

PORTFOLIO

alorzmedia.com

ALORZ^{media}
strengthening your digital footprint

 @alorzmedia



about me

With a background in Sociology and a qualification in digital marketing, I launched Alorz Agency in 2024 to help brands grow with intention in the digital space.

Today, I focus on helping brands build strong, organic social media presences. In today's digital world, your feed is your first impression and It's essential for businesses to evolve with the times, not resent them.

At Alorz, we support clients with both "done-for-you" and "done-with-you" services – providing everything a modern brand needs to grow and evolve online.

We bring both creativity and strategy to every project, helping brands craft content that resonates and drives results.



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BRANDPROJECT: WOMENSHEALTHUKING

During my time at Brainstation, I was asked to develop a marketing proposal for a brand of my choice. With a few articles, I selected Women's Health UK, one of the leading magazines for women.

- Chosen Brand: Women's Health UK
- Objective: Extend target audience from ages 25-35 to 16-35.
- Strategy:
 1. Focused on building a stronger, more active social media presence to engage younger audiences.
 2. Introduced a greater variation of content to include topics relevant to younger women, fostering a reliable, supportive brand image.
 3. Aimed to create a relationship between the magazine and the audience, positioning it as a "shoulder to lean on" for young women.

WOMEN'S HEALTH UK

A new era of Women's Health UK.

Join the community of true feminine wellness and share a light on what it means to truly feel whole.

Brand Overview:

Competitors:

Channel Overview:

SWOT Analysis:

SWOT Analysis:

My agenda

A meeting with the brand's leadership to discuss the project's goals and objectives. The meeting was held on the 15th of January 2023.

Filling the gap of different Feminine Content (?)

WHY?

- Identity
- Culture (?)
- Values (?)
- Mission (?)
- Vision (?)
- Self-identity (?)
- Motivation
- Growth (?)

IMPROVES WOMEN'S WELLBEING

SWOT Analysis

SWOT Analysis

SWOT Analysis

SWOT Analysis

NEW IDEAS:

from 'girl' to 'woman'

politics and culture

PERSONAS:

Personas 1: Jennifer Brown

Personas 2: Rachel Johnson

ORGANIC MEDIA:

Interactive Campaigns:

Email Marketing Campaigns:

SOCIAL MEDIA:

Instagram Content & Post:

Targeting TikTok:

PAID SEARCH:

SEO - Paid Search:

Budget Strategy

ORGANIC SEARCH:

SEO - Organic Search:

Keywords:

PAID MEDIA:

Instagram and TikTok ads:

Influencer Collaborations:

