



Marketing & Media

Portfolio

BY KRISTIN KENNEDY RASHID

Table of Contents

01	Intro	12	MailChimp Example 1
02	Table of content	13	MailChimp Example 2
03	CHP Objectives	14	MailChimp Example 3
04	No Stirrup November	15	Website Experience
05	#WhatStirrupsDoInNovember	16	Social Media Reporting
06	Review & Takeaways	17	Event Case Study
07	Artisan Ave Objectives	18	Event Case Study Cont.
08	Content Pillars	19	Closing & Contact
09	Visual Representation Pillars 1-3		
10	Visual Representation Pillars 4-6		
11	Review & Takeaways		

Colorado Horse Park

@coloradohorsepark

In command
05/18-03/20

The Colorado Horse Park was host for the well known for its yearly A-rated hunter-jumper series: Spring in the Rockies, Summer in the Rockies, and Autumn in the Rockies. The biggest challenge faced with the channels was to keep up engagement during the off-season to ensure the audience regularly saw our content when they started planning their spring and summer show schedules.

Social Media Objectives

COMMUNICATION WITH PARTICIPANTS

RESOURCE FOR EVENTS/UPDATES

BUILD COMMUNITY

GROW SERIES PARTICIPATION



The dreaded...



No Stirrup November

"No Stirrup November" is a challenge in the equestrian community where **riders commit to riding without stirrups for the entire month of November**. It's meant to help improve balance, strength, and overall riding ability. Many trainers and barns encourage their students to participate, and some even turn it into a competition. It can be a love-hate thing—great for building leg muscles, but also incredibly challenging!

In efforts to entertain, maintain engagement, and connect with the audience during the off-season, I employed a campaign that made people laugh, share, and think a little differently about the “dreaded” month of November.



#WhatStirrupsDoInNovember

Back To School Back To School
To Prove To Dad That I'm Not A Fool.
(I even had enough time to watch
some classic '90s comedies)



Spent some quality time
with my brother-from-
another-iron-mother.



Curling up with a good
book after a great day!



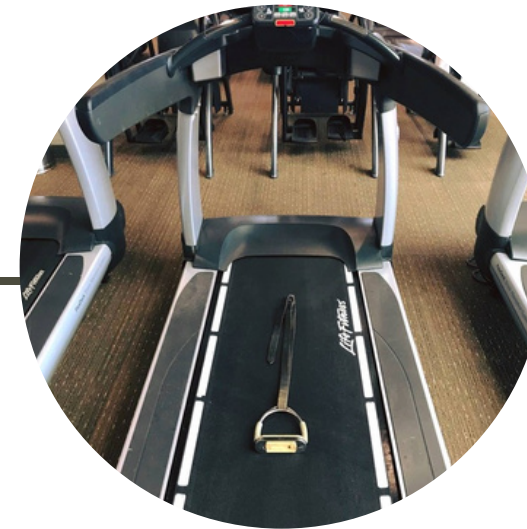
I got an early jump on my
Holiday shopping with a
sneak peek at the CHP
Horsey Holiday Gift Guide!



First order of
business...take a little off
the top. New cut, new
you!



I've enjoyed having some time
to cook! You know, those
horses have the right idea, this
vegan diet has me feeling as
strong as iron!



Just because it's November
doesn't mean stirrups aren't
concerned with their fitness.
Swimsuit season is closer than
you realize.



Your stirrup called, it said,
"Namast'ay' at yoga, I'll
see you in December".



Facebook Performance

2018 127 reactions, 3 comments, 11 shares

2019 124 reactions, 3 comments, 27 shares

Summary

The posts performed better than most off-season posts. Most notable was the jump from 11 shares in 2018 to 27 shares in 2019.

What I would do differently

If I could do this campaign again I would:

- Use higher quality images.
- Break the large post into four weekly posts, spanning the length of November.
- Publish a wrap-up blog and social post chronicling all of the stirrup's wild adventures.
- Share the blog post with industry-leading equestrian publications for maximum exposure.

Artisan Ave

@artisanave.shop

Social Media Objectives

ESTABLISH BRAND

EDUCATE AUDIENCE

DISCOVER ARTISANS

GROW FOLLOWERS

CONVERT FOLLOWERS TO MEMBERS

The goal of this social media effort was to make Artisan Ave stand out in the artisan industry like nothing else out there. I focused on educating the audience, spotlighting talented artisans, building a strong and relatable brand voice, and kickstarting the membership conversion process.

In command
05/23-07/24



Artisan Ave Content Pillars

01

About the Founders

I emphasized Artisan Ave's identity as a business created *by* artisans, *for* artisans. Our own experience in the artisan world gave us credibility, allowing us to build trust and genuinely connect with the community.

04

Industry News

Keeping the audience informed about trends, challenges, and innovations in the handmade and artisan industry helped position Artisan Ave as a knowledgeable and valuable resource.

02

About the Platform

I attempted to provide clear messaging about the platform's benefits which educated our audience about its value and how it could support their business.

05

Membership

Highlighting the benefits of Artisan Ave's membership options was key to converting interested followers into active participants.

03

Featured Artists

Showcasing artisans and their work encouraged engagement and cross-promotion. By putting a spotlight on individual creators, Artisan Ave positioned itself as a platform that truly supports and uplifts small businesses.

06

Entertainment

Fun, engaging, and lighthearted content kept Artisan Ave's social channels from feeling overly promotional. Whether through artisan-related humor, behind-the-scenes moments, or interactive content, entertainment helped maintain audience interest and foster a loyal following.

About the Founders



Artisan Ave

ASK US ANYTHING!

Schedule a chat with us and we'll talk you through our concept!

Yep, that's us - Kristin and Jess!

About the Platform

WHO

ARTISAN AVE IS AN ONLINE COMMUNITY CREATED FOR ARTISANS, BY ARTISANS.

WE ARE CURRENTLY ACCEPTING APPLICATIONS FROM MICRO BUSINESSES THAT PRODUCE HANDMADE, ARTISANAL GOODS AND HAVE A METHOD FOR ONLINE SALES.

Artisan Ave

Your Avenue to Handmade

Now Accepting Applications!

