



MARKETING CASE STUDIES

View past clients & successes
through social media
marketing, website, SEO
& more.



JORDAN NORMAN

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OVERVIEW

Below are a few examples of current and/ or recent client successes I have had.

While my repertoire is vast, each client project varies based on needs, recommendations, and budget. Results vary based on said constraints.



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THE PUSSY PROJECT PODCAST

A women's health & empowerment podcast.



OVERVIEW

I have been consistently working with Rachel since July of 2025 on various projects. When we began working together, she was just launching her podcast and did not have vast amounts of resources to allocate to marketing, so our scope has changed over time. From social media marketing to website edits to graphics to branding, we have helped increase her followers by 500% and website hits by 200% consistently over time.

HIGHLIGHTS

- I have helped Rachel monetize her podcast by incorporating affiliate deals, promos and commercials. Exact revenue undisclosed per client.

INSTAGRAM ANALYTICS



SERVICES

01

Social Media Management

Full content planning, scheduling, script & graphic creation, analytics & more.

02

Podcast Clip Editing

Edits podcast for media clips, captions, descriptions, guest outreach & more.

03

Website

Updates website with a variety of edits & SEO optimization.

”

I highly recommend hiring Jordan for social media, marketing and general support. Working with her has made such an impact to my IG presence and consistency. She has great ideas without being pushy and she always meets me where I'm at. - Rachel Wilson, Founder

MAGNOLIAS FOR LILY + UNLEARNING & BLOOMING

Women's Embodiment
Coaching + Earring Site



OVERVIEW

Under one project and client stint, I supported Janelle with two different concepts - Magnolias for Lily (an Earring E-commerce site) and Unlearning & Blooming (a Women's Embodiment Coaching Site). Janelle left her accounting position to dive deep into these businesses. I helped from concept planning to branding to design to website creation and online course creation & more. Optimized organic SEO to land Janelle's websites on front page of Google and Bing organically.

(Website design based on clients constraints)

HIGHLIGHTS

- I helped Janelle create an email funnel with automated triggers for her live course of 400+ women which I then took, edited and created into an online course platform on her website.



I don't know what I would have done without Jordan's assistance! She was able to build websites that feel like me - she listened to my unique design requests, used her own creativity to solve tech issues, and anticipated my needs on the sites. Hiring her allowed me to focus on where my energy needs to go in my business, but she showed me how to manage and tweak things on my own, so I don't feel completely useless without her. Plus she was always quick to respond so I always knew the status of my projects. I plan to work with her again in the future!

- Janelle Cunningham

SERVICES

01

Website Design

Created two websites from scratch with different goals & functionality.

02

Online Course Creation

Supported live calls and edited them after, building course from scratch.

03

Graphics Creation

Created various graphics for Janelle's personal & Instagram use.

VALLARI WELLNESS

A massage therapist & esthetician.



OVERVIEW

I began working with Vallari consistently in March of 2026. A seasoned massage therapist with no online presence, I have increased her bookings by 300% over our first month together. My work with Vallari is fully hands on - graphic design for fliers printed in person, full videography and photography for content, video and photo editing, graphic creation, social media posting and scheduling, caption creation, inbox management & more.

HIGHLIGHTS

- Apart from just marketing, I work with Vallari as a business manager and mentor, growing her business from just-making-ends-meet to lifelong goals being accomplished.



I really didn't know where to start when choosing to work with her. She has not only created beautiful & effective Instagram posts and in-person printed fliers, but she also has increased my bookings significantly. I highly recommend Jordan to anyone looking for support in their business! - Vallari Allison McGregor

INSTAGRAM ANALYTICS



SERVICES

01

Social Media Management

Full content planning, scheduling, script & graphic creation, analytics & more.

02

Videography & Photography

Plans & captures videos & photos that will be edited into content.

03

Client Management

Manages booking inquiries and inbox messages.

IVY WILD WELLNESS

A full-spectrum wellness business.



OVERVIEW

Ivy Wild Wellness is my own personal wellness brand. In 2023, I left my 9-5 corporate job to go all-in. I built everything in house from my website to CRM system, email marketing, copy, Instagram, clientele & more. After scaling my own business, my friends started asking me to help them scale and build theirs. This is what led me to pursue freelance work with a select number of clients with similar pathways - transitioning out of corporate America to become a full-time entrepreneur.

HIGHLIGHTS

- Optimized my website with user experience, content, SEO & more going from only 5 views a month to 50+ views daily.

INSTAGRAM ANALYTICS



FULL IN HOUSE CREATION

01

Social Media Management

Full content planning, scheduling, script & graphic creation, analytics & more.

02

Videography & Photography

Plans & captures videos & photos that will be edited into content.

03

Website Design

Created websites through Wix with full business management function.

”

I worked with Jordan on several web projects, and she's excellent at what she does. She really knows her stuff when it comes to SEO and web design. What I appreciated most was how organized she kept everything. She'd stay on top of deadlines, communicate clearly, and somehow make the whole process pretty smooth. -Julia Roberts, another client review



REFERENCES

Testimonials are included above, these clients have also expressed willingness to talk directly to potential clients - if preferred to speak direct, please let me know and I will pass along email and phone number and notify the client to expect your call.



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HERE TO SUPPORT YOU

Entrepreneurship has truly opened so many doors for me, and it is one of my life missions to help other women go full-in as well.

It's one of my greatest joys - seeing women's businesses grow and the lives they change as a result.



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