



Aviva Belhassen Portfolio

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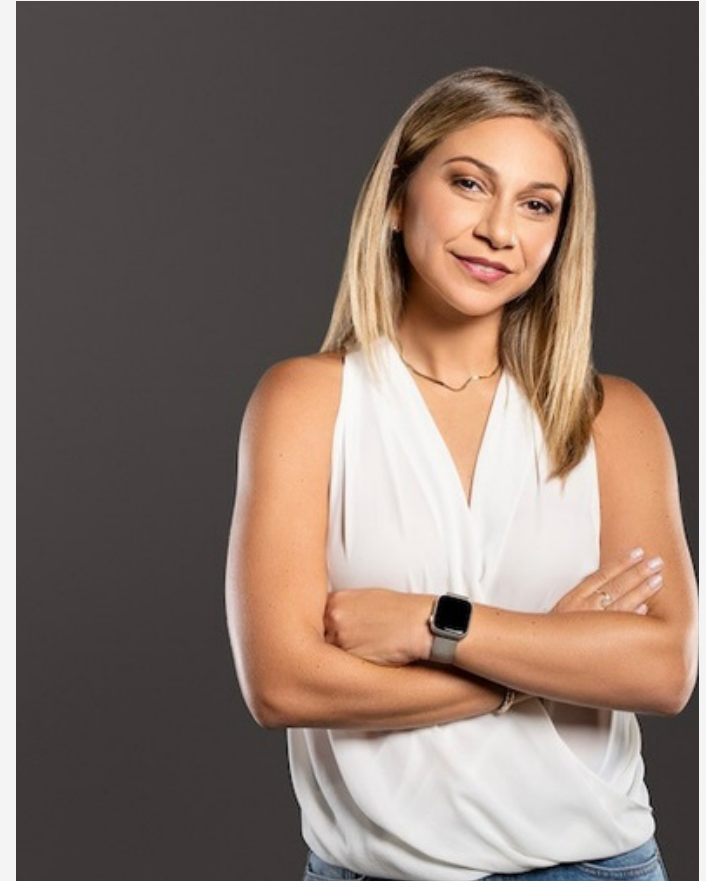
ABOUT ME

Hey there!

I am a freelance Digital Marketer that loves to help brands build their online marketing strategy and presence through Content Creation, Social Media Management, Eye Catching Visuals, and Website Development.

I help my clients build brand awareness, loyalty, and advocacy by engaging customers through creative storytelling and building communities. I believe in creating partnerships with a purpose. When you work with me, you can expect fruitful collaborations tailored to your needs.

Aviva Belhassen



SOCIAL MEDIA MANAGEMENT





MARINA PUERTO BAHIA AGLOW PHOTOGRAPHY AZADEH KADIVAR

ROLES: Social Media Manager and Strategist

- Create monthly social media calendar
- Create and edit content (pictures and videos)
- Post content on IG and FB profiles
- Respond to customer comments and DMs
- Engage with key community members
- Seek partnership opportunities
- Publish and distribute monthly newsletter



STRATEGY AND OPTIMIZATION:

Beyond scheduling and posting, I implement data-backed growth agendas. By auditing account performance, I test content hypotheses monthly to refine strategy, ensuring consistent growth in community advocacy and lead conversion.



MARINA PUERTO BAHIA AGLOW PHOTOGRAPHY AZADEH KADIVAR

TOOLS:

- Wix
- Meta Business
- Lightroom
- Dji Om 5
- Facetune
- VN
- Notion
- Inshot
- Remini
- Planoly
- Capcut
- Canva
- Grammarly
- Google Drive
- Insta 360 X3



MANAGEMENT WORKFLOW

I manage the full project lifecycle for clients, from content planning and community management to monthly KPI reporting and platform-specific performance analysis

CREATIVE FIELDS:

- Content Creator
- Social Media Analyst and Strategist
- Digital Marketing

PERFORMANCE CONTENT PRODUCTION



I produce photography and short-form video specifically designed for platform-native algorithms. By analyzing audience behavior, I engineer content formats that maximize reach and drive high-intent engagement for corporate profiles.