Artisan Catalog

We strive to build a network of makers nationwide, becoming the industry's leading resource for shopping handmade.

We're the Bridge

Shoppers use our site to find your business, but they use your site to complete a purchase.

Buy/Sell Locally

Artisan Ave allows shoppers to search for artisans near them: helping support local artisans and keep money in their community.

Booming Industry

The easier it is for shoppers to purchase from local, handmade artisans, the stronger our businesses and industry will become.

Apply for your free profile at [ArtisanAve.Shop](https://www.artisanave.shop)

DOES YOUR ARTISAN BUSINESS QUALIFY?

HANDMADE PRODUCTS ONLY

NO MORE THAN 4 EMPLOYEES

REGISTERED IN THE U.S.

PRODUCTS ARE SOLD ONLINE

APPLY AT [ARTISANAVE.SHOP](https://www.artisanave.shop)

The Run-Down:

Artisan Ave is the bridge between the shopper and the artisan's current e-commerce page.

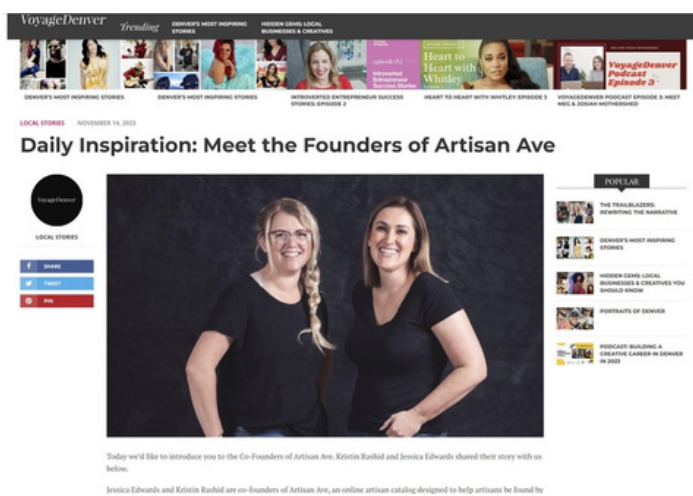
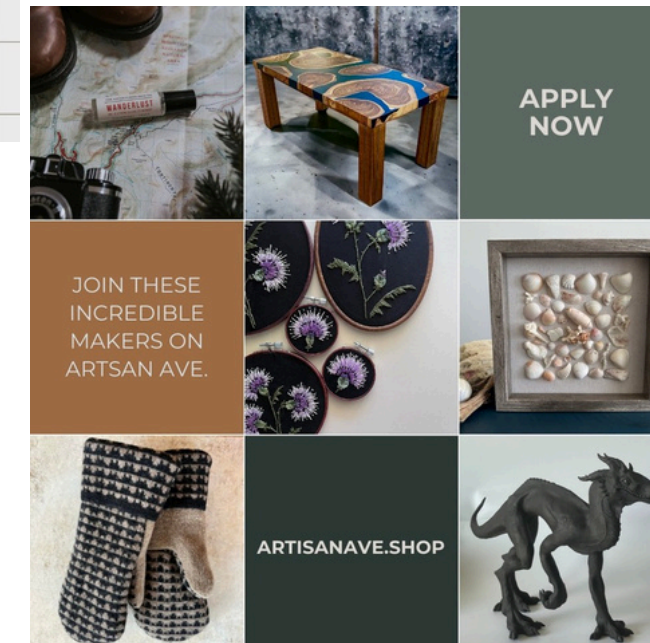
No sales are completed on our site.

We work in tandem with ALL existing e-commerce platforms.

