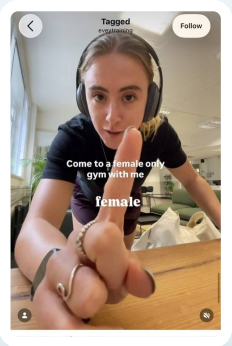
SEABREEZE

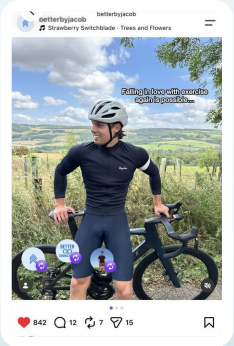
MARKETING

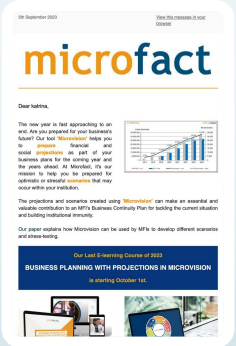
Run by a local, for locals

Social media, websites and email marketing for businesses on the Kent coast.

Portfolio · Katrina McAllister, founder











★★★★★ **5.0 client reviews**

Now taking on new clients along the Kent coast



07487 535665 · kat@seabreezemarketing.co.uk · @seabreezemarketing · Whitstable, Kent

ABOUT

Hello, I'm Kat

I'm a Whitstable-based digital marketer with 5+ years' experience, and the founder of Seabreeze Marketing. I'm passionate about helping local businesses succeed, and I tailor everything I do to each business, getting to know its customers and goals first.

Likes and followers get your name out there, and my sales background means I then turn that attention into customers who come through the door and buy. I've spoken to customers on the phone, worked in hospitality here in Whitstable and followed leads all the way to a sale, so I understand what makes someone curious, what makes them trust a business and what finally makes them buy. Now I bring that to businesses along the Kent coast.

RESULTS AT A GLANCE

20/20

places filled on an 8-week programme

2x

summer sale revenue for a local retailer

+129%

LinkedIn connections for a B2B brand

5,720

views on one influencer video

30+

weekly community events organised

30%

email open rate, 606 clicks in a month

HOW I WORK

Hooks that stop the scroll

Opening lines, on-screen text and first frames written to earn attention in a second, then pay it off with content worth staying for.

Content with a job to do

Every post is planned for a stage of the journey: sparking discovery, building trust, or showing people exactly where to find you.

Real places, real moments

Content made where your customers are, from venues and events to real people, so your business feels part of everyday life.

The right voices

On-brand creators and influencers who reach new audiences, like one gifted session that earned 5,720 views.

Communities that talk back

Replying to comments and messages and joining conversations on customer and partner posts, so followers become regulars.

Reporting that drives decisions

Clear reports on reach, engagement and growth, with plain-English notes on what to do more or less of.

SERVICES

How I can help

Pick one service or combine a few. Everything is shaped around your business, your customers and how much time you have.

Social media management

A monthly content calendar planned with you in advance, so you always know what's going out. Then every post is designed, written and scheduled for Facebook, Instagram and LinkedIn.

Community management

Replying to comments, messages and reviews, and joining local conversations and community groups, so followers become regulars.

Content & short-form video

Photos, reels and graphics made on location, with hooks and captions written to get people through your door.

Event promotion

Got a special event coming up? A targeted campaign to get it seen, shared and booked by the right people.

Websites & SEO

WordPress and Wix updates, new pages, blog posts and back-end SEO so local customers can find you in search.

Email marketing

Newsletters, offers and welcome sequences in Mailchimp or Wix that keep customers coming back.

Facebook & Instagram ads

Lead-generation and promotion campaigns, with leads followed up quickly so none go cold.

Google Business Profile

Setting up and optimising your profile, photos and reviews so you show up in local searches and on maps.

