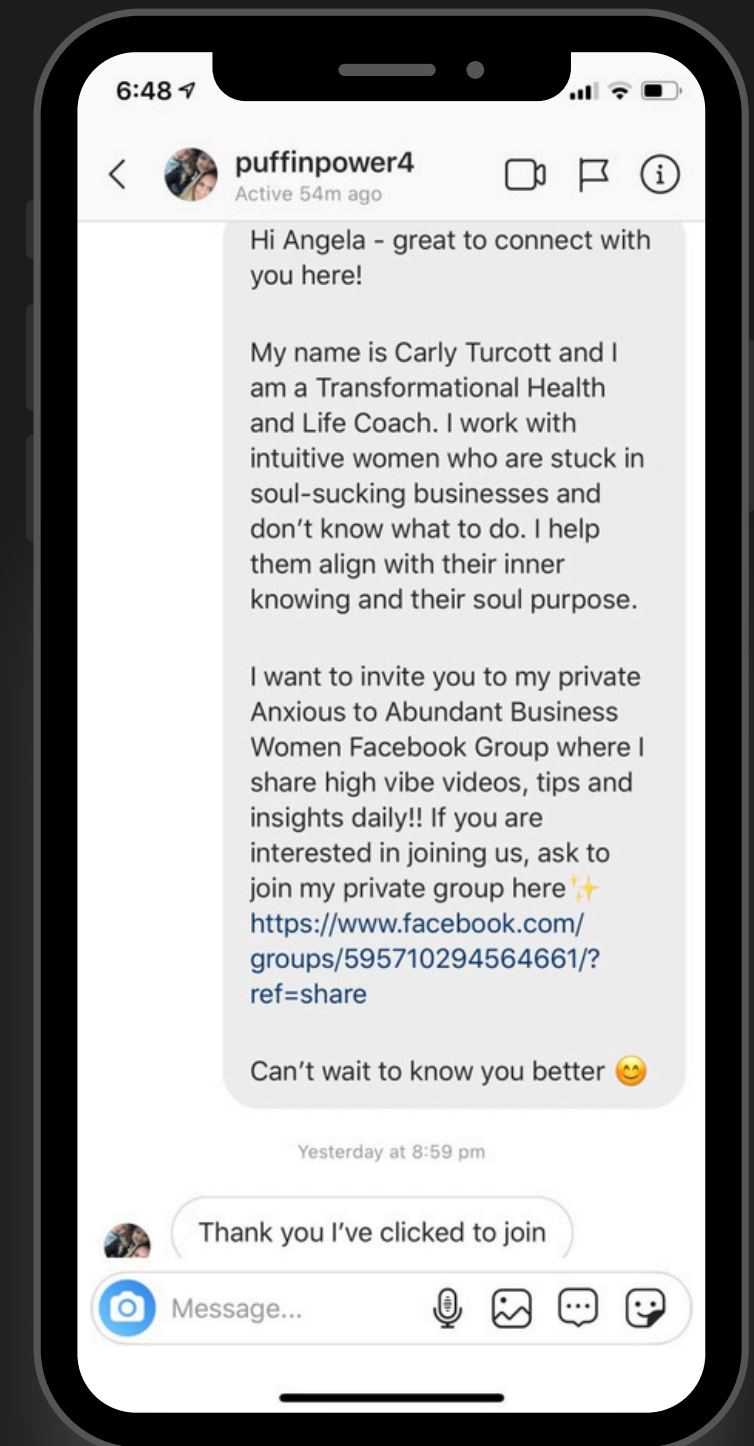