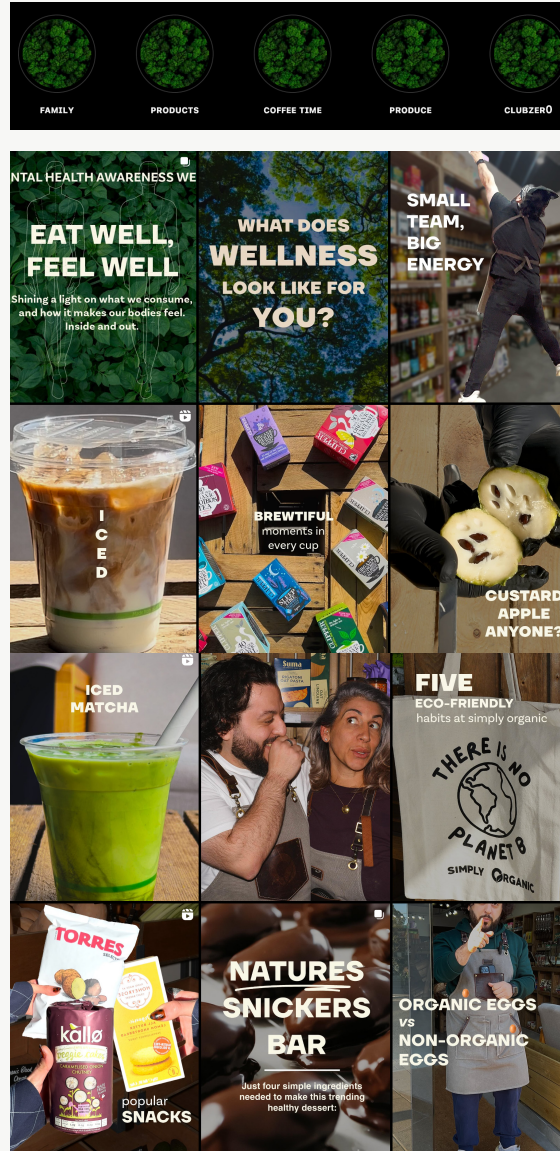
simply
organic

@simply.organic.uk

recognisable
brand voice

cohesive
grid layout

storytelling



on-brand
typography

reel
thumbnails

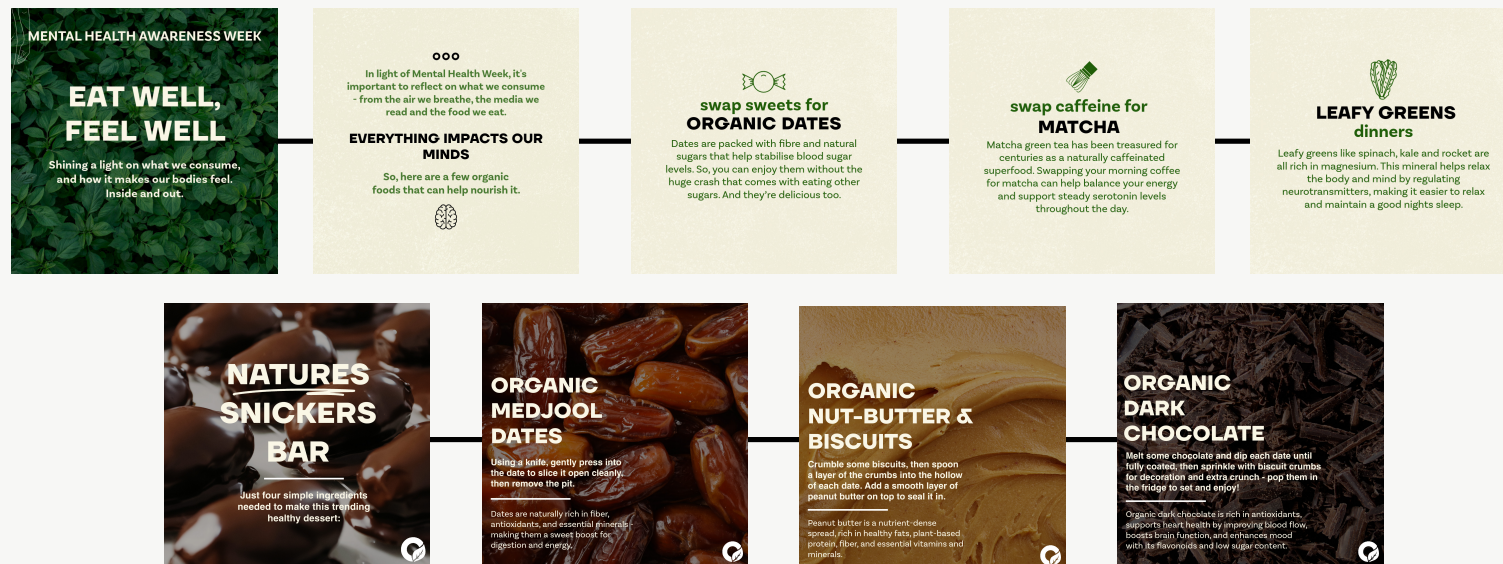
mixture of
content

social media

CAROUSELS

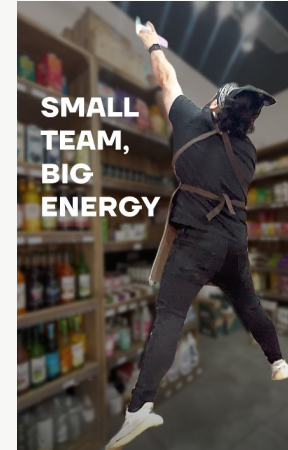
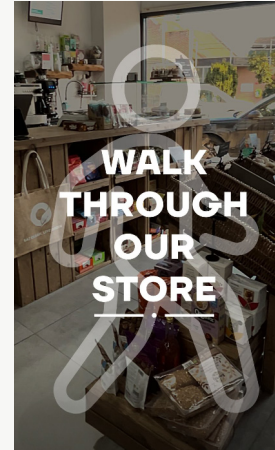
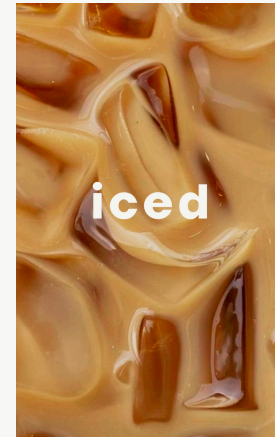
Jumping on trend industry - INFORMATIONAL CAROUSELS

Carousels boost engagement by encouraging swipes, making them ideal for sharing value-packed content in a scroll-stopping format.



