CREATIVE WORK THAT DOESN'T BLEND IN.

Real campaigns, social content, and community marketing for BEYOND Nutrition.

CREATIVE MARKETING / SOCIAL MEDIA PORTFOLIO



THE IDEA ISN'T JUST TO POST. IT'S TO CONNECT.

At BEYOND, I connect creative direction with the practical realities of running a customer-facing business. These are real campaigns and content.

01 / BUILD A WORLD

Give each campaign its own recognizable visual identity.

02 / INVITE PEOPLE IN

Create a reason to respond, participate, and come back.

03 / KEEP IT HUMAN

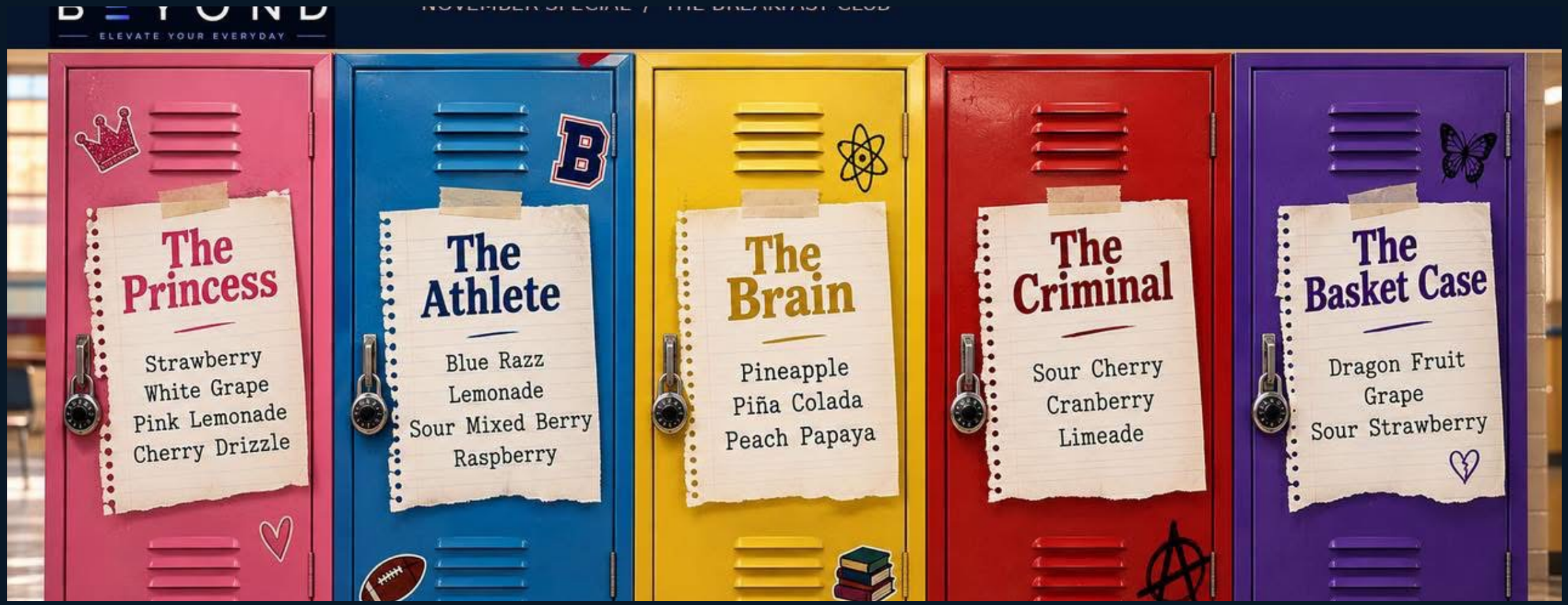
Use humor and personality to make the brand relatable.

BEYOND THE STOREFRONT

EVENTS / COMMUNITY

A community appearance became a chance to promote future bookings. The post paired real event photography with a direct call to action.





SINCERELY YOURS

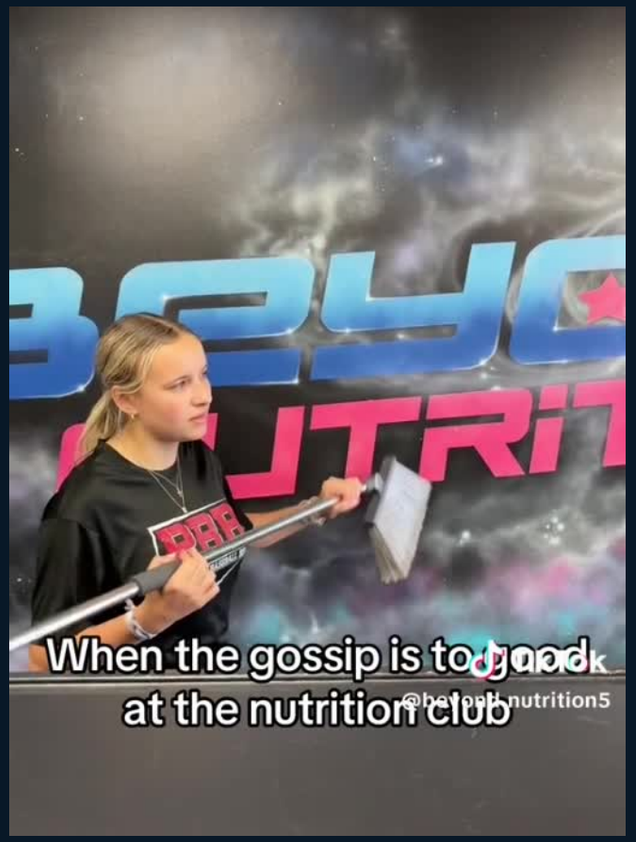
Five character-led drinks. One cohesive 1980s-inspired campaign. Recurring social copy kept the theme alive.



DANCE OF THE DEAD

Seasonal visual identity + interactive customer prompts + timely final-week messaging.

PHOTO TAGS / VIDEO PROMPTS / IN-STORE PARTICIPATION



WORKPLACE HUMOR



SEASONAL REVEAL

MORE THAN STATIC POSTS.

Short-form content featuring staff personality, humor, and seasonal storytelling.

TIKTOK

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INSTAGRAM

@beyondnutritionny

FACEBOOK

Beyond Nutrition 518

PERSONAL WEBSITE

vtoriwrites.com