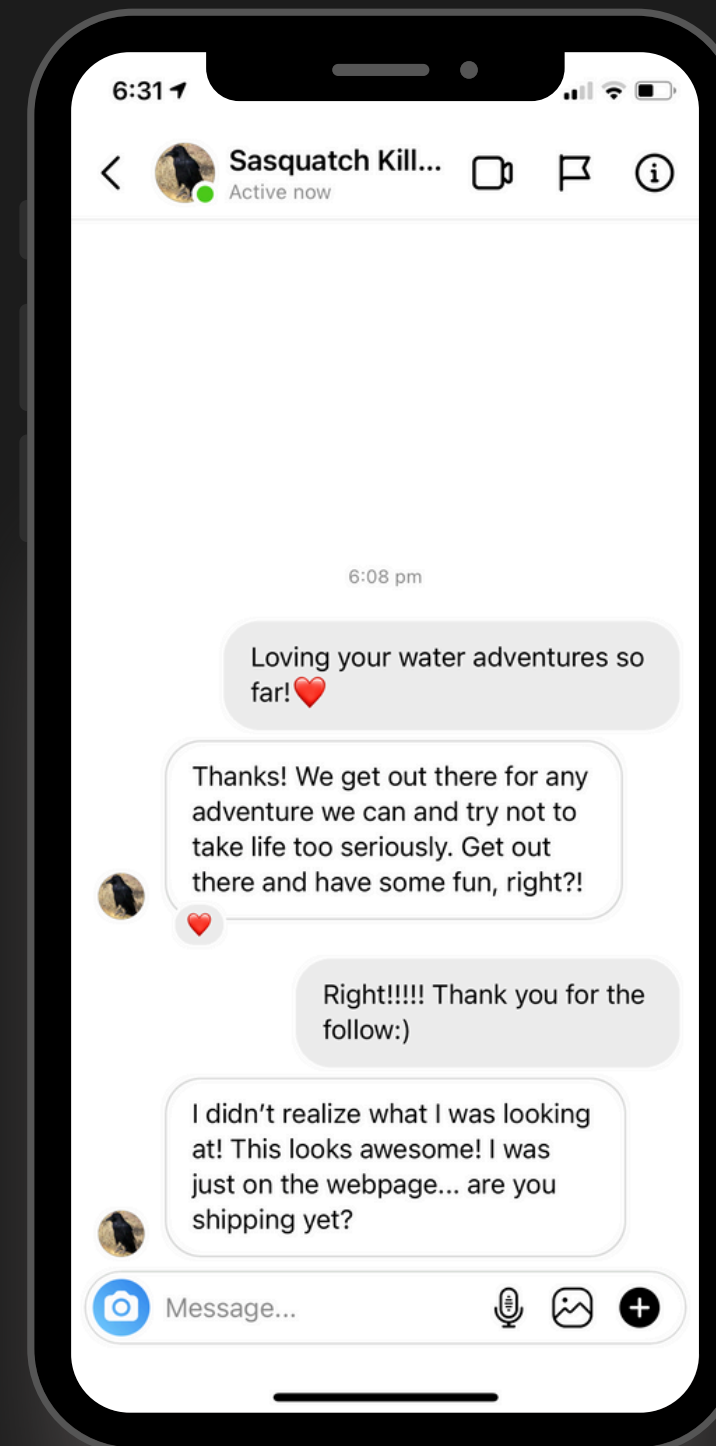
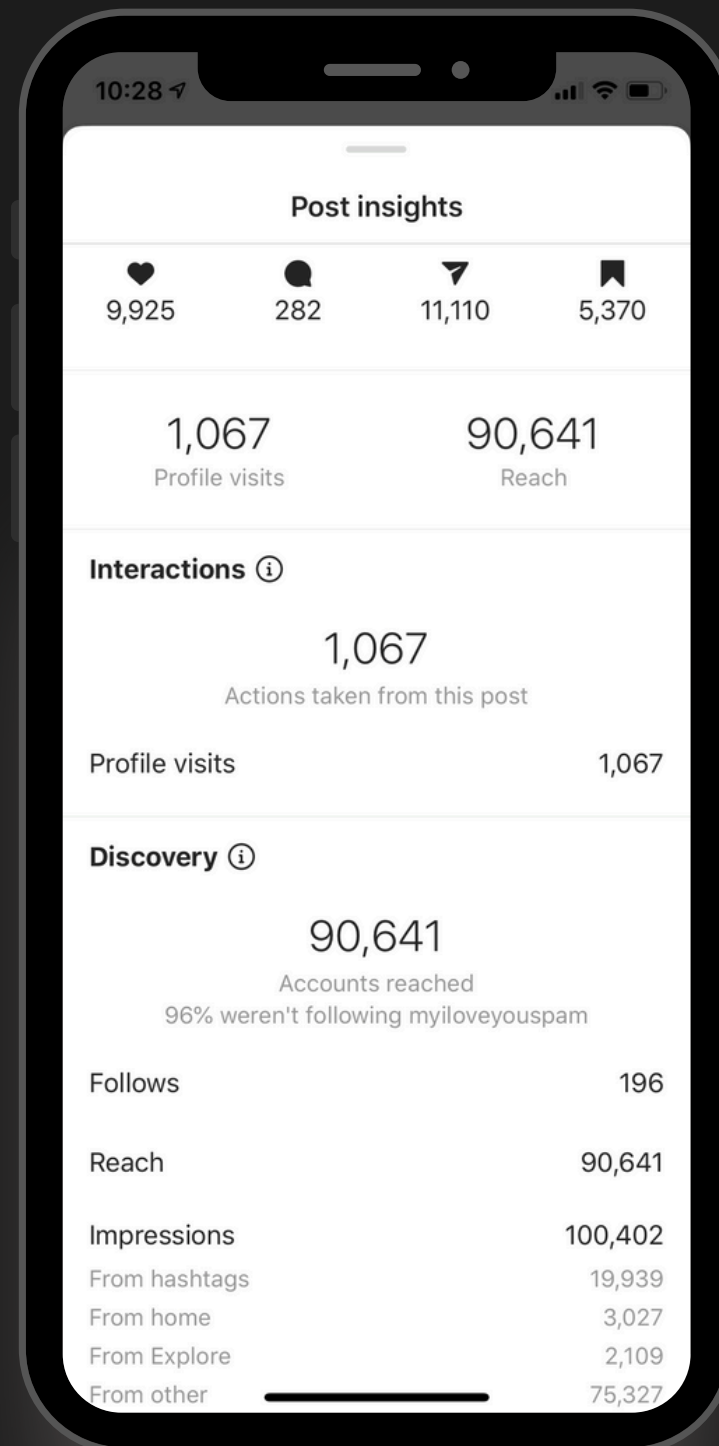
