



WHERE BRAND STRATEGY MEETS STORYTELLING



WHO EVEN IS SHE?

(Nicole Lorenzo, she/her) I started my embroidery side hustle, Tita Bun Collective, during the pandemic. Since then, I have vended at countless markets, launched successful collections, and built a digital presence.

From 9-5, I am a Sr. Marketing Coordinator for Microsoft events. As much as I love corporate (eye roll), there is opportunity to merge my brand strategy skillset with my passion for the small business community.

the bigger picture



TAILORED BRAND STRATEGY

Our services are tailored to your unique vision, ensuring that your business stands out in a crowded digital landscape. We work closely with you to develop everlasting brand identity.



HUMAN CENTERED DESIGN

Your brand perception is shaped by every decision you make. We understand the balance of psychology and data driven strategies that build authentic connections with your audience.



SOLUTION DRIVEN

Built to help you achieve your goals and elevate your digital presence by providing insightful, dependable, and expert guidance that is tailored to meet your business vision.

trust the process



INITIAL MEETING

Understand where your brand is vs. where you want it to be. What are the roadblocks and what is your vision?

THE BLUEPRINTS

You get a brand dashboard that embodies the vision and voice of your brand. We review the proposed content calendar and campaigns for the month.



LIGHTS, CAMERA, ACTION

Initiate your monthly social plan and campaigns with thought through content.

TO THE LAB

At the end of the month, we evaluate the results, set new goals, and outline an idea of future campaigns.





LET'S GROW TOGETHER

special rates

All packages are 30% for the first 2 months.

Get 10% off full month for each referral.



ADD-ON CONTENT DAY \$200

In-house (~4 hours), raw content shooting with a curated shot list. You keep all raw data.



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OFFERS AND PACKAGES



Guava Package

\$770 ~~-\$1,100~~

*In this package I do not post content for you

BRAND STRATEGY

- Monthly high-level meeting to analyze goals.
- Custom brand dashboard and portfolio: Outline of your brand image, audience, goals, and revamped business strategy

SOCIAL MEDIA STRATEGY

- Outline a cohesive aesthetic
- Monthly editorial calendar
- Curated shot list and mock grid
- Caption and hashtag creation
- Content sets based on monthly campaign strategy*
 - (sample) Max 8 posts; 1 Reel bi-weekly; 2 story days/week



Mango Package

\$980 ~~-\$1,400~~

EVERYTHING IN THE GUAVA PACKAGE PLUS...

EOM EVALUATIONS

- Monthly performance updates and data insight analysis.

WEEKLY ENGAGEMENT

- Via comments and DMs with your audience and niche.

ALL-SET POSTING

- I will handle all of your posting.
- (sample) Max 12 posts; 2 Reel bi-weekly; 3 story days/week



Papaya Package

\$1,260 ~~-\$1,800~~

EVERYTHING IN THE MANGO PACKAGE PLUS...

LIMITLESS POSSIBILITIES

- Instagram Story posting with no limits

CREATOR OUTREACH

- Develop list of creators that match your niche.
- I reach out and manage collaborations.

DAILY ENGAGEMENT

- Throughout socials with your audience via Comments and DMs.
- Engage with audience posts and other businesses to grow a network.

WEEKLY 1:1 TEAM HUDDLE