

# MAKE BIG IDEAS HAPPEN

Outsource to focus on what really matters



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Ottavia Dolci McEvoy ©

February 2025

## ABOUT

### Strategic Thinker & Visual Storyteller

Freelancer with a passion for big ideas and helping small businesses and startups take their next step. Project management star, content creator, Canva whizz - what makes me tick is using my creative skills to help startups and small business owners bring new ideas to life. My dream is to collaborate with inspiring innovators and disruptures like you every day!



## TESTIMONIALS

“Ottavia's digital expertise has been invaluable to our business growth. Her thorough website audit uncovered crucial opportunities for improvement, while her strategic approach to social media transformed our presence on both Instagram and LinkedIn. Over our four-month collaboration, she demonstrated not only technical knowledge but also a genuine understanding of our brand's needs. Her guidance has significantly elevated our digital footprint and engagement across platforms.”

**Syed, CEO, Inzer Pty Ltd**

## SERVICES

Strategy & Project Management

Content Creation

Social Media & Community Management





## STRATEGY & PROJECT MANAGEMENT

Project Scope & Plan

Workflow, Flowchart, Process Map, Program

Logic, GANTT Chart

Budget Management

Stakeholder Mapping & Customer Surveys

Strategic Planning & Growth

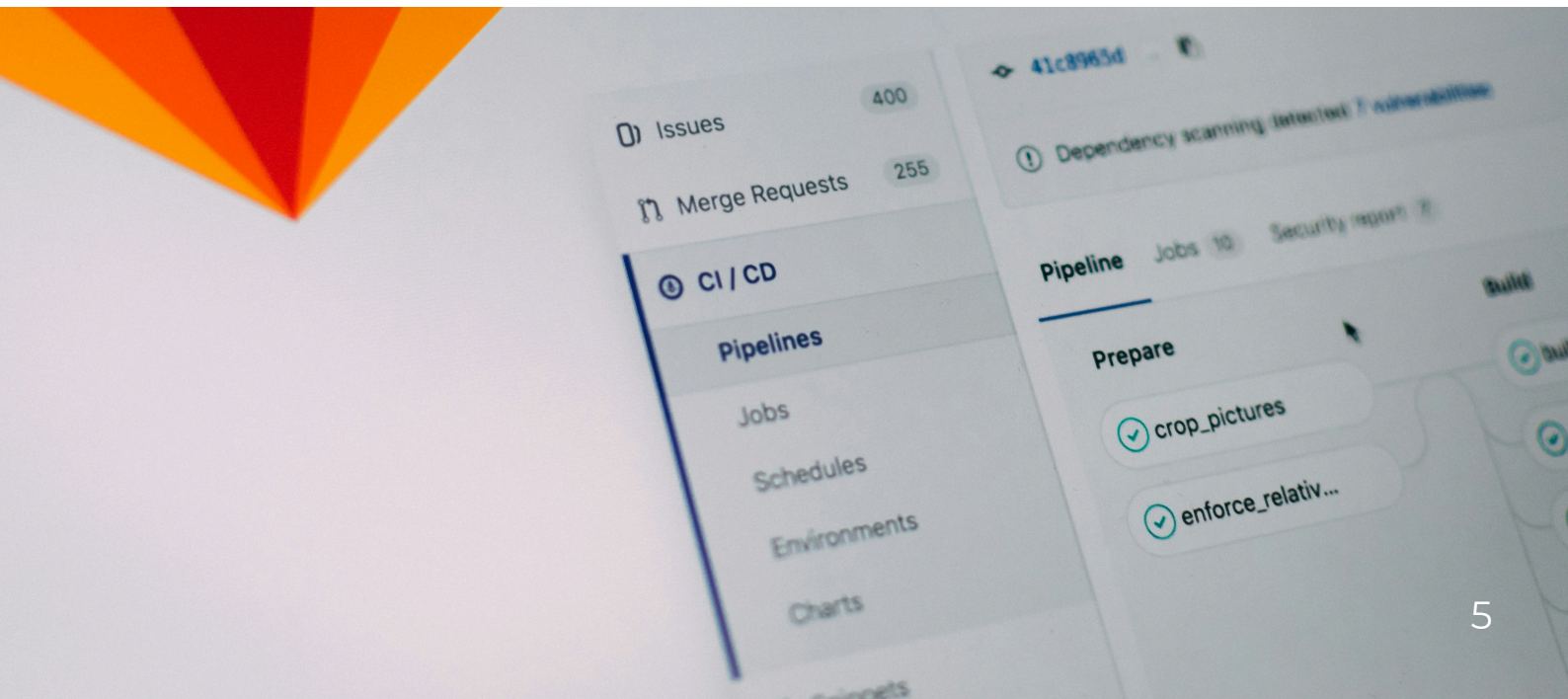
Strategy Development & Measures

Strategy Implementation & Planning

Event Planning & Management

Inbox & Calendar Management

Tools: Google Drive Suite, Office 365, Calendly, Trello, Asana, Monday.com, Slack, Miro, Survey Monkey and more