MAPPING CONTENT TO THE CUSTOMER JOURNEY

1	2	3	4	5
Stop	**Engage**	**Trust**	**Act**	**Advocate**
A hook that earns the first second	Content worth commenting on and sharing	Real customers, reviews and creators	One clear next step: where to find, try or buy	Customers share it and bring their friends

TOOLS & TRAINING

Meta Business Suite & Meta Ads · LinkedIn · Google Business Profile · Mailchimp · HubSpot · ClickUp · WordPress · Wix · Canva · Google Analytics · Slack

Certified: HubSpot Academy Inbound Marketing · Level 2 Digital Marketing

CASE STUDY 01

Omertà Industries

Current client · Launched October 2026 · Luxury handmade furniture · Whitstable, Kent

Launching a local furniture brand from scratch

Services: Instagram & Facebook set-up · Google Business Profile · Photo & video · Content & captions · Facebook groups

805	1,395	100%
views on the "Meet Andy" reel in launch week	*views across the first six posts in launch week*	*of photos and video shot by me*

THE CHALLENGE

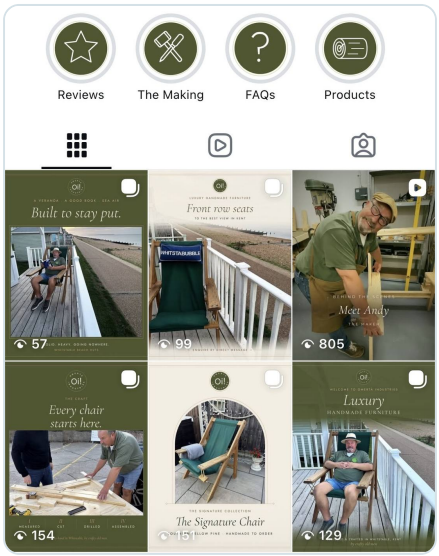
Omertà Industries is a new luxury handmade furniture business. Every chair is built by hand in Whitstable, "by crafty old men", for man caves, garden bars and beach huts. It had no social media yet, and its existing photos didn't show the chairs at their best, so it needed a brand that local people could see, trust and buy from.

WHAT I'VE DONE SO FAR

- Set up Instagram and Facebook from scratch, with the bio, website link, branding and story highlights (Reviews, The Making, FAQs, Products).
- Set up Omertà's Google Business Profile, so local customers can find it in search and on Google Maps.
- Shot every photo and video myself, from the makers at work in the workshop to the chairs in real Whitstable settings.
- Created a calm, luxury look and a warm, characterful brand voice, used across every post.
- Planned and designed the launch posts and behind-the-scenes reels that introduce the makers and the craft behind every chair.
- Posted in local Facebook community groups to put the launch in front of Whitstable customers.

LAUNCH WEEK RESULTS (FIRST 5 DAYS)

- **805 views on the "Meet Andy" reel** in its first five days, from a brand-new account.
- **1,395 views across the first six posts** in launch week.



The live @omerta.industries account after launch week.

CASE STUDY 02

Jacob Ward

Freelance · Better by Jacob (fitness coaching) & Better Connections (community)

Content, community and events for a fitness personal brand

Services: Instagram content · Copywriting · Event coordination · Venue partnerships · PA support

842	602	30+
likes on top post	*likes on second-best post*	*weekly events organised*

THE CHALLENGE

Jacob runs Better by Jacob, a fitness coaching brand, alongside the Better Connections community and its weekly events. He needed consistent content, venues for the events and day-to-day support, so he could spend his time coaching.

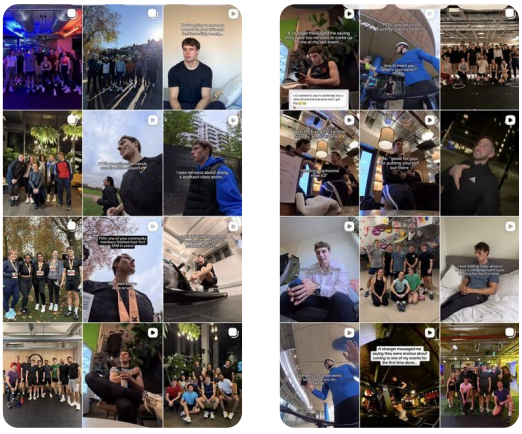
WHAT I DID

- Created three posts a week for Jacob's brand and the Better Connections community, keeping both accounts consistently active.
- Wrote captions built around client progress stories, each with a clear call to action to apply for coaching or book a free call.
- Organised 30+ weekly events, sourcing gyms and fitness centres to host them.
- Negotiated partnerships where venues gave their space free and offered attendees discounts, in exchange for promotion on the Better Connections page.

RESULTS

- **Posts regularly earned 100–300 likes**, with top posts reaching 842 and 602.
- **Events ran at no venue cost**, with discounts for attendees, for over 30 weeks.