UGC CREATION & BRAND COLLABORATIONS





SUPZOOM GLOBAL

- ROLES:**
- Content Creator and Brand Ambassador
 - IG post + story
 - Upload content links through personalized URL link
 - Tag company in all posts and stories
 - Share video to Supzoom Facebook Group and personal Facebook page.
-

- TOOLS:**
- Iphone 11 Pro
 - InShot
 - Lightroom
-

- CREATIVE FIELDS:**
- User Generated Content
 - Digital Marketing
-

TESTIMONIAL:

Aviva is the best!! Easy to communicate and delivers everything on time. We love the creative thoughts she put into the content, and we definitely hope for a long term collaboration! —Melody

In partnership with Supzoom Global I was commissioned to create (film, edit and distribute on Facebook and Instagram) a 10 minute video demonstrating the set up, use and takedown of their stand up paddle board as well as post periodically reels and static images to my feed of myself using the stand up paddle boards.



I was invited to be part of Third Love's January campaign focused on health and wellness for their new Kinetic active sets. For this campaign, chosen ambassadors were asked to post one static feed image and one story.



THIRD LOVE

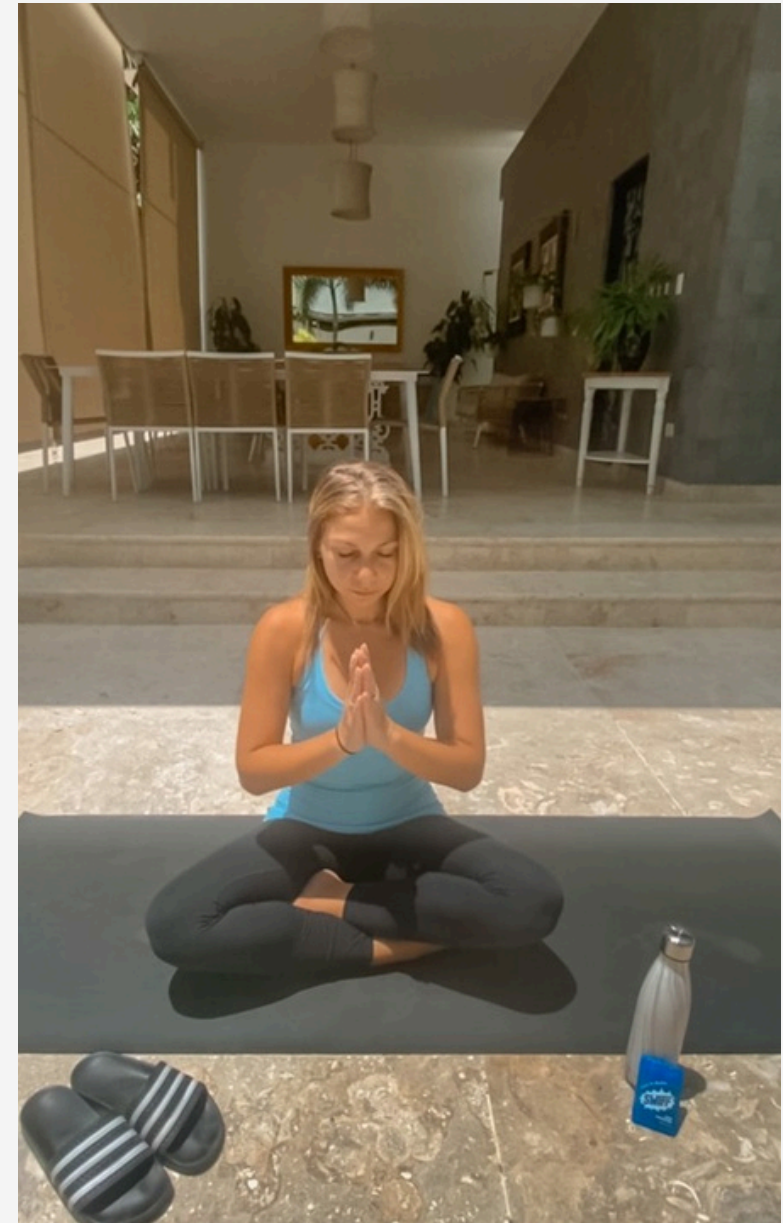
- ROLES:**
- UGC Content Creator
 - IG post + story
 - Upload content links through personalized URL link
 - Tag company in all posts and stories and include relevant FTC and campaign hashtags.
 - Include sticker links in stories
-

- TOOLS:**
- Iphone 11 Pro
 - Inshot
 - Lightroom
-

- CREATIVE FIELDS:**
- User Generated Content
 - Digital Marketing



As a User Generated Content Creator I have been commissioned to create posts for both Instagram and TikTok showcasing how I use SWIFF Spray in my daily life as well as the benefits of using this product in regards to the environment.