## CONTENT CREATION

Design of Presentations, Reports, Programs,  
Booklets, Brochures, Collateral, Menus, Infographics,  
Wallpapers, Calendar, Posters, Planners, Business  
cards, Event Flyers, Branding Guidelines

Newsletter Graphics

Social Media Story Design

Social Media Post Design

Imagery Sourcing

Video Editing

Podcast Editing

Website Copy

Tools: Canva, Unsplash, iMovie, Cap Cut, Wix,  
WordPress, Mailchimp, Campaign Monitor and  
more



## SOCIAL MEDIA & COMMUNITY MANAGEMENT

Social Media Page Creation & Management  
Content Planning, Creation, Distribution  
Post Planning, Scheduling, Monitoring & Auditing  
DM & Email Management  
Facebook Group Management & Moderation  
Member Engagement & Retention  
Analysing Page Metrics & KPIs  
Customer Resource Management  
Brand Audit

Tools: FB, IG, LI, YT, Vimeo, TikTok, Twitter, Pinterest,  
Sprouts Social, SocialBee, CMR (Sugar, Salesforce,  
Hubspot) and more



## PACKAGES & EXAMPLES

Packages are unique and made to suit depending on your business needs.

Hourly rates are provided based on project scope.



## PACKAGES

### BUSINESS BOOST EXAMPLE

**\$250** /week\*

Ideal for a small business or startup looking to take the next step in their content journey - boost your online presence.

#### Examples may include:

- ✓ 3 weekly social media posts + stories
- ✓ Weekly newsletter
- ✓ Weekly website copy updates
- ✓ Weekly post in FB group
- ✓ 1 video edited

*Inclusions and pricing are just an example - packages will be catered to clients' individual needs.*

\*3, 6, 9 month membership options

\*Payment options include Bank Transfer, PayPal or Subscription.

### ELITE CONTENT EXAMPLE

**\$500** /week\*

It's time to grow your business and commit to building an elite brand.

#### Examples may include:

- ✓ Daily social media post + story
- ✓ Weekly newsletter
- ✓ Weekly website copy updates
- ✓ Weekly post in FB group
- ✓ 3 videos edited
- ✓ 1 hr weekly strategy & planning session

**PLUS complimentary monthly podcast editing or reporting.**

*Inclusions and pricing are just an example - packages will be catered to clients' individual needs.*

\*3, 6, 9 month membership options

\*Payment options include Bank Transfer, PayPal or Subscription.