> *"Kat has been such an amazing asset to the business since hiring her! … Kat is a great communicator, very organised & has allowed me to focus on tasks that I'm good at. She is always very enthusiastic and has been an absolute pleasure working with her so far!"*
>
> ★★★★★ Jacob Ward



Community events: run clubs, cycling, gym classes and climbing.

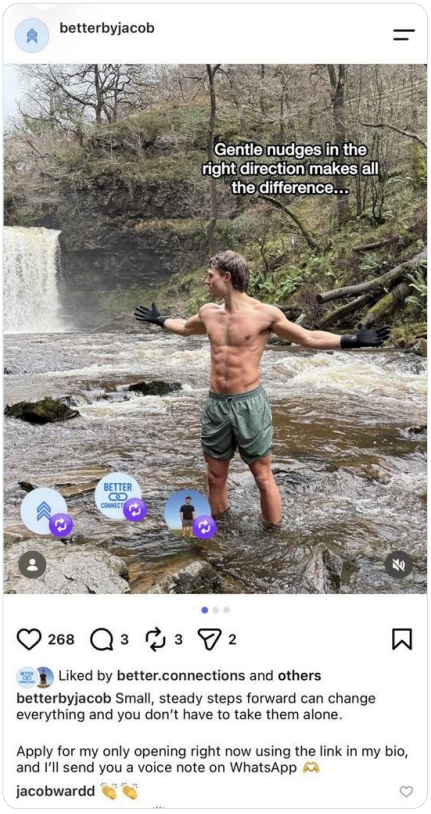
Content and captions for Better by Jacob

Each post pairs an eye-catching image and hook with a caption built around a real client result and a clear next step, in collaboration with the Better Connections account.













CASE STUDY 03

Woody's Nursery

Freelance · Garden centre · Townsville, Australia

Doubling summer sale revenue for a local retailer

Services: Promotions · Social media · Weekly email campaigns · WordPress · Facebook Ads

2x

summer sale revenue vs the previous year

THE CHALLENGE

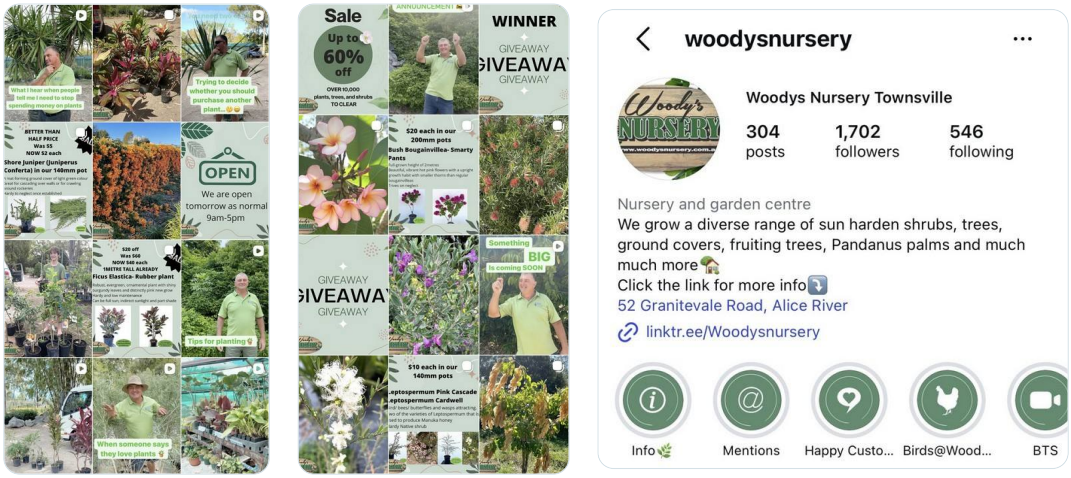
A local, family-run nursery wanted to make more of its biggest event of the year, the annual summer sale, and grow its customer base online.

WHAT I DID

- Created the promotions for the annual summer sale, the business's main event of the year.
- Published three social posts a week and sent weekly emails, keeping the nursery front of mind between visits.
- Set up newsletter sign-up plugins on the WordPress website so the mailing list grew on its own, and kept the site up to date.
- Designed sale and product graphics, ran giveaways and created short-form reels featuring the owner, giving the brand a friendly local face.
- Set up story highlights (Info, Mentions, Happy Customers, Behind the Scenes) so new visitors could get to know the business quickly.
- Created Facebook Ads and custom AR filters to generate leads and brand awareness.