SWIFF SPRAY

- ROLES:**
- Content Creator and Brand Ambassador
 - IG post + story
 - TikTok video
 - Upload URL links
 - Tag company in all posts and stories and
 - Include sticker links in stories
-

- TOOLS:**
- Iphone 11 Pro
 - InShot
 - DJI Om 5
 - Lighroom
-

- CREATIVE FIELDS:**
- User Generated Content Creator
 - Digital Marketing
-

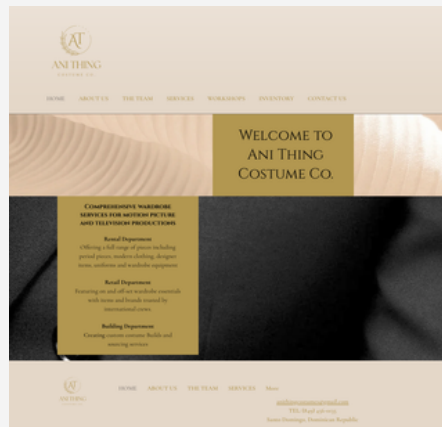
TESTIMONIAL:

Aviva is a very competent Content Creator and really cares about the brands she works with. She carefully read through our SWIFF brand briefing and after receiving our product, promptly made a great video. I highly recommend Aviva for her professionalism and great content and hope to work with her again in the future. - JJ Richardson

Website Creation and Design

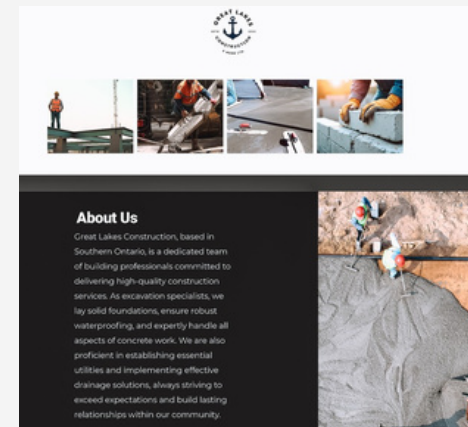


As a freelance website developer, I understand the importance of creating an online presence that reflects your unique vision and effectively engages your audience. My expertise lies in creating visually stunning, user-friendly, and responsive websites that not only captivate your audience but also drive growth and success. By collaborating closely with you, I aim to understand your business objectives and transform your ideas into a fully functional, responsive, and SEO-optimized website.



Anithing Costume Co.

Business Objective: Establish a brand identity in an emerging market.



Great Lakes Construction

Business Objective: Develop an online presence and lead-generation-focused website to increase local inquiries.

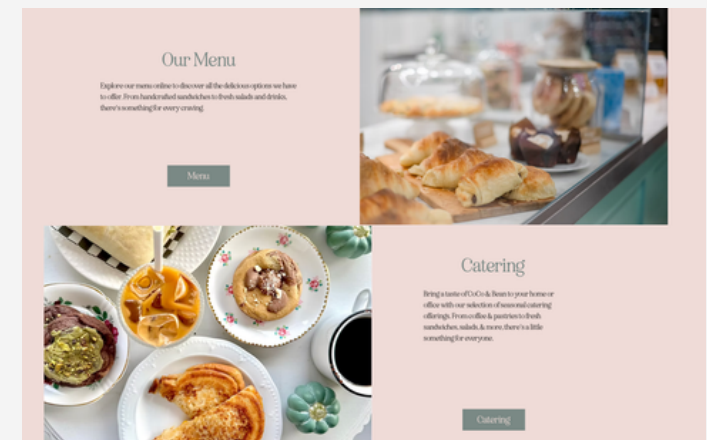
Client Feedback:

We cannot say enough good things about Aviva. From start to finish, she handled everything with absolute grace and professionalism. Our website project came with many unexpected challenges, and not once did she give up or make us feel overwhelmed.

Aviva always answered all of our questions quickly and clearly, and she was incredibly patient, supportive, and solution-focused throughout the entire process. She is fast, efficient, and truly dedicated to her work. The final website exceeded our expectations.

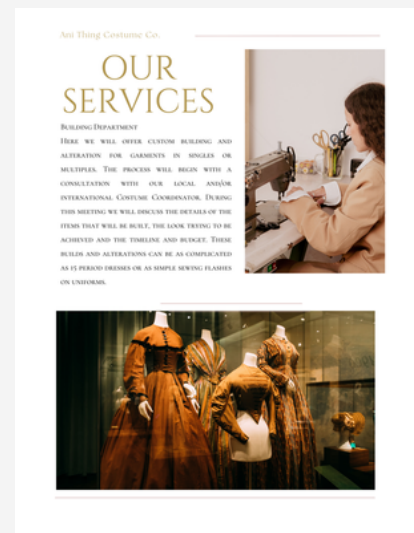
If you're looking for a web designer who is reliable, knowledgeable, and genuinely cares about her clients, we highly recommend Aviva. An absolute pleasure to work with."