## EXAMPLES

### Social Media Plan - Timelines & Outcomes

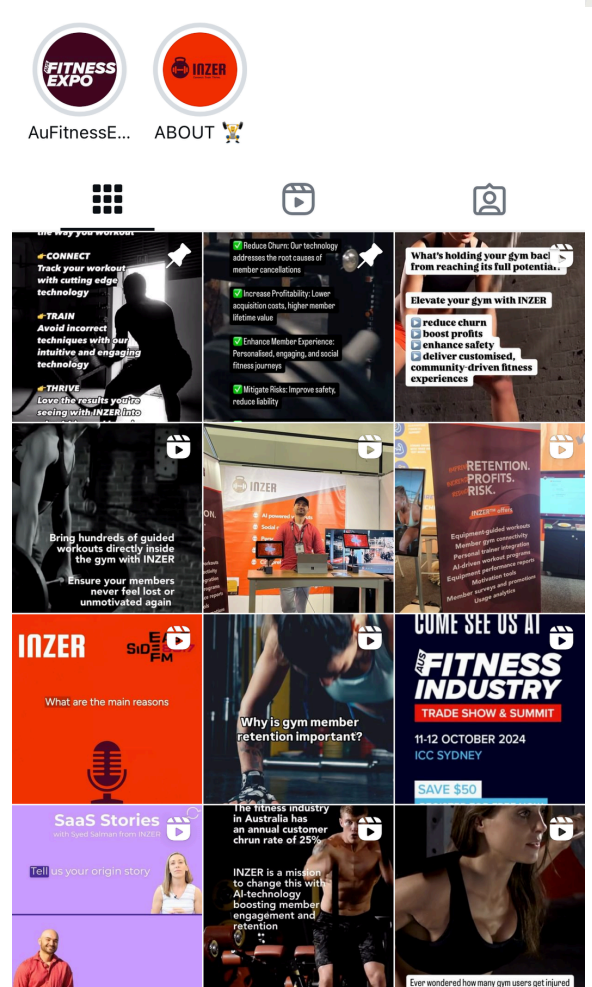
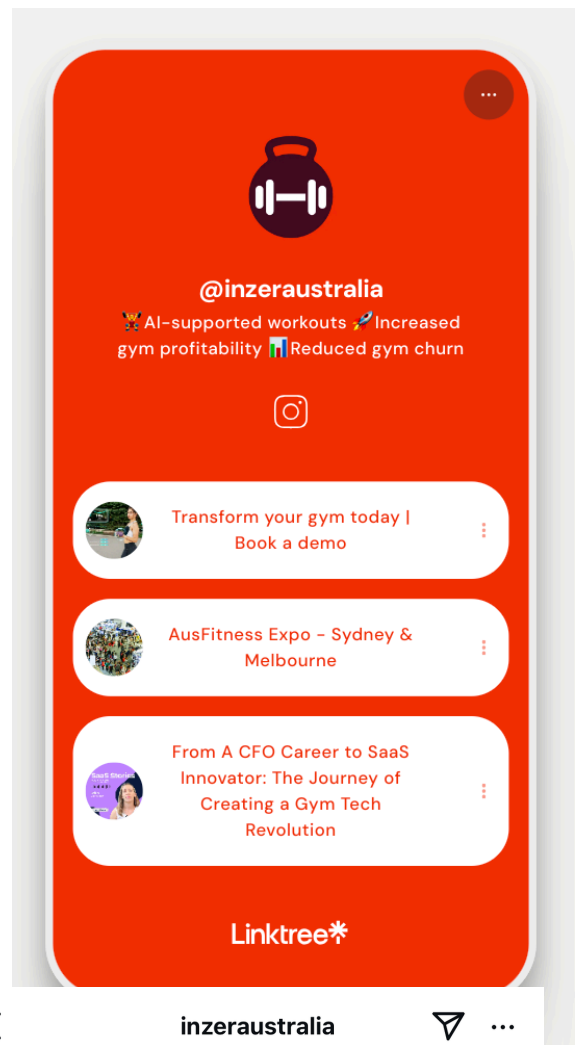
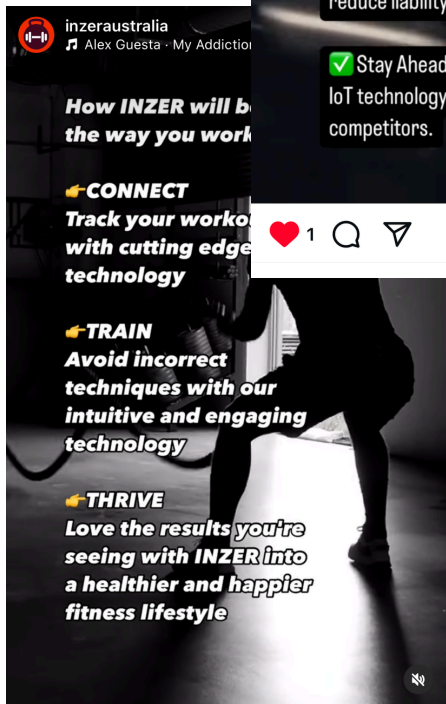
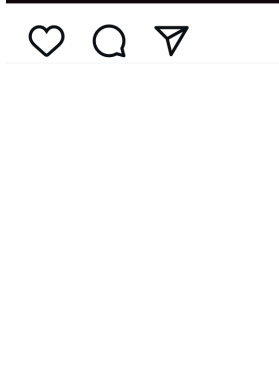
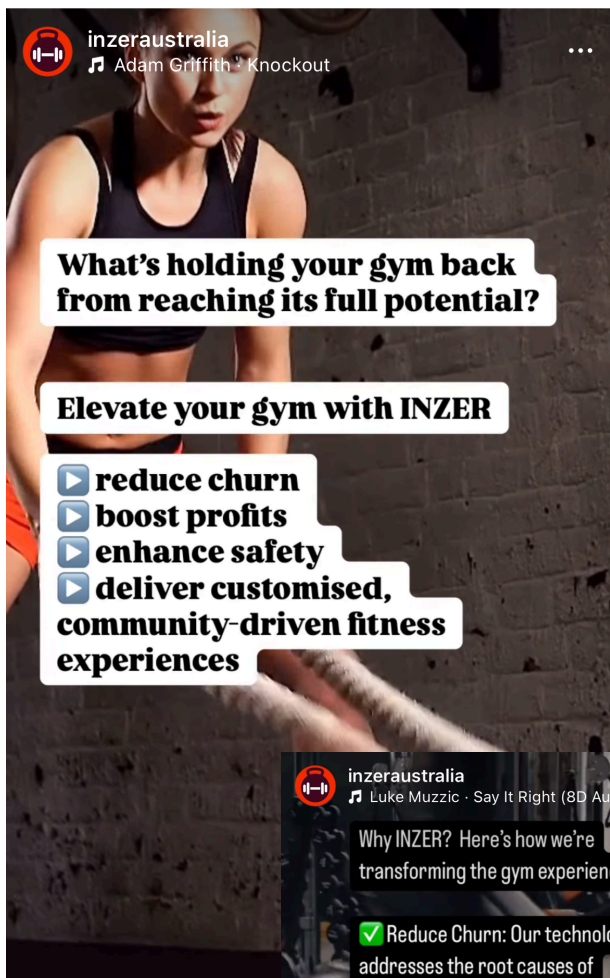
	Deliverables
Week 1	Social Media Audit + Strategy
Week 2	Marketing Calendar Page & Website Updates
Week 3	New Posts Newsletter 1
Week 4	Promotion 1 (e.g. Mother's Day -10%) Newsletter 2 FB Group Post 1
Week 5	Promotion 2 (e.g Refer a friend -10%) Newsletter 2 FB Group Post 2
Week 6	Reporting & Review