REELS

Reels can gain strong traction even for new accounts - Instagram's algorithm often prioritises short-form video, helping small businesses reach wide audiences regardless of follower count.

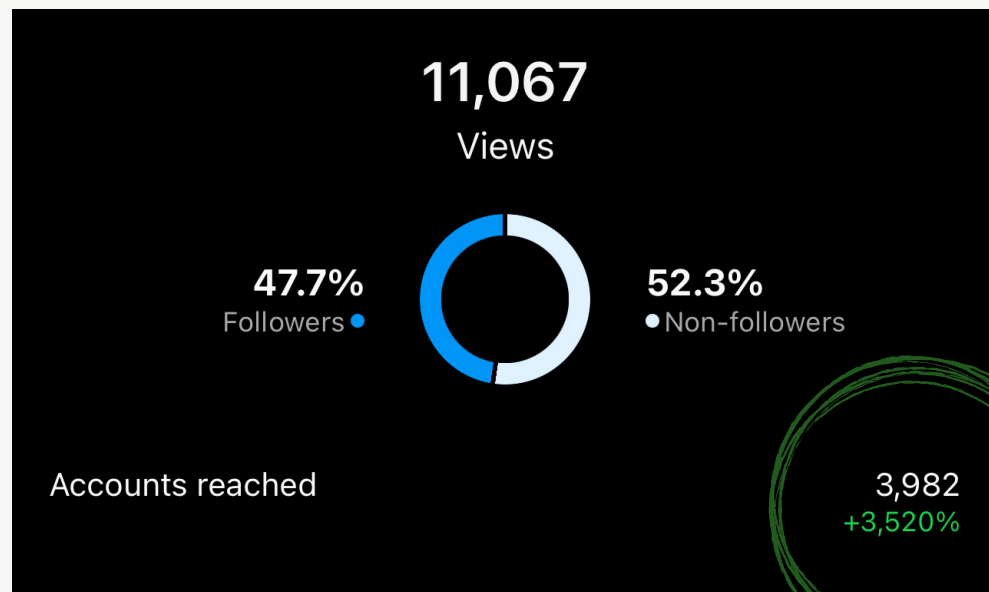




simply organic

RESULTS

social media



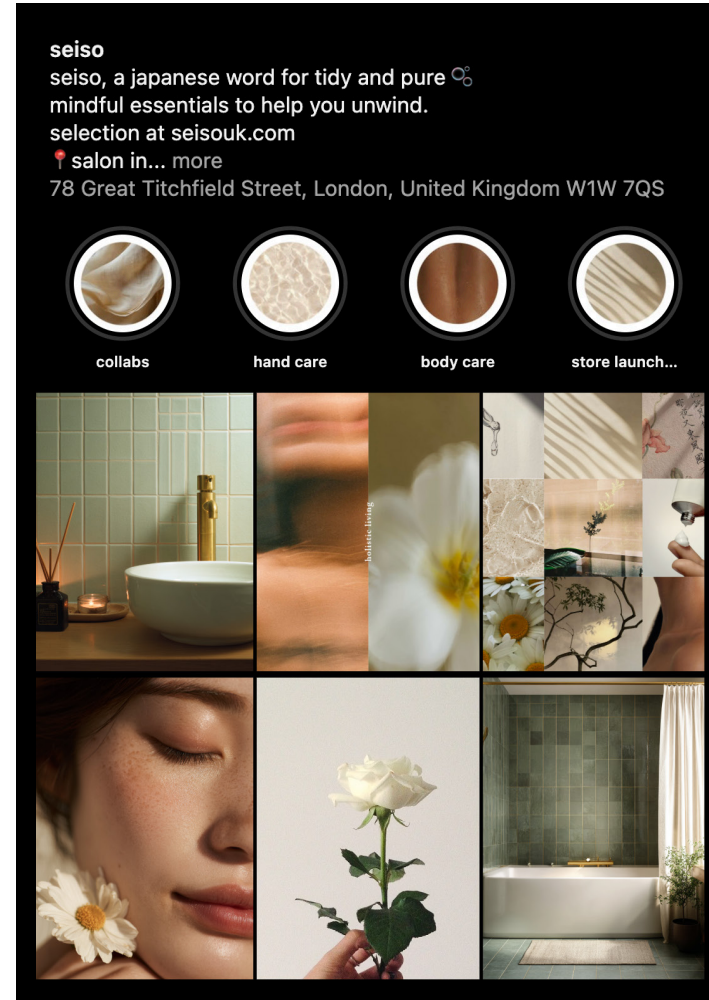
1 month Alorz Media

followers = +111.8%

accounts reached
= +3,520%

ALORZ media

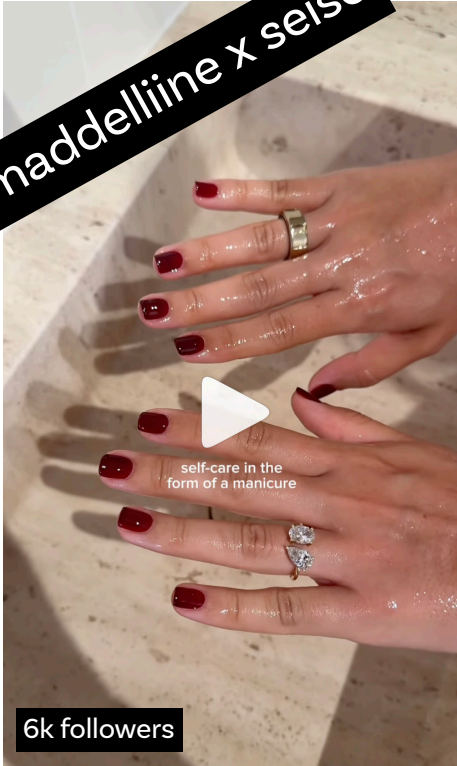
client **seiso**



social media

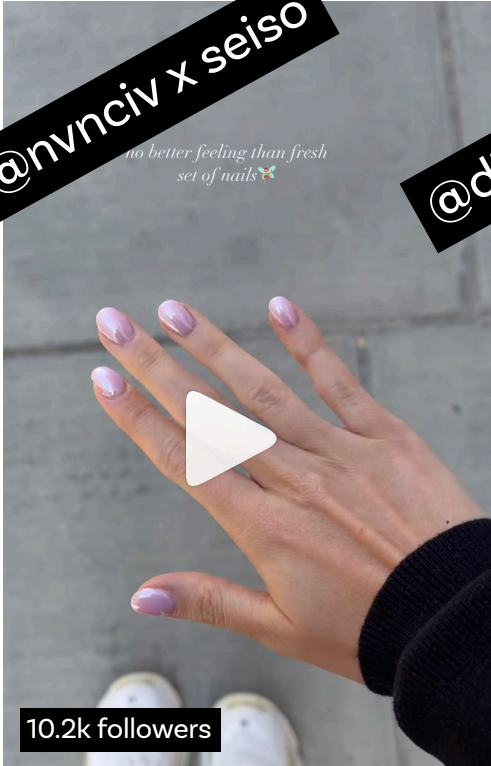
 @seiso.uk

@maddelline x seiso



6k followers

@nvnciv x seiso



10.2k followers

@dibadreams x seiso



121.k followers



1035 Leads / £11.53 Per Lead

1

Off / On	Campaign	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends
	Regeneration Removal (TCF) London Clinic	7-day click or ...	135.15	193,092	2.90	£11.53	Using ad set bud...	£4,821.92	Ongoing
	Regeneration Removal (TCF) Birmingham Clinic	7-day click or ...	222.76	97,346	3.04	£6.44	Using ad set bud...	£2,090.06	Ongoing
	Hydrofacial (TCF) Birmingham Clinic	7-day click or ...	158.19	55,156	2.17	£3.92	Using ad set bud...	£1,327.33	Ongoing
	Tattoo Removal (TCF) Birmingham Clinic	7-day click or ...	353.10	133,071	1.86	£19.32	Using ad set bud...	£2,332.81	Ongoing
	Thermage (TCF) Birmingham Clinic	7-day click or ...	45.10	9,210	2.92	£16.54	Using ad set bud...	£554.29	Ongoing
	Tattoo Removal (TCF) London Clinic	7-day click or ...	33.10	45,384	1.43	£23.84	Using ad set bud...	£334.38	Ongoing
	Hydrofacial (TCF) London Clinic	7-day click or ...	---	---	---	---	Using ad set bud...	£0.00	Ongoing
	Thermage (TCF) London Clinic	7-day click or ...	---	---	---	---	Using ad set bud...	£0.00	Ongoing
	Results from 8 campaigns	7-day click or ...	1,035.15	651,308	2.96	£11.53	---	£11,832.24	Total spent

From a £6.44 cost per purchase on a £38 product, we were able to generate this company £27,000+ in sales revenue