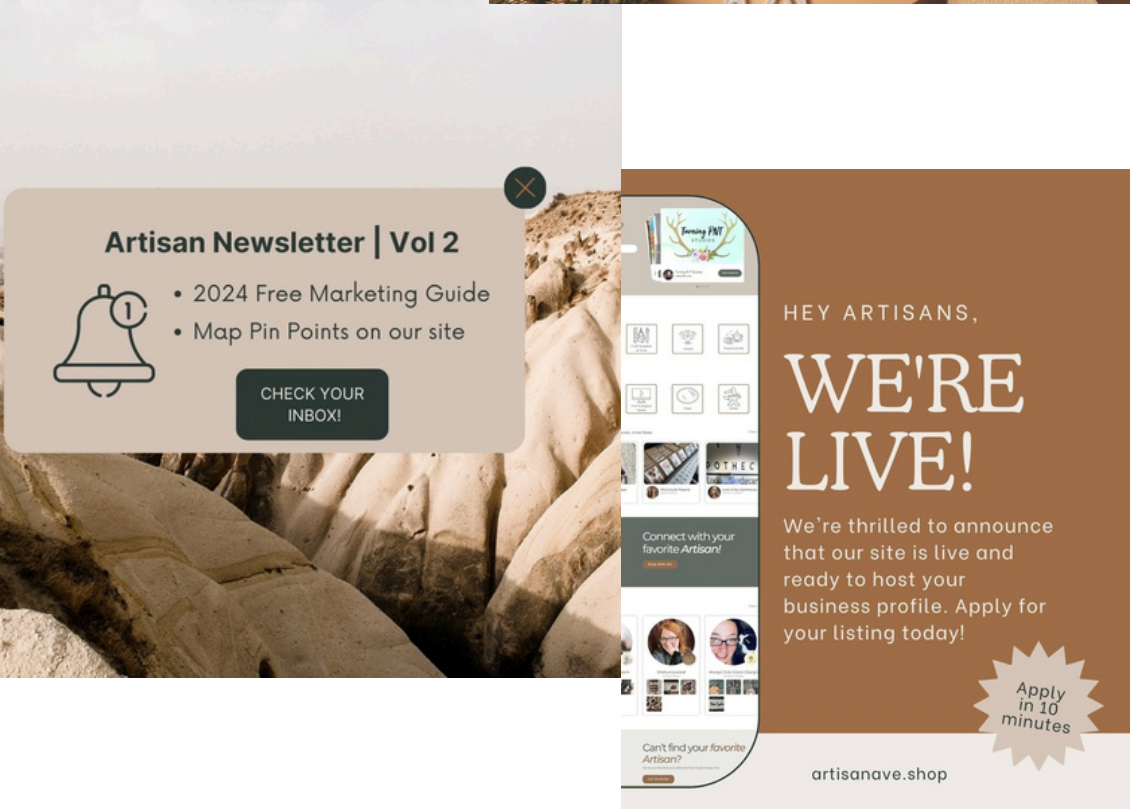
ARTISANAVE.SHOP

SWIPE FOR MORE

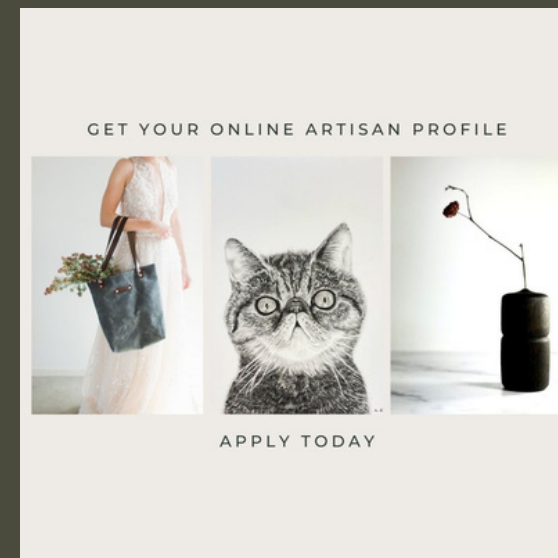
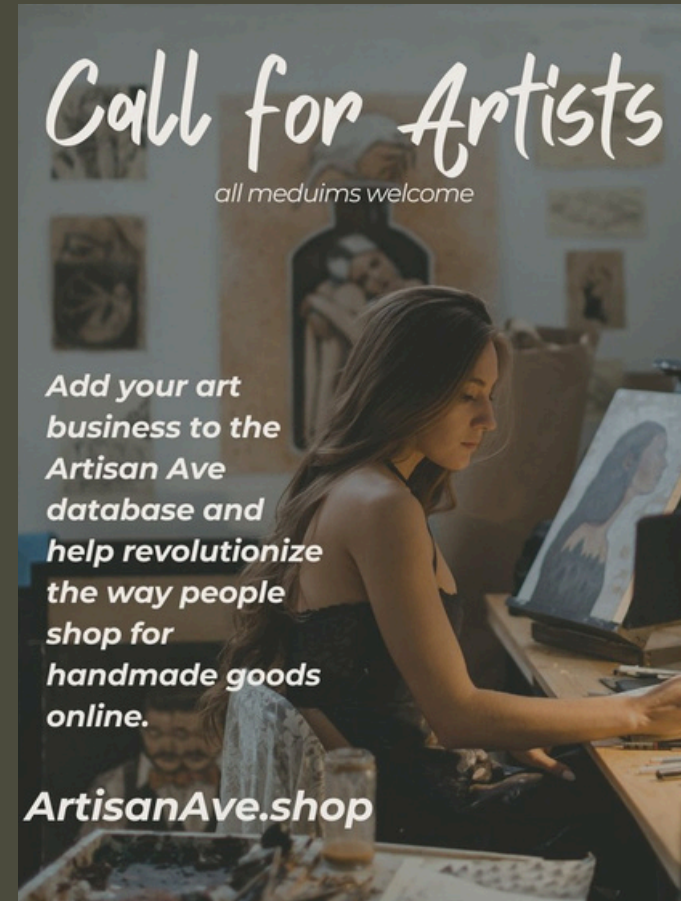
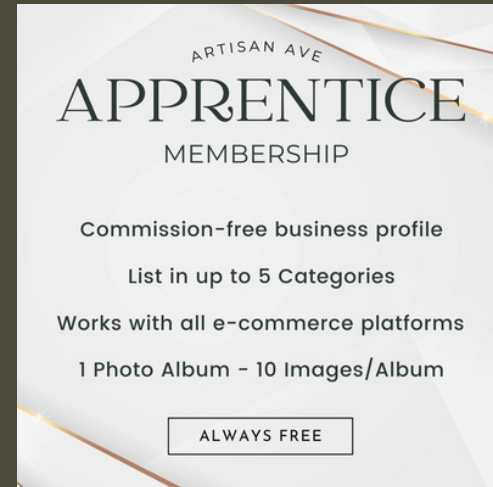
Featured Artisans



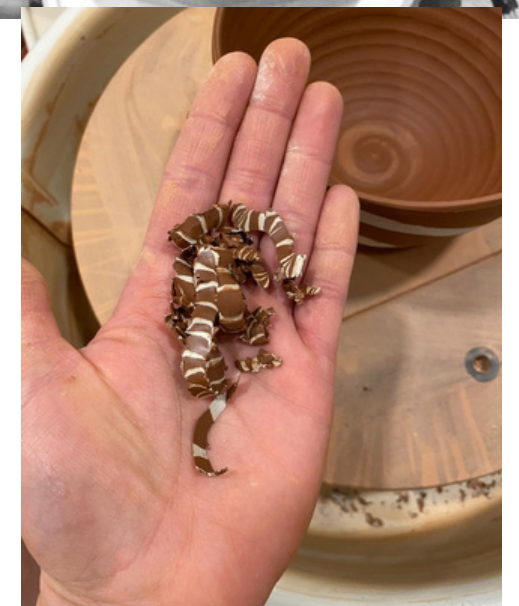
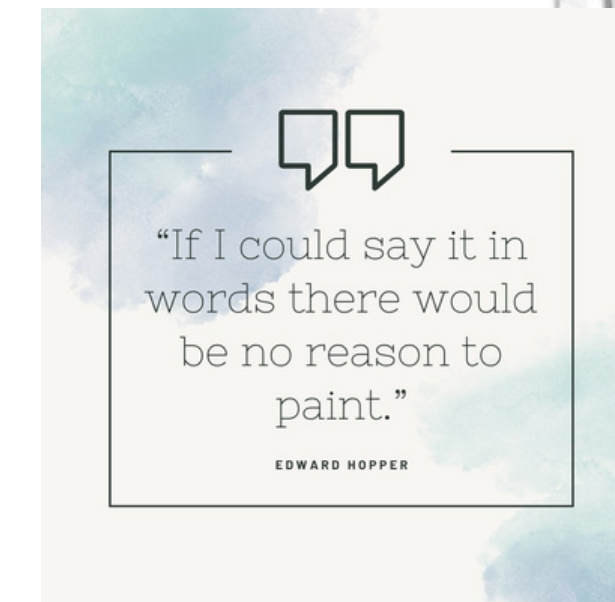
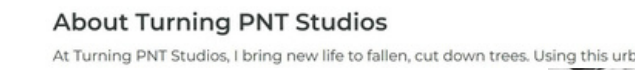
Industry News