EXAMPLES

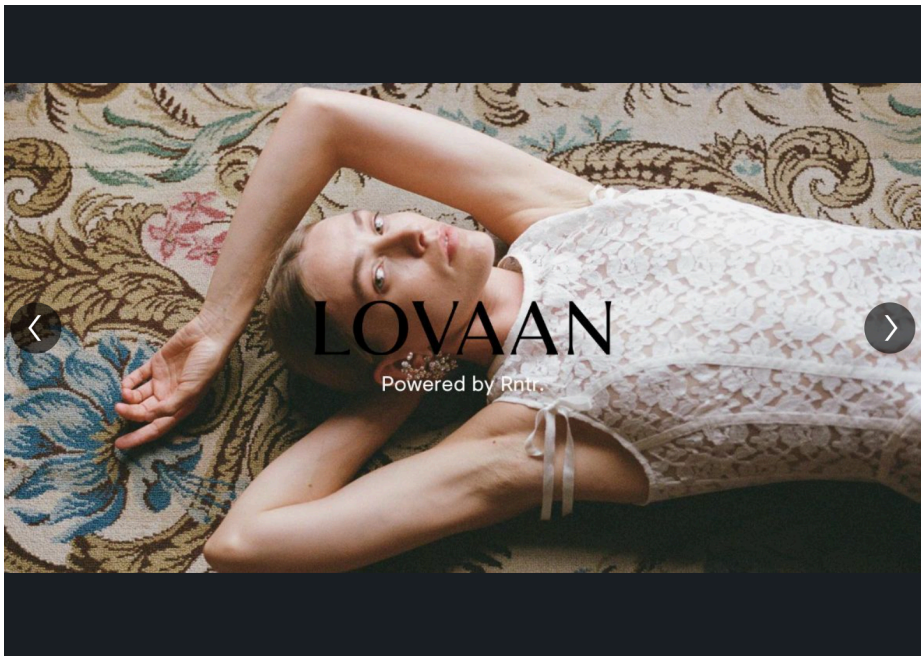
Previous work











**Rntr.**  
1,017 followers  
4d • 🌐

We are delighted to announce that we recently launched a new partnership with LOVAAN 🎉