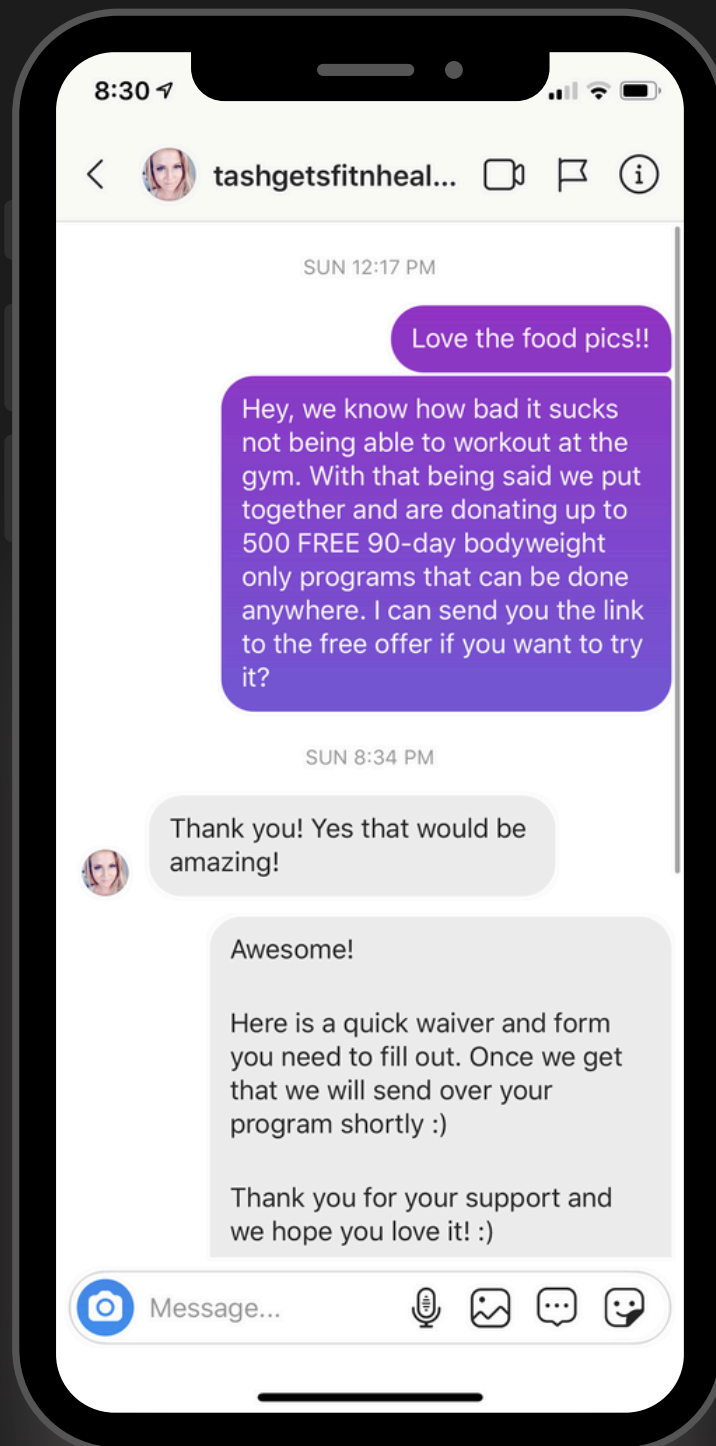
@rico.incarnati