RESULTS

- **The summer sale doubled its revenue** compared with the previous year.
- Built a steady weekly rhythm of social and email content that kept customers coming back.



The profile today, with over 1,700 followers, 300+ posts and the story highlights I set up.

CASE STUDY 04

Evey Training

Freelance · Women-only training studio · London

Selling out the Women's 8-Week Foundations Challenge

Services: Facebook & Instagram lead ads · Social media · Email newsletters · Influencer outreach · Phone sales

20/20

places filled, fully sold out

5,720

views on one influencer video

THE CHALLENGE

Evey Training, a women-only studio in London, needed to fill all 20 places on its 8-week Foundations Challenge. I started by calling interested leads, and the results led the client to hand me their ads, social media and email too.

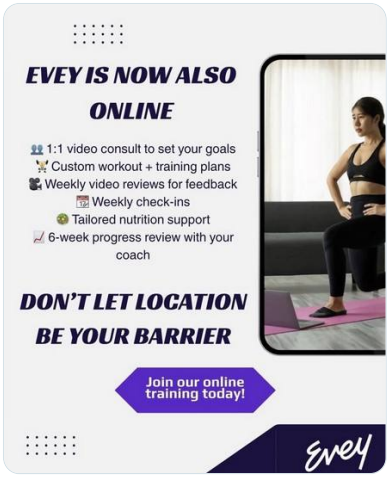
WHAT I DID

- Ran Facebook and Instagram lead-generation ads to bring in a steady flow of new enquiries.
- Called every lead, answered questions and concerns, and booked prospects into free gym trials, so no lead went cold.
- Created promotional designs, from a local campaign aimed at women in the City of London to social graphics for the studio's packages and online coaching.
- Wrote and designed email campaigns in Wix (a welcome email, a limited-time trial offer, client testimonials and newsletters) to keep leads warm between calls.
- Invited influencers for a free trial in exchange for a video, putting the studio in front of new local audiences.

> *"Amazing communication, professionalism and reliability. Everything was completed on time and she always looked for what can be done better to improve what we do and how we do it."*
>
> ★★★★★ Evey Training

CAMPAIGN & SOCIAL DESIGNS



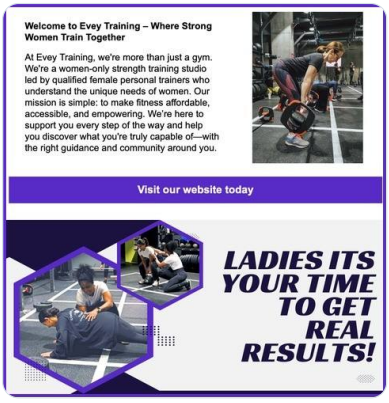




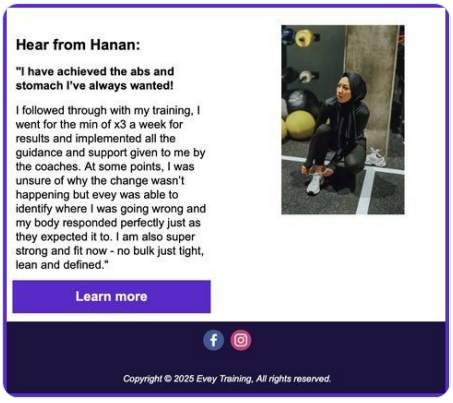
EVEY TRAINING · EMAIL & SALES FOLLOW-UP

From first email to booked call

A sequence that welcomes new leads, creates urgency with a limited trial offer and builds trust with a real client result. Each email ends with one clear next step, which I then followed up by phone.







Left to right: welcome email, limited-time 6-week trial offer, client testimonial email.

INFLUENCER COLLABORATION



A gifted session with an influencer reached 5,720 views.

HOW THE FUNNEL WORKED

1 Ads
Facebook & Instagram lead ads bring in enquiries

2 Email
Welcome, offer and testimonial emails keep leads warm

3 Phone
I call every lead, answer questions and handle objections

4 Free trial
Prospects book a free session at the studio

5 Sign-up
They join the 8-week programme

Outcome: all 20 places sold out.

CASE STUDY 05

Microfact

Freelance · Tools & training for microfinance institutions · Belgium (remote)

More than doubling LinkedIn reach for a B2B brand

Services: LinkedIn growth · Mailchimp email bulletins · Promotional video · Multilingual website content · Back-end SEO

1,294 → 2,964

owners' LinkedIn connections (+129%)

700 → 1,623

company page followers (+132%)

THE CHALLENGE

Microfact creates financial tools and training for microfinance institutions around the world. It needed to reach more potential clients and partners, get more sign-ups for its free tools and online courses, and keep its websites performing in search.