Membership



Entertainment





12-Month Performance

I N S T A G R A M Grew to over 300 followers

P L A T F O R M Grew to 80 members

Summary


I built Artisan Ave's social presence from scratch, focusing on brand awareness, community engagement, and membership growth. Through consistent content, strategic outreach, and a clear brand voice, I helped establish Artisan Ave as a trusted space for artisans

What I would do differently

If I could do this campaign again I would:

- Make connections with industry leaders.
- Create content to be shared on other platforms.
- Delegate other tasks to allow for more social media bandwidth.


MailChimp Newsletter Example 1



ARTISAN AVE

January | 2024 | vol. 1

Welcome to Artisan Ave!



Artisan Insights:

a note from the founders

Hello Fellow Artisans!


Thank you for taking the time to read our FIRST EVER Artisan Ave newsletter! Going forward, this newsletter will grace your inbox twice a month and it will be chocked-full of all things Artisan Ave. We look forward to sharing content with you that includes:

- Maker-specific educational content
- Industry news and trends
- Artisan highlights
- News about our platform
- and more!

We've been so excited to welcome each and every one of you to our platform. We are so excited that you are going on the journey with us. Thank you for your patience while we built our custom site and thank you for the ongoing feedback and understanding while we work out some of our kinks!

Kristin & Jess

Navigating Artisan Ave



We all know keywords are the magic words that help people find your amazing products online. But keep reading because our site is a little different!

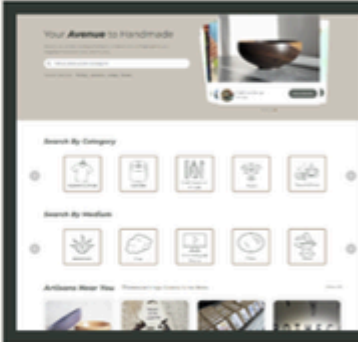
Because you haven't listed individual products with detailed descriptions on our site, these keywords are not automatically included in your searchable data. Taking the time to explore keywords that people might use to search for your products is critical for your success.

Add as many keywords as you need (that are relevant!) to cover your entire product line. Using the right words that describe specific details, cover alternative use cases, and capture the vibe and style of your crafts, you'll make sure that when someone is hunting for your specific style of cool, handmade things, they will be connected with your profile. It's the ultimate matchmaking game for shoppers and creators, so don't skip this step! ✨ ✨

Tell us what you think!


Your feedback about our site has been absolutely invaluable. Please keep it coming - the good, the bad, and the ugly. We want to know it all!


[Submit Site Feedback](#)



Pricing Your Handmade Goods:

A Guide for Artisans

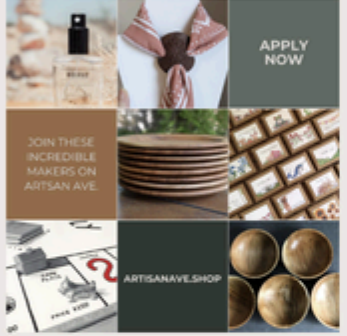




So, you've poured your heart and soul into crafting beautiful handmade goods, and now you're ready to share them with the world. Congratulations on taking this huge step. But wait, there's one crucial aspect that often leaves artisans scratching their heads - pricing.

How do you put a fair price tag on your artistic creations? Fear not! In this blog, we'll dive into the art of pricing your handmade goods for online sale, ensuring you get what your art truly deserves.

[Read More](#)



Sharing is Caring!



If your products are showcased in any of our social media posts, feel free to repost or share that content on your personal or professional channels! With your help, we will be seen by larger audiences and our platform will grow!

[Check out our feed!](#)


Tell your friends!

The larger our artisan network is, the more shoppers (and Google!) will view us as the ultimate handmade-goods resource!

Don't miss out on the fun...follow us on social!



MailChimp Newsletter Example 2



ARTISAN AVE

February | 2024 | vol. 2

Artisan Insights:

a note from the founders

Hey Artisans!

Hot off the presses this issue, we have a new [blog post](#) all about the best FREE marketing methods of 2024. 📖 Go take a look and make sure you are utilizing all of them!

[Navigating the Ave](#) - 📍 Below, we detailed the flexibility of your pin point on our map feature. Retain your privacy yet give your customers basic location information.


♥️ Is your business offering any last minute Valentine's Day products or sales? Make sure to tag us in your social media posts and we'll share them to our story!

We hope you are all enjoying the "slower time" of business. 🧡 If you would be interested in filling out a short interview on the topic of slow seasons, send us an email at hello@artisanave.shop and we'll forward you our interview!

Happy Making!

Kristen & Jess

Navigating Artisan Ave



MAP LOCATIONS

Making the most of your Artisan Ave profile also includes respecting your safety and privacy.

Your home should be your safe haven. Because of this, you will notice that our application process allows you to submit a specific location OR a city and state to

application process allows you to submit a specific location OR a city and state to be shown on your profile.

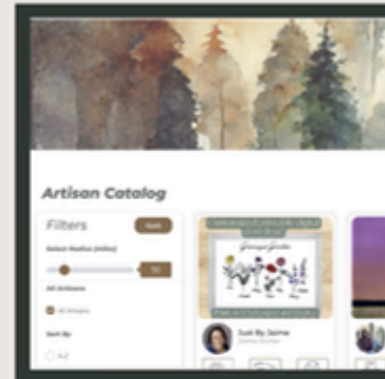
Customers shouldn't know where you live unless you want them to.