Carousels

Instagram Management

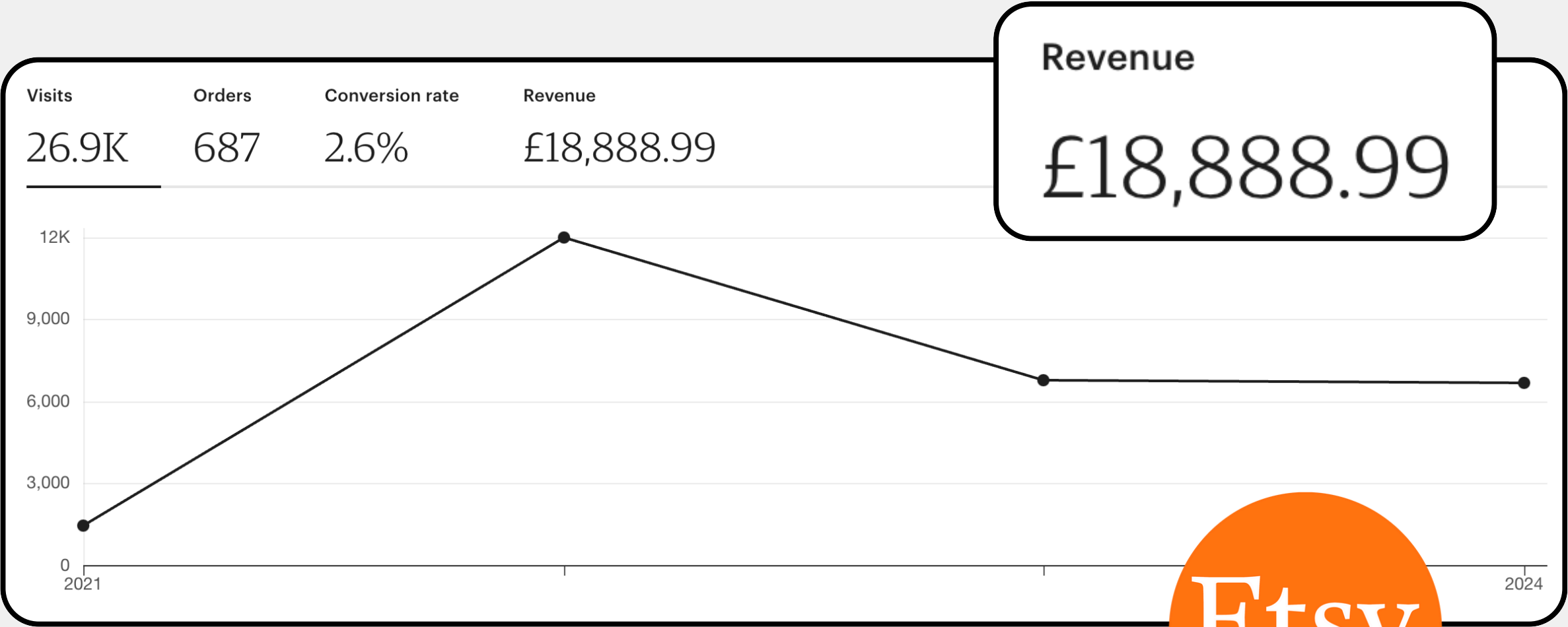
By Lucy Barker

Offering Growth & Lead Generation Via Instagram & TikTok.