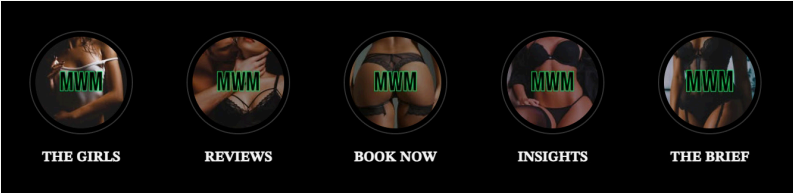
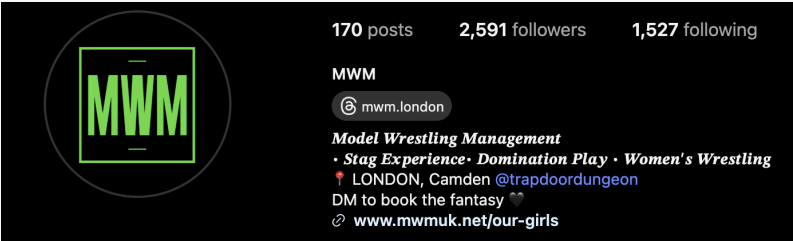
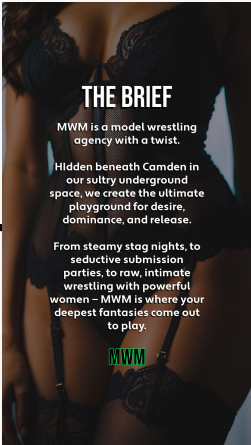
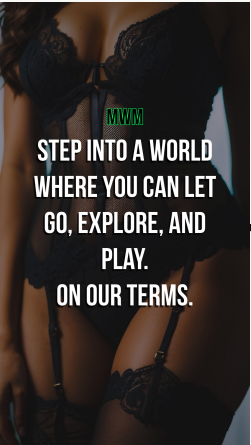
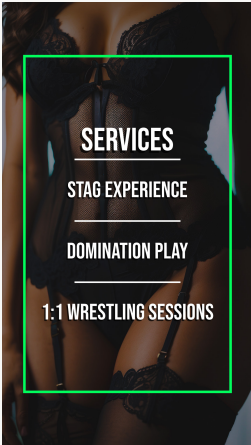
7 X ROI (return on investment)

2

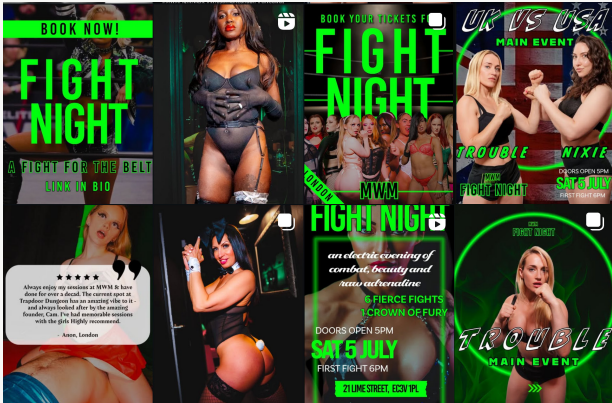
Off / On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent
	Website Leads	642	68,654	2.94	£6.44 Per Lead	£150.00 Daily	£4,133.90
	Website purchases	22	16,087	3.34	£78.48 Per Purchase	Using ad set bud...	£1,726.61
	Website purchases	12	13,122	3.36	£103.06 Per Purchase	Using ad set bud...	£1,236.75

£6.44 Per Lead // £27,000+ Sales Revenue

paid - ads



pinned reels





client

Trap Door Dunegon

Trap Door Dungeon
- creative space for hire -
EVENTS • SHOOTS • PARTIES • ACTIVITIES
DM to book or enquire
[@mwm.london](https://www.instagram.com/mwm.london)
www.trapdoordungeon.com and 1 more

INSIGHTS

SPACE

BOOK NOW

OUR GIRLS

TOYS

LEAVE YOUR LIMITS AT THE DOOR

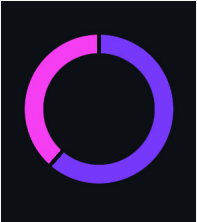
TRAPDOOR DUNGEON

SPACE HIRE
LONDON, CAMDEN

BOOK THE SPACE NOW!