So feel free to post your exact address, an address of a prominent landmark near you, or even just your city and state - whatever you feel most comfortable with!


Keep it comin'!

Your feedback about our site has been absolutely invaluable. Please keep it coming - the good, the bad, and the ugly. We want to know it all!

[Submit Site Feedback](#)



Looking for More No-Cost Marketing Methods?




ArtisanAve.shop

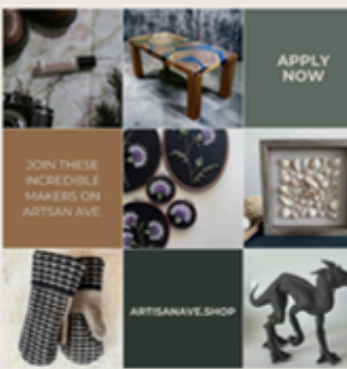
Mastering a skill is just the beginning of a successful artist's journey. To truly succeed, artists need to sell their work, and for that, it must reach a broad audience.

In today's digital age, the easiest way to achieve this is by having an online store, whether on Etsy or independently. Your marketing plays a crucial role in reaching the right customers, but not everyone can afford extensive paid methods.

[Read More](#)



Sharing is Caring!




Sharing is Caring!

If your products are showcased in any of our social media posts, feel free to repost or share that content on your personal or professional channels! With your help, we will be seen by larger audiences and our platform will grow!

[Check out our feed!](#)

Love is in the Air



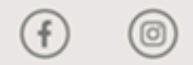
Tag us in your social media posts about your Valentine's deals or products - we'll share them to your story!

@artisanave.shop


Tell your friends!

The larger our artisan network is, the more shoppers (and Google!) will view us as the ultimate handmade-goods resource!

Don't miss out on the fun...follow us on social!



MailChimp Newsletter Example 3



February | 2024 | vol. 3

Artisan Insights: *a note from the founders*

Hey Artisans!

Is anyone else **READY FOR SPRING**? This has seemed like an endless winter and we're ready to come out of hibernation and have some fun in the sun! ☀️ The only thing keeping us going now is scheming our new spring/summer product offerings. We bet you can relate! 🥰

We have an awesome new [blog post](#) about maximizing the your relationship with your consignment partners. Make sure to check it out to see if a consignment arrangement is right for your business.

[Navigating the Ave](#) - Below, we detailed the importance of infusing your about section of your Artisan Ave profile with the tone, energy, and story of your brand.

In case you didn't see our [post](#), we wanted to let you know about an exciting new offering for you for the month of March!


As you know, Artisan Ave is completely free to join and we will never charge you anything for your a base-level business profile. BUT as you're well aware, websites are expensive!!! 🤔 Because of that, we're looking to off-set some of our costs by offering affordable advertisement opportunities to our amazing artisans.

Learn more about [March Advertising](#) below and make sure to submit your answer to our ONE-QUESTION survey.

Stay warm, friends, and as always, happy making!

Kristen & Jess

Navigating the Ave



ABOUT SECTION

Making the most of your Artisan Ave profile also includes telling your brand story.

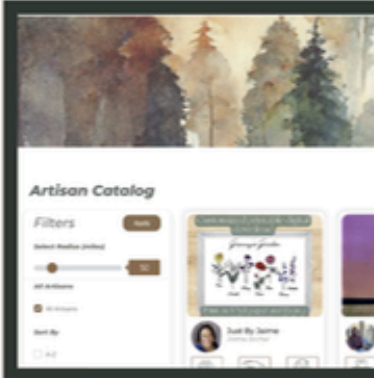
If you want shoppers to feel compelled to click on your shopping link, you're going to have to compel them in your about section! Include information about you, your business, your products, and most importantly, your WHY!

Many online marketplaces do not offer the opportunity for makers to lead with their branding and story, which is no wonder why shoppers have a hard time connecting with the makers.

Your customers not only care **WHAT** they buy, but **WHO** they buy it from. So use the about section to step out, loud and proud, and show your customers what your business is all about!

Keep it comin'!

Your feedback about our site has been absolutely invaluable. Please keep it coming - the good, the bad, and the ugly. We want to know it all!




[Submit Site Feedback](#)

Considering Consignment?

Here's Your Guide to a Successful Partnership

Enhancing your Consignments: A Guide to Successful Partnerships



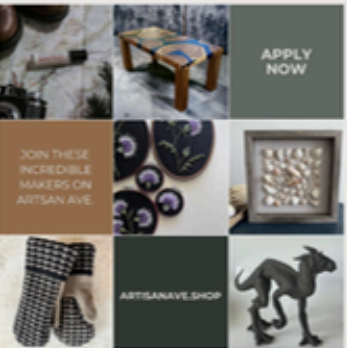
Artisan Ave

As local artisans, we understand the value of fostering partnerships that elevate our craft and expand our reach within the community. Whether your creations find their home in boutique shops, cafes, or other unique businesses, the essence of consignment remains the same - a collaborative endeavor to showcase and celebrate local talent.

[Read More](#)

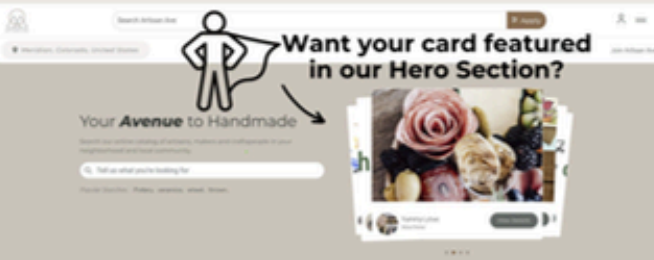
Sharing is Caring!

If your products are showcased in any of our social media posts, feel free to repost or share that content on your personal or professional channels! With your help, we will be seen by larger audiences and our platform will grow!



[Check out our feed!](#)

March Advertising



Want your card featured in our Hero Section?

Your Avenue to Handmade

During the month of March, we're offering PRIME placement in our **home-page hero section**, as well as additional placements on our **Featured Artisans page**.