Etsy Sales/Store Management

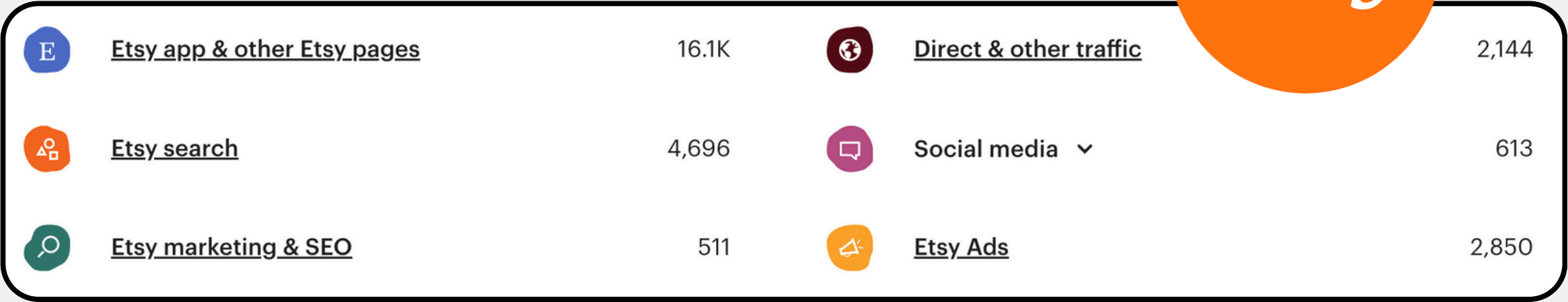
Earning over **£18,000** in revenue and achieving an impressive conversion rate of **2.6%**, higher than the average Etsy conversion rate of around 1-2%.



In my experience managing an Etsy store, I successfully generated over £18,000 in revenue through a combination of **Etsy SEO/SMO, paid advertising, and traffic from Instagram.**

This journey taught me valuable insights into the strategies that effectively position listings at the top of Etsy's search results, allowing me to optimise my approach for maximum visibility and engagement.

These experiments not only enhanced my understanding of **consumer preferences** but also honed my skills in navigating the dynamic Etsy marketplace.



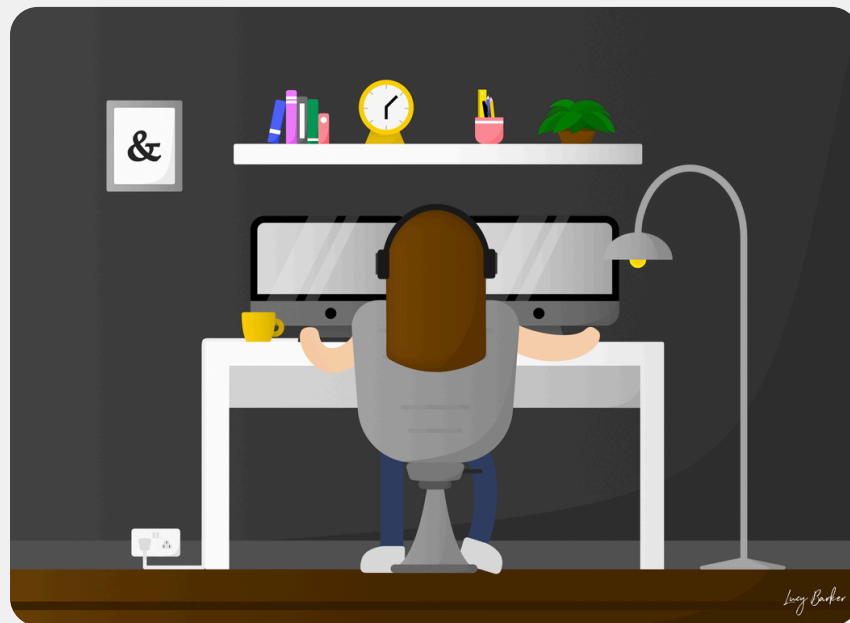
Reviews
140

You had a 4.9 star average for that date range. Read and reply to reviews to keep your customer service top notch.

(1/2) About Me & Services

**Barker
Media**

*UK Based, Worldwide Clients.
Available on Upwork, Fiverr and PeoplePerHour.*



Hi, I'm Lucy!

From a young age, I developed a strong interest in freelancing and design. Throughout my time at school, I pursued these passions through courses in Art, Economics, IT, and Product Design.