WHAT I DID

- Grew the owners' LinkedIn networks and the company page, putting Microfact in front of more potential B2B clients.
- Created the Microfact Bulletin in Mailchimp, turning industry news into reasons to download free manuals and sign up for courses, including French-language editions.
- Produced social visuals, captions and promotional videos showcasing Microfact's tools, courses and milestones.
- Made back-end SEO improvements and managed content across English, Spanish and French versions of the website.
- Reported on every channel weekly in one dashboard, so the team could see what was working and where to act.

RESULTS

- **More than doubled** the owners' LinkedIn connections (+129%) and company page followers (+132%).
- Mailchimp campaigns generated **606 clicks with a 30% open rate** in a single month.



Branded graphics for courses, free tools, testimonials and conferences. The LinkedIn page is now at 2.1K followers.

MICROFACT · EMAIL CAMPAIGN

Enrolling now: Business Planning with Projections in Microvision

A Mailchimp campaign promoting Microfact's final e-learning course of the year. It opens with a personalised greeting, links the Microvision tool to readers' planning needs, and drives sign-ups with a clear 'Enroll Now' button and limited seats.



5th September 2023 View this message in your browser

microfact

Dear katrina,

The new year is fast approaching to an end. Are you prepared for your business's future? Our tool 'Microvision' helps you to prepare financial and social projections as part of your business plans for the coming year and the years ahead. At Microfact, it's our mission to help you be prepared for optimistic or stressful scenarios that may occur within your institution.

The projections and scenarios created using 'Microvision' can make an essential and valuable contribution to an MFI's Business Continuity Plan for tackling the current situation and building institutional immunity.

Our paper explains how Microvision can be used by MFIs to develop different scenarios and stress-testing.

Our Last E-learning Course of 2023

BUSINESS PLANNING WITH PROJECTIONS IN MICROVISION

is starting October 1st.



Our last course of 2023 for MFI professionals is now open for enrollment. We will be starting on October 1st, so book your seats now to have a secure spot in our digital learning platform.

Microfact offers this course to managers, consultants, and experts who work with institutions dedicated to inclusive finance (Microfinance). With the course having a customizable approach and global applicability it allows you to utilise the skills you learn with the different organisations you manage worldwide.

The engaging nature of this course will bring you unique insights into understanding the key aspects of planning and managing an MFI.

Click here for booking your seat,
(Limited seats only)

Enroll Now

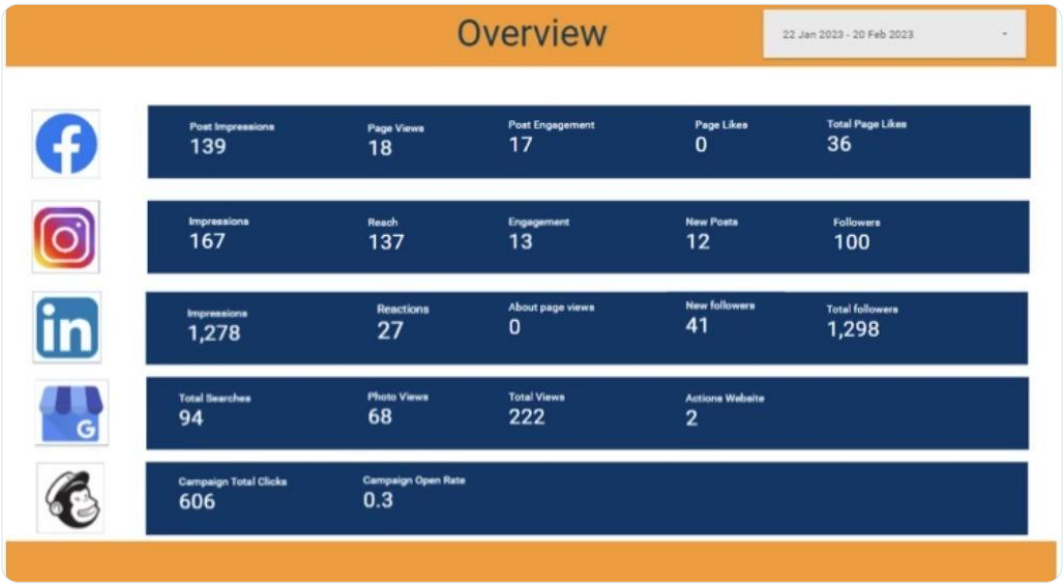
Please feel free to forward this email to your colleagues and anyone who may benefit from it