But that's not all (best said in your best infomercial voice 🗣️)

Not only will your Artisan Card be featured in multiple locations on our site, but we will post **two social media posts**, during the month, dedicated to telling the story of your business and products.

Again, this offering is so crazy-low, it costs less than a cup of coffee. ☘️ Just **\$5** will secure your spot in our hero section, our featured artisans page, and our social media feed during the entire month of March.

[This link](#) will take you directly to an payable Intuit invoice or feel free to reach out to hello@artisanave.shop for more information!

Again, this offering is so crazy-low, it costs less than a cup of coffee. ☘️ Just **\$5** will secure your spot in our hero section, our featured artisans page, and our social media feed during the entire month of March.

[This link](#) will take you directly to an payable Intuit invoice or feel free to reach out to hello@artisanave.shop for more information!

Don't wait, we've already had a lot of interest and space is limited!

We're all ears!

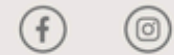
We're going to be offering more advertising opportunities in the future and we would love to hear your thoughts. Fill out the **ONE QUESTION** survey to let us know what kind (if any) of our proposed advertising opportunities you might be interested in!

[Take me to the one-question survey!](#)

Thank you for your support!

Every like, comment, share, follow, sign-up, & advertising dollar gets us closer to our goal of being the #1 handmade shopping resource!


Don't miss out on the fun...follow us on social!



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Our mailing address is:

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)



Website Experience

Squarespace



Shopify



Wordpress



Showit



Brilliant Directories



- coloradoshowcircuit.com
- authenticmomcoach.com
- hjdressage.com
- bvecosystem.com
- whitefenceequinephoto.com

- basementbarncandleco.com
- Kiki's Cookies and Cakes
(in progress <https://c4de64-ab.myshopify.com/>)

- Coloradohorsepark.com

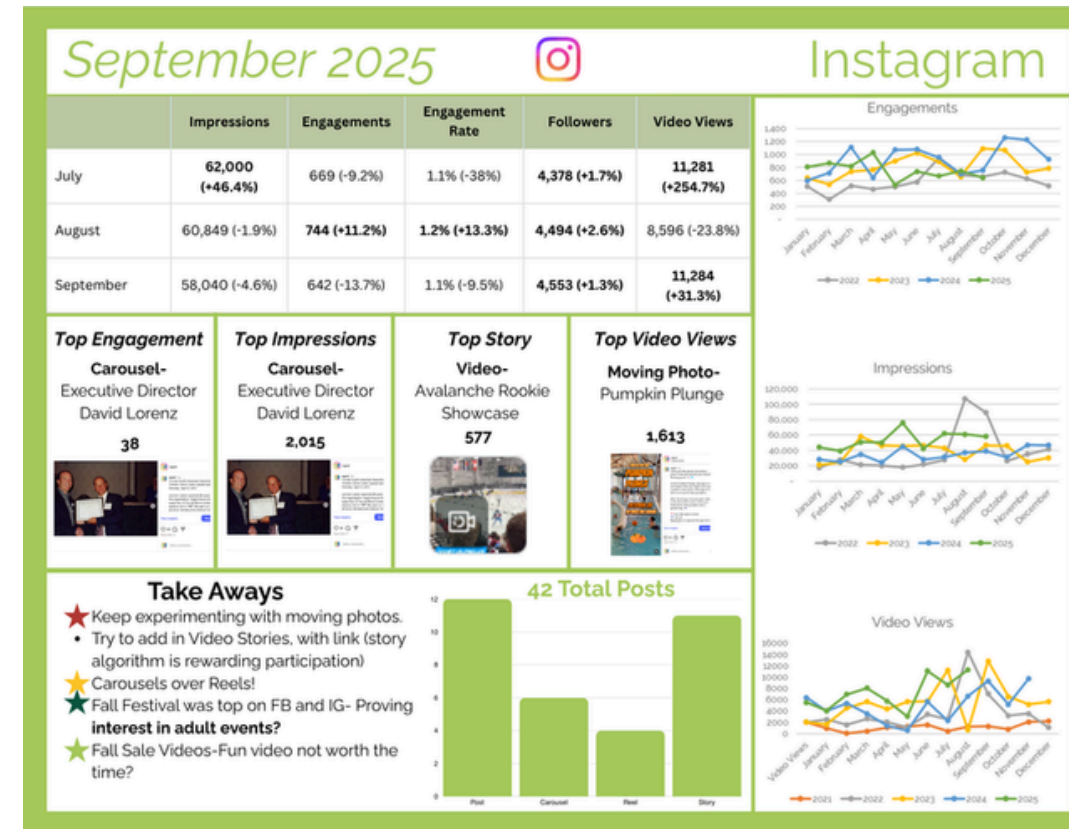
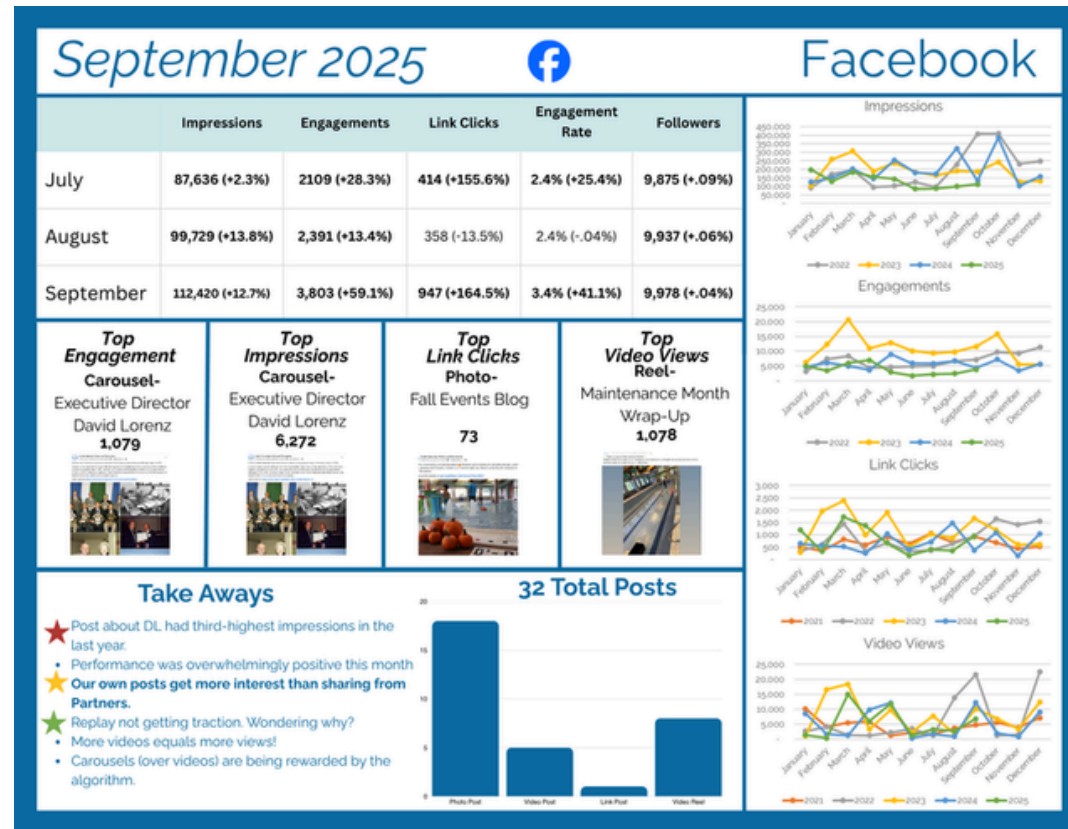
- sagesocialbranding.com