After achieving A's and B's over five years of study, I continued my education at A-levels, focusing on Economics, Product Design, and Art, ultimately achieving A's and A*'s. With specialist training, extensive reading, and a solid academic foundation, I was ready to enter the world of freelancing. Outside of work, I enjoy walking, drawing, and further developing my skills through online courses and educational books. I also have a keen interest in financial management and planning (the likely reason for my fast project delivery times!).

Experienced Social Media Manager
and Passionate Graphic Designer



Based on **350+ reviews**
over 3 freelance platforms

- ✓ **Flexibility:** I am competent enough to completely tailor my creatives to your specific needs and ideas with multiple revisions until you're completely satisfied.
- ✓ **Experience:** I've worked in both the E-commerce and Social Media sector for over 5 years, working in a huge range of industries such as health, accessories, clothing, pets, therapy, sports, skincare, and more.
- ✓ **Availability:** Freelancing is my full-time job, so I am available most days (8am – 6pm UK time).
- ✓ **Honesty:** I take pride in providing strategic, no-cost advice to support your goals effectively.
- ✓ **Loyalty rewards:** I often offer discounts to returning/long-term clients.
- ✓ **Fast deliveries:** I don't like to keep clients waiting. I aim for fast delivery, always completing work within the agreed project timelines and ensuring efficiency throughout.
- ✓ **Passion:** I love my job!

(2/2) About Me & Services

Experienced Social Media Manager
and Passionate Graphic Designer

Please get in touch for a quote!

*For services such as posting, I usually work in monthly retainers, posting X amount of posts per week/month. Bulk discounts available. **24-48hr available delivery for small jobs.***

- *Revisions are included in quotes.*



Based on **350+ reviews**
over 3 freelance platforms

Social Media

- **Website/App Optimisation Report**
- **Social Media Page Setups/Optimisation**
- **Social Media Posting**

(captions, hashtags, infographics, reels, stories, carousels, scheduling)

- **Social Media Audit Report**

(a complete report on how to optimise your account/content/SEO/SMO)

- **Hashtag Research**
- **Content Calendars/Ideas**
- **Blog/Article Writing**
- **Social Media Branding/Graphics**

(banners, icons, highlights, infographics, article graphics etc.)

- **Instagram/TikTok Growth/Management**

(daily manual engagements - DM'ing/commenting/following/liking)

Graphic Design

- **Canva Templates/Graphics**
- **Banners/Flyers/Leaflets/Posters/Guides**

(any physical or digital designs)

- **Newsletter Designs/Templates**
- **Infographics**
- **Business Cards**
- **PDF/Document Redesigns**

(happy to 'jazz up' any plain documents!)

- **Branding Pack/Guidelines**

(a complete branding pack: colour + font palettes, moodboard, tone of voice etc.)

- **Video/Reel Editing**
- **Printing**

(one-off/small batch printing for samples/testing etc. up to A4 size, paper/250gsm/300gsm card, glossy/matt. 2-6 day UK delivery available)

"The secret of getting ahead is getting started." – Mark Twain

The Power of Social Media

Social media is essential for any business in today's world. When executed effectively, it can boost your business from local to global. Over my 5+ years of freelancing, I've helped small businesses gain the attention they deserve through simple algorithmic and branding methods I've honed through experience. Whether it's paid advertising, strong branding, or targeted client outreach, social media has the power to transform your business in countless ways.

If you want your social media pages to grow organically, increase brand awareness, and generate a consistent flow of leads, consistent posting is key.

Why Consistent Posting on Social Media Is Vital to Your Brand's Online Growth...

- **Visibility:** Platforms like Facebook, Instagram, Twitter, and LinkedIn decrease your visibility on timelines and explore pages if your posting frequency drops—especially for business pages. The more you post, the higher your engagement rate. Engagement = Clicks = Revenue (and brand awareness)!
- **Perception:** Irregular posting can give the impression that you lack valuable content, reducing the perceived benefit of following your page. People's perception of your business is their reality, but you have the power to influence the narrative. By regularly sharing helpful niche content—such as tips, industry insights, or news—you'll engage your audience and strengthen their connection to your brand.
- **Platform Favourability:** Frequent posting makes you more favourable to the platform's algorithm, which can push your content higher in timelines and explore pages, accelerating your engagement rate and follower growth.

Don't hesitate to reach out with any questions. All my services are adaptable to your specific needs, and I'm happy to walk you through the process to ensure your project is completed optimally.