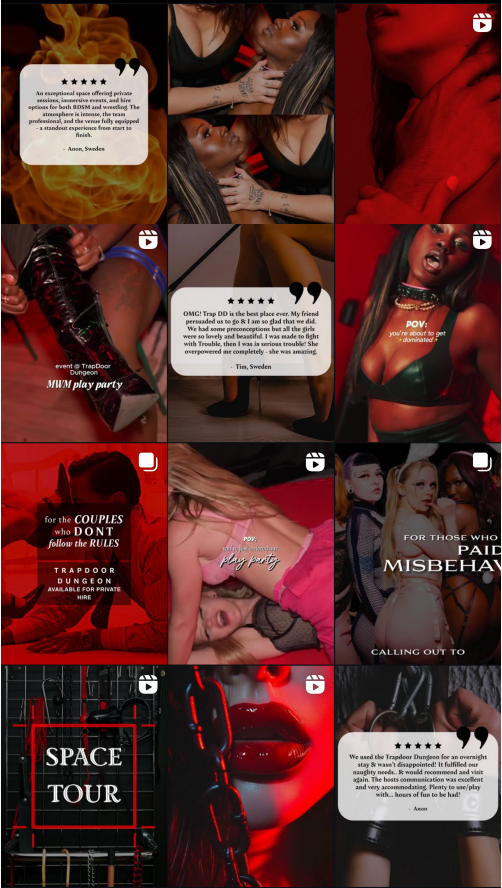
new views

18,004 Views



followers

new accounts



social media

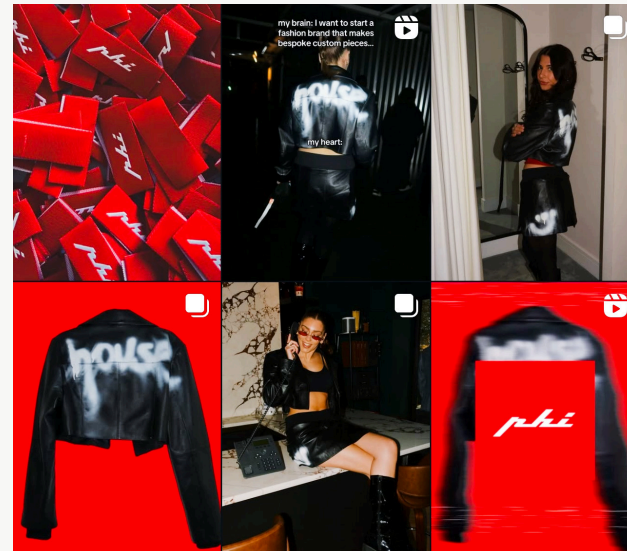
@trapdoordungeon

trapdoordungeon.com

ALORZ^{media}

client

PHI by Raphi



collection drop

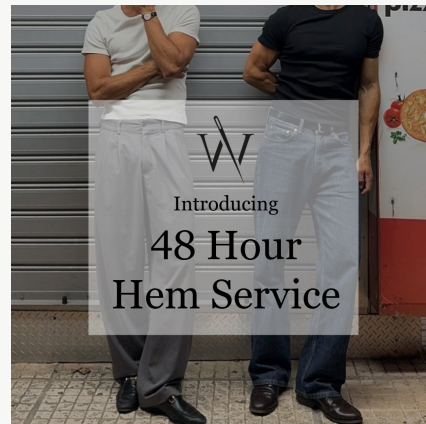
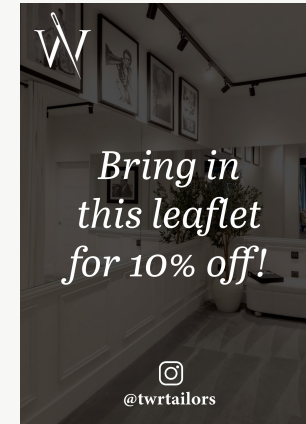
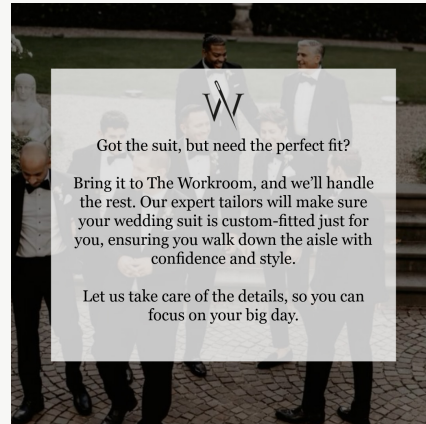
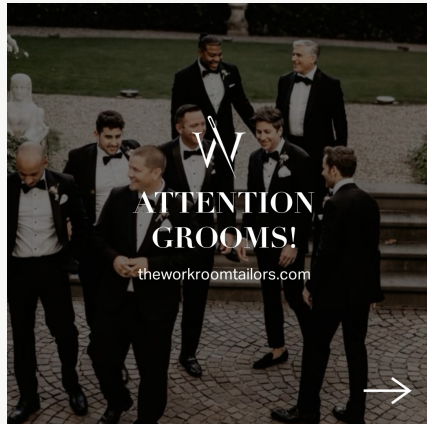
 @phibyrapii