Cafe Coco & Bean



Graphic Designs





I offer graphic design services utilizing Canva to create visually captivating designs that meet the unique needs of individual brands.

"My graphic design approach is rooted in marketing utility. Each asset—from social media graphics to print collateral—is crafted to reinforce brand voice and guide the customer through the conversion funnel

With a keen eye for detail and a passion for creativity, my designs are tailored to each client's specific needs, and are crafted with the utmost attention to detail.

Whether you're just starting out or looking to refresh your brand's image, I can help you create the perfect design to take your business to the next level.

BRADING AND DESIGN



"I don't just design visuals; I build brand strategy. By aligning color psychology and font hierarchies with target audience data, I create cohesive visual systems that differentiate brands in competitive B2B and SaaS markets.

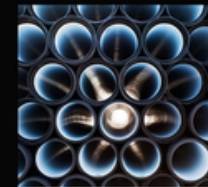


Our Services



New Foundations and Footings.

Protect your most critical investment. Our foundation waterproofing solutions prevent water intrusion, safeguarding your concrete structures from damage, mold, and costly repairs.



Sewers

Reliable and robust sewer systems are essential. We specialize in the installation, repair, and maintenance of all sewer lines, ensuring efficient and long-lasting management for your property.



Sanitary and Storm

Comprehensive water management for your site. Our expertise in sanitary and storm drainage systems ensures proper collection and diversion of wastewater and rainwater, preventing flooding and maintaining site integrity.

Featured By



FEATURED BY

- Renaissance SD Jaragua Hotel (@renjaragua)
- Circle by Melia (@circlebymelia)
- Paradisus Grand Cana (@paradisusgrandcana)
- Melia Caribe Beach (@meliacaribebeach)
- Coco Bell Residences (@cocobellresidences)
- Playa Blanca Puntacana (@playablancapuntacana)
- GoDominicanRepublic (godomrep)
- GoDominicanRepublic Toronto (@godomreptoronto)
- Go Dominican Republic Montreal (@godomrepmtl)
- GoDominicanRepublic Atlantic Canada (@godomrepatlcanada)
- Republica Dominicana (@gorepublicadominicana)
- Visite Republica Dominicana (@visiterepublicadominicana)
- Cosita Linda Beachwear (@cositalindabeachwear)
- Immune Berry vitamins (@immuneberry)
- Screamland (@screamlandrd)
- Vital Proteins (@vitalproteins)
- Bavaro Magazine (@bavaromagazine)
- Turista En Mi Pais (@turistaenmipais)
- Luxe Punta Cana (@luxepuntacana)
- Daily Hive Montreal (@dailyhivemontreal)
- Montreal Travelers (@montrealtravelers)
- Canada Travel Guide (@canadatravelguide)
- Marina Puerto Bahia (@puertobahia)
- Third Love (@thirdlove)
- Swiff Spray (@swiffspray)
- I Love Puerto Plata (@i.lovepuertoplata)
- Parents Who Explore (@parentswhoexplore)
- Travel Zone RD (@travelzonerd)
- Supzoom Global (@supzoomglobal)
- Punta Cana Adventures (@puntacanaadventures)
- Destino Mochilero (@destino.mochilero)
- Travelfie.com (@travelfiecom)
- Nizaly Tours and Travel (@nizalytoursrd)
- Family Travel Community (@family.travel.community)
- WaterBar (@waterbar_canada)

EDUCATION & COURSES

Bachelors in Psychology & Sociology from Concordia University, Montreal, Quebec, Canada

Reels Masterclass, The Freedom Lab, Power of IG, Photo and Video Mobile Editing by Club Life Design ([@clublifedesign](#)) with Raquel & Miguel of [@explorerssaurus](#) and Marie Fe and Jake Snow of [@mariefeandjakesnow](#)

The Influencer Secrets by Sophie Jaffe ([@sophie.jaffe](#)) and Erin Cutler of Neon Rose Agency ([@neonroseagency](#))

The Photography Masterclass by Jacob Riglin ([@Jacob](#))

The Online Business Kickstarter & the Content Kit by Amanda Kolbye ([@amandakolbye](#))

THANK YOU!

CONTACTS

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