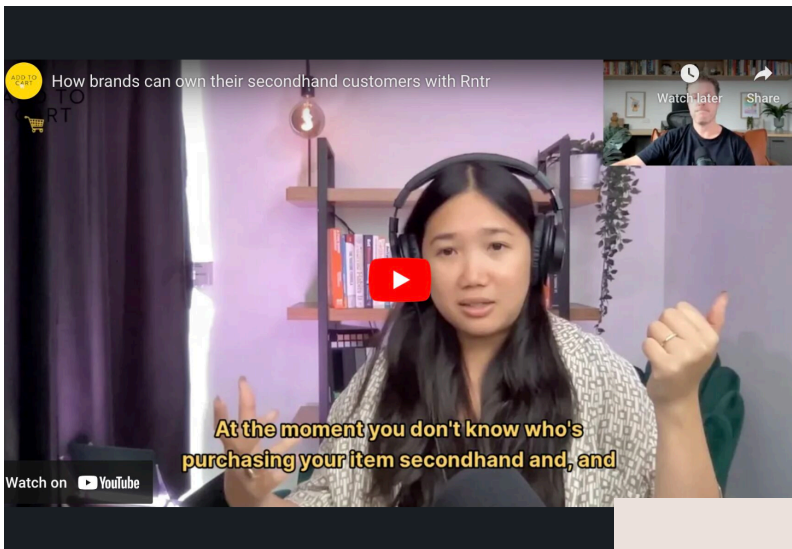
LOVAAN has brought much needed freshness into the fashion industry and a reminder of what fashion used to be about —connecting generations through pieces designed to be loved, treasured and passed on ✨

This partnership is already a success story, in only 3 months we have already achieved:

- ✅ 300% growth in rental sales rate (month-over-month)
- ✅ 2.9% conversion rate (from rental button clicks)
- ✅ 80% increase to new customer to database

You can now experience the LOVAAN brand through their rental collection 📺  
<https://lnkd.in/g-gcMaKf>

Curious to find out how RNTR. can fast track your sales and sustainability goals? Book a demo today 📞  
<https://lnkd.in/gUtzANZf>



**Rntr.**  
1,017 followers  
1w • 🌐

How many times do you think a single Orotan dress can be sold?

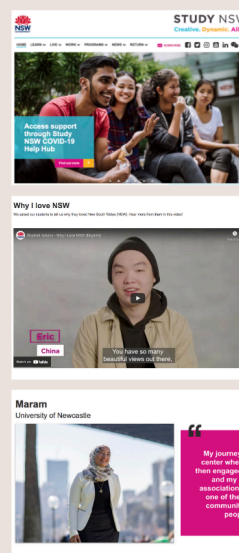
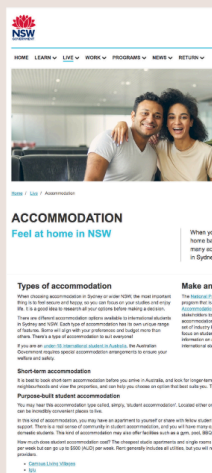
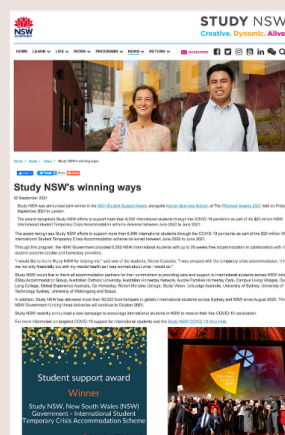
To find out, hear from our founder [shanya suppasiritad](#) who sat down with [Nathan Bush](#) at [Add To Cart](#) - leading e-commerce podcast in Australia - to discuss circularity, self esteem and start ups.

Listen to the full episode as we unpack how e-commerce brands can take back the ownership and control of their secondary market  
<https://lnkd.in/gcR6vK3B>

#reCommerce #podcast #fashion #circulareconomy #climatetech #entrepreneurship #startup #fashionrental #fashionresale #fashionindustry #sustainablefashion #reuse #sustainability

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## Promoting NSW as a study destination



My promotion of events and activities at Study NSW

[www.study.sydnev](http://www.study.sydnev)



**Upcoming events**

**How to increase self-motivation to achieve your goals**

**Speaker:** Lin Dhanes  
**Date:** Tuesday 2 November 2021  
**Time:** 8:15pm - 8:45pm  
**Online**

[Register](#)

## NEXT STEPS

Looking to grow your transformative idea and make a positive impact on the world? Outsource the execution to experts, so you can focus on what truly matters. Let your vision drive change while professionals handle the details.

Let's chat!

[Book a discovery call](#)

## CONTACTS

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