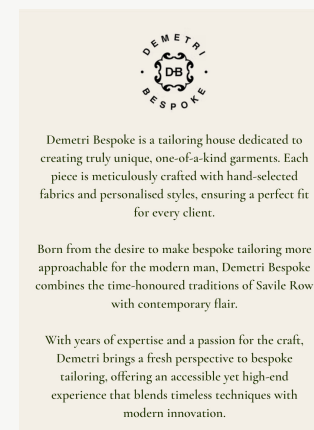
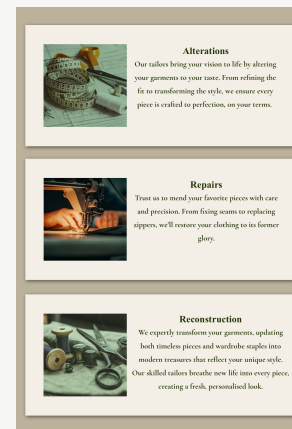
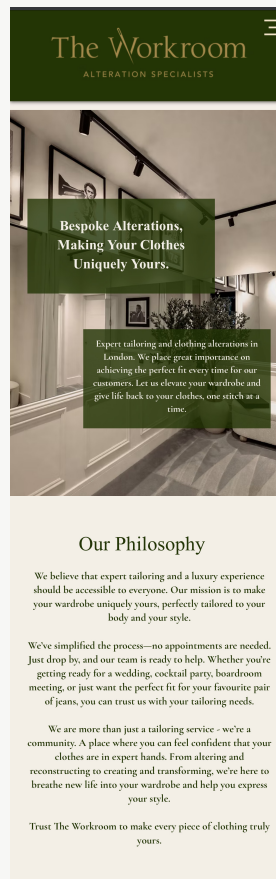
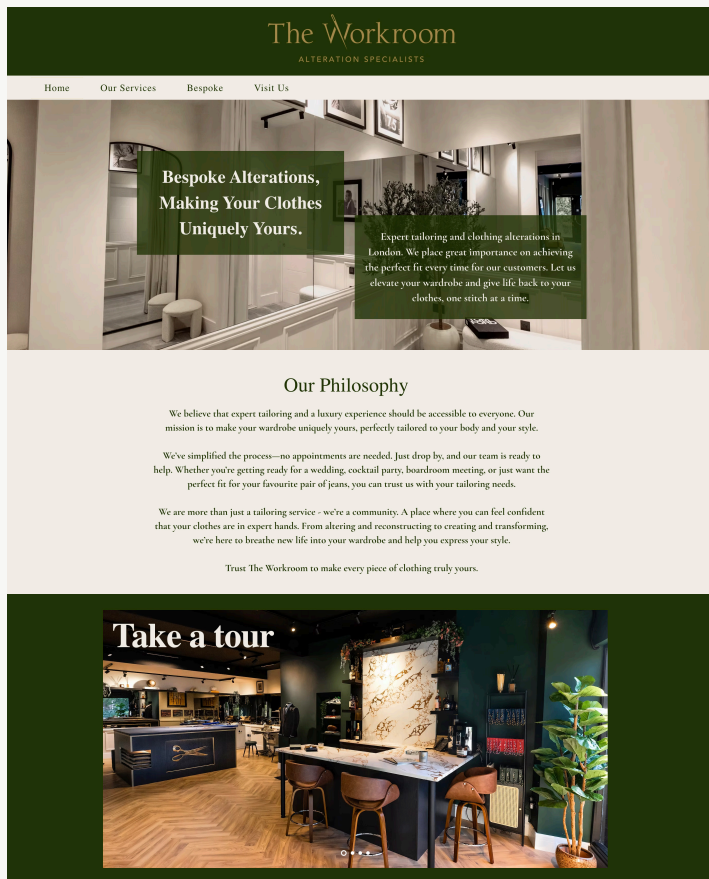
content shoot



client The Workroom Tailors



CONSULTING



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SHORT-TERM PROPERTY MANAGEMENT FOR YOUR LONDON HOME

Welcome to List2Let!

We are a property management agency based in London who specialise in managing short-term rentals. Our personalised services empower property owners to enjoy the returns of short-term rentals without the hassle.

Your property is our priority.

Looking to rent out your London property short-term while you're away?

Desperate for hassle-free property management?

Ready to maximise your properties potential income?

WHY CHOOSE LIST2LET?

YOUR PROPERTY OUR PRIORITY

Tailored Service

We create hassle-free experiences in order to give time back to our clients. We align completely with your schedule to maximise your income.