- artisanave.shop

Active Site

No longer published

Social Media Reporting

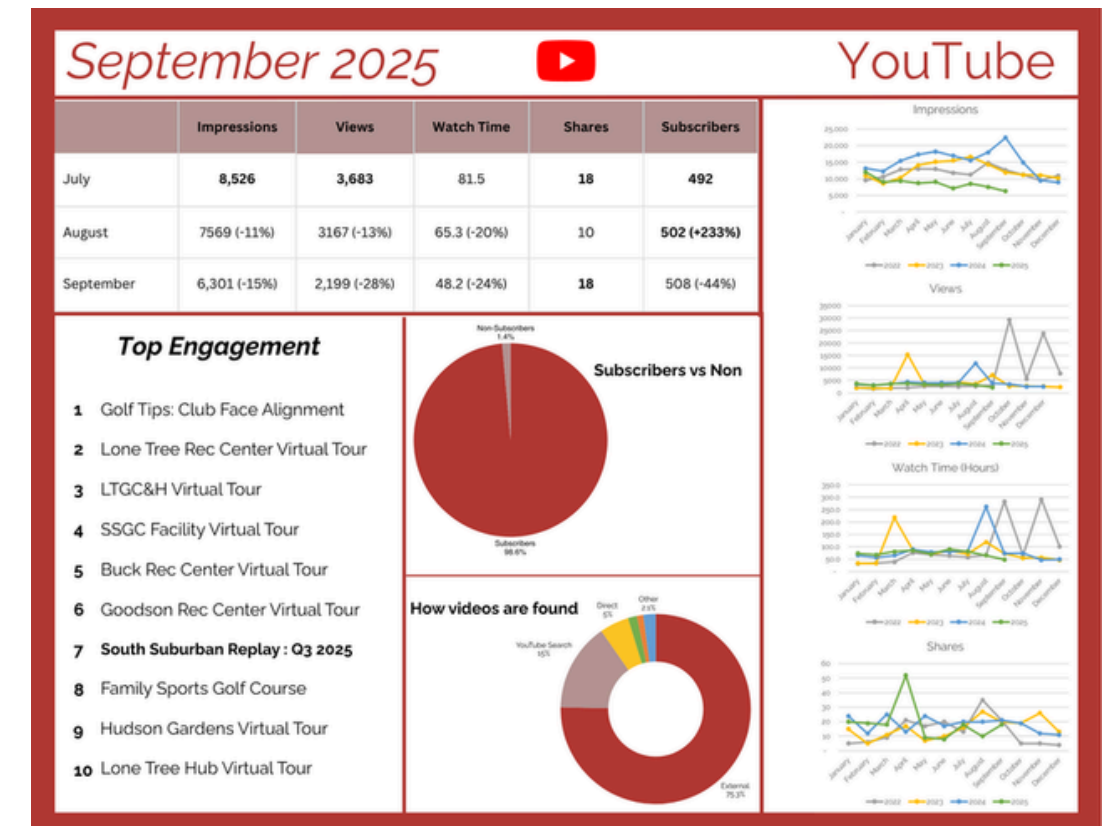


September 2025 Facebook

Date	Platform	Post Type	ContentCategory	Impressions	Reach	Engagement	Details
9/9/2025	Facebook	Carousel	Staff	6272	6037	1079	Announcement of David Lorenz's passing ★
9/7/2025	Facebook	Photo	Informative	2322	2243	169	Fall Blog Post
9/13/2025	Facebook	Photo Graphic	Free Events	1845	1730	34	First Responders Fun Fest ★
9/19/2025	Facebook	Carousel	Staff	1535	1461	52	War Memorial Call for Volunteers
9/5/2025	Facebook	Photo	Free Events	1386	1273	38	Fall Festival Information ★
9/16/2025	Facebook	Video Post	Informative	197	176	3	Replay Video-Volunteers ★
9/3/2025	Facebook	Photo	Informative	226	192	1	Budget Hearing/Board Meeting Information
9/19/2025	Facebook	Post Share	Paid Events	310	268	11	Share of Ridgegate's Corvid Guided Hike ★
9/2/2025	Facebook	Video Post	Informative	330	295	2	Replay Video-Water Safety ★
9/17/2025	Facebook	Post Share	Free Events	341	313	3	First Responders Fun Fest- Post share ★