Microfact is an initiative of BRS.

brs

WEEKLY CROSS-CHANNEL REPORTING

Every week I reported on Facebook, Instagram, LinkedIn, Google Business Profile and Mailchimp in one dashboard, tracking impressions, engagement, followers and email clicks, with notes on what changed and what to fix next.



CASE STUDY 06

WeWent

Freelance · Workplace innovation · Zurich, Switzerland (remote)

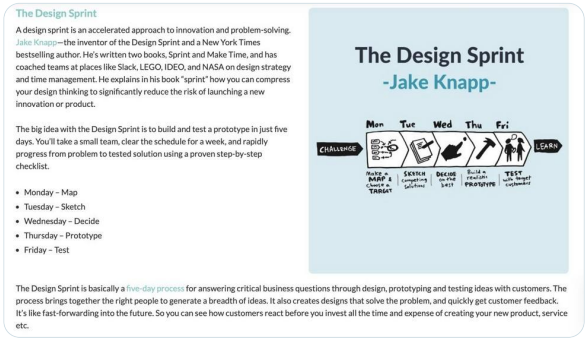
A year of weekly SEO content and expert interviews for a B2B audience

Services: SEO blogging · Expert interviews · B2B social media · Mailchimp · Google Analytics

- **Researched, wrote and published one SEO-optimised blog a week for over a year**, giving WeWent a steady stream of search-friendly content that promoted its experts and workshops.
- Interviewed experts in workplace innovation and turned the recordings into a library of social content.
- Created Mailchimp newsletters, managed the mailing list and grew LinkedIn, Facebook and Instagram organically, tracking results in Google Analytics.

Published articles include *Design Thinking: A creative way to solve problems!*, *Does Happiness Matter at Work?* (an expert Q&A) and *The Three Faces of Self-Care*.





CASE STUDY 07

The Wise Dome Podcast

Freelance · Podcast · Melbourne, Australia (remote)

Launching a podcast's social presence and brand voice

Services: Instagram & Facebook set-up · Brand voice · Content & captions · Hashtag strategy

- Set up and optimised Instagram and Facebook from scratch, and defined a soft, recognisable brand voice used across every post.
- Designed a branded announcement for each weekly guest episode to drive listeners to it, with quote, tip and reminder posts keeping the audience engaged in between.





TESTIMONIALS

What clients say

★★★★★ **5.0 client reviews · Endorsed for: Collaborative, Detail oriented**

"Kat has been such an amazing asset to the business since hiring her! Her tasks have included research, email communication, scheduling & fostering / maintaining relationships with organisations I film with. Kat is a great communicator, very organised & has allowed me to focus on tasks that I'm good at."

★★★★★ **Jacob Ward, Better Connections**

"Amazing communication, professionalism and reliability. Everything was completed on time and she always looked for what can be done better to improve what we do and how we do it."

★★★★★ **Evey Training**

"Katrina is very easy to work with and she is fun. She quickly grasps the tasks at hand and offers solutions. Not only timely but she also delivers quality work. Every month passing she is getting better at what she does as she gets to know the brand better as well."

★★★★★ **WeWent**

"Katrina has been a delight to work with. She's done each job efficiently. Has understood what I required... and kept in constant contact throughout. Will definitely be using her long term!"

★★★★★ **Freelance client**

"I LOVED working with Kat again! She created amazing blog posts and paired them with social posts. I was impressed with the speed and quality of work. Definitely recommend her for social media and content marketing!"

★★★★★ **Repeat client, blog & social content**

"Kat was an absolute pleasure to work with, she is highly motivated, extremely organised and is a lovely person! I would definitely recommend her."

★★★★★ **Freelance client**

Let's work together

Run a business on the Kent coast? Book a free 30-minute online check-up. I'll look at your socials, Google profile and website with you and show you what's working, what isn't, and the quick wins that will help most.

Call	07487 535665
Email	kat@seabreezemarketing.co.uk
Social	@seabreezemarketing on Instagram · Seabreeze Marketing on Facebook
Based in	Whitstable, Kent