Local Expertise

London owners trust List2Let to maximise their rental income through the use of knowledge and experience in the world of London property.

Quality Experience

We place an importance on both you and your guests experience. To ensure that your short-term rental stays hassle-free, we take charge of it all.

LIST2LET

Enquire With Us

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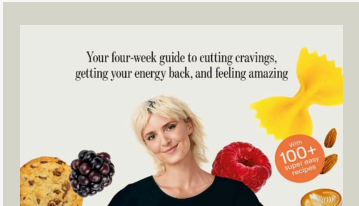
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We place an importance on the experience on both you and your guests. We take charge of it all so we can ensure that your short-term rental stays hassle-free.

Imagine seamless check-in, responsive support, and guests who feel truly welcome. Happy guests translate to great reviews, driving repeat bookings and maximising your rental income. We take over all aspects of the short-term rental experience.

Web design



Initiate your Glucose Revolution!



Does your breakfast consist of a fruity, sugary cereal? Do you start your day with a cold brew latte with a few squirts of caramel syrup? Sounds pretty normal and habitual by now—right? However, the latest research is drawing connections between daily glucose spikes and their potential impacts on our minds and bodies. Eliminating sugars and starches from our diets may sound impossible - and frankly, devastating - but biochemist Jessie Inchauspé, known culturally as 'The Glucose Goddess,' has carefully curated simple tips to help reduce glucose spikes throughout the day. But first, it is crucial to understand one thing: What the f- is glucose?

Glucose is a molecule formed from the sugars and carbohydrates we consume daily. Glucose serves as a fuel that powers our bodies daily and enables us to expend energy. Typically, glucose levels should rise and fall gradually throughout the day. However, according to the Glucose Goddess, 90% of the population experiences a daily glucose spike, which she attributes to "the modern landscape of sugars in our food".

A glucose spike can be explained with an apt analogy provided by Inchauspé herself. Imagine our bodies as an oven. When a sudden increase in glucose enters our system, these molecules collide with 'clean' molecules, creating a state known as 'glycation' - a process that ages and, in a sense, 'cooks' those cells. To put it bluntly, a glucose spike ages or 'cooks' our cells the same way we age or 'cook' a roast chicken in the oven on a Sunday.

This process of glycation not only accelerates the aging of skin cells but also negatively impacts other cells in various ways. According to Jessie Inchauspé's research, drastic spikes in glucose levels have been associated with:

- Daily cravings and/or higher levels of hunger
- Fatigue, lack of energy and brain fog
- Quicker ageing
- Mental health issues
- Immune system issues
- Skin and complexion troubles
- Gut health problems

An essential aspect of Jessie Inchauspé's research is to make "cutting edge science accessible and simple" and more specifically, to not advocate for a detrimental change in food or diet. So, how can we curve our glucose spikes?

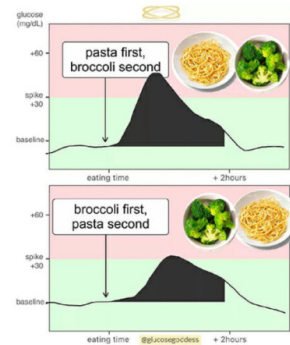
Eat your foods in the right order!

- **"Clothe your carbs"** - before you consume your starches and sugars, line your stomach with your fibre and protein. For example, have a savoury breakfast! Or, add a plate of veg to each meal! This has been proven to reduce your glucose spike by 70%.

- **Eat Your Fruits Whole** - liquid fruit is pure sugar and kicks out all the fibre goodness of your 5 a day. Eating whole fruits will keep you nutritious and reduce your sweet cravings.

- **Apple Cider Vinegar** - before each meal, a glass of water with a teaspoon of apple cider vinegar can line your stomach with a protective layer against a potential glucose spike.

- **Savoury Snacking** - snacks act as a hunger management strategy between meals. This means that your protective layers from previous protein and fibre intake will be weak. A savoury snack will maintain a healthy curve as opposed to a sweet snack followed by a spike.



[These graphs show a comparison between a spike caused by a carb-based meal, and the same meal with the addition of a fibre dense starter. By simply adding a vegetable, the likely glucose spike switched into a curve.]

Thanks to the Glucose Goddess, the change in my food patterns has transformed the dynamic of my day. My matcha latte now follows my savory omelet, and my fiber intake has never been higher. My metabolism is moving fast, and my brain fog has vanished. I have energy, I have a glow, and I feel amazing. Flatten your curve while still enjoying the food you love.

Initiate your Glucose Revolution and, like me, become a Glucose Girl!