September 2025 Instagram

Date	Platform	Post Type	ContentCategory	Impressions	Reach	Engagement	Details
9/9/2025	Instagram	Carousel	Staff	2015	721	38	Announcement of David Lorenz's passing
9/26/2025	Instagram	Video Reel	Paid Events	1613	813	49	Pumpkin Plunge Photo with Moving Graphics ★
9/30/2025	Instagram	Carousel	Careers	1605	552	17	General Careers Post
9/12/2025	Instagram	Carousel	Informative	1440	488	16	Goodson Play It Your Way Banners
9/17/2025	Instagram	Photo	Free Events	1401	674	13	Fall Festival information ★
9/21/2025	Instagram	Photo Graphic	Free Events	732	300	2	Sheridan Celebrates Info
9/18/2025	Instagram	Video Reel	Informative	808	563	16	Fall Events Round Up Video
9/15/2025	Instagram	Video Reel	Informative	934	662	19	Boring Fall Sale Video ★
9/20/2025	Instagram	Video Reel	Informative	975	736	34	Fun Fall Sale Video ★
9/3/2025	Instagram	Photo	Informative	1003	426	7	Budget Hearing/Board Meeting Information



Event Case Study

Deep Dive into Department-Wide Efforts

- ✓ Track actions and results, to understand what efforts moved the needle
- ✓ Provide data to inform the next year's strategy
- ✓ Improve understanding and morale

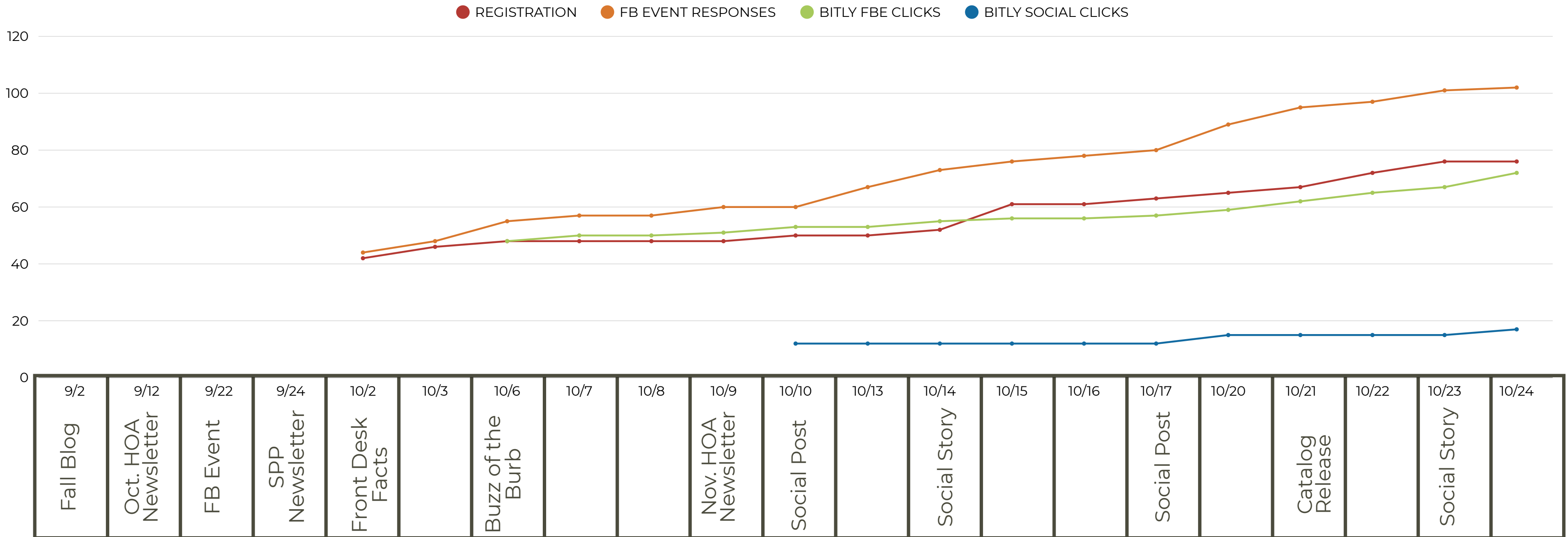
2025		Enchanted Evening							
Date	Post Type	Registration	Differential	FB Event Responses	Differential...	Bitty FBE	Differenti...	Bitty Social	Differential...
9/22/2025	FB Event								
9/24/2025	FB Post							(different link)	
10/2/2025		42		44					
10/3/2025		46	4	48	4				
10/6/2025		48	2	55	7	48			
10/7/2025		48	0	57	2	50	2		
10/8/2025		48	0	57	0	50	0		
10/9/2025		48	0	60	2	51	1		
10/10/2025	FB Post IG Post	50	2	60	0	53	2		
10/13/2025		50	0	67	7	53	0	12	
10/14/2025	Story	52	2	73	6	55	2	12	0
10/15/2025		61	9	76	3	56	1	12	0
10/16/2025		61	0	78	2	56	0	12	0
10/17/2025	FB Post IG Post	63	2	80	2	57	1	12	0
10/20/2025		65	2	89	9	59	2	15	3
10/21/2025		67	2	95	6	62	3	15	0
10/22/2025		72	5	97	2	65	3	15	0
10/23/2025	Story	76	4	101	4	67	2	15	0
10/24/2025		76	0	102	1	72	5	17	2

Summary of Marketing Efforts:

1 FaceBook Event 3 Posts 2 Stories Social Spend: \$0	Triple Play Onsite Banners Catalog Print Spend: \$ 47 Total Spend: \$47	9/2 Fall Blog 9/12 October HOA Newsletter 9/25 October South Platte Park Newsletter 10/2 Front Desk Facts 10/6 October Buzz of the Burb 10/9 November HOA Newsletter	Total PRE-Registration 2025: 76 Total Participation 2025: 140 Total Participation 2024: 163 Total Participation 2023: 117
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Event Case Study Cont.

Enchanted Evening - October 24, 2025



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This portfolio is a snapshot of my work in social media, website development, email marketing, and digital branding. With a mix of strategy, creativity, and strong visual storytelling, I've helped businesses build their online presence, connect with their audience, and turn engagement into real results. From crafting eye-catching content to data-centered marketing strategy, I love finding ways to make brands stand out. This collection reflects not just my skills, but my ability to adapt, learn, and create with impact.

Digital Portfolios

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