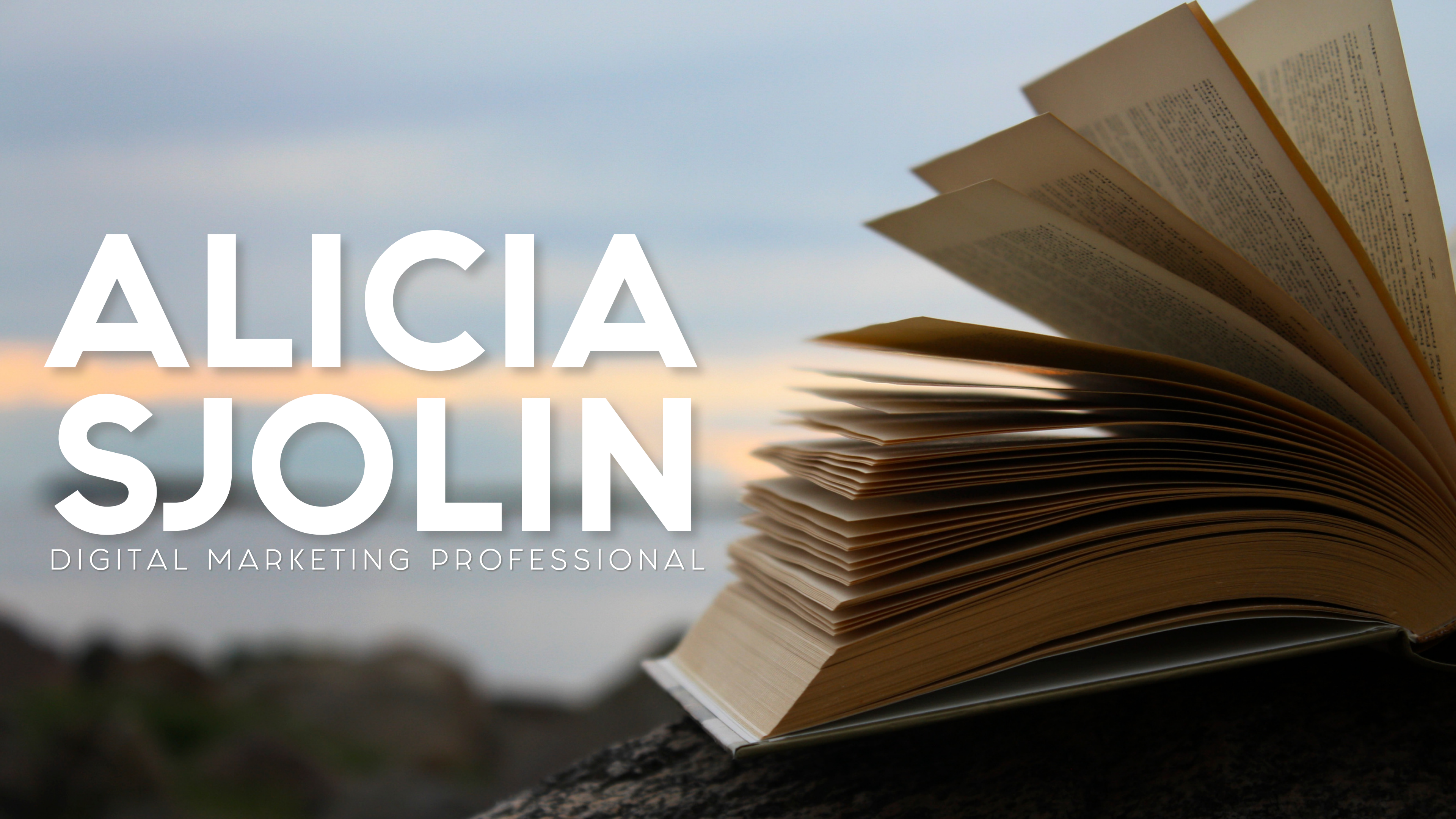




ALICIA SJOLIN

DIGITAL MARKETING PROFESSIONAL



ABOUT ME

My name is Alicia Sjolín, and I am a freelance digital marketing professional with over 5 years of experience turning initial ideas into strategies which create content that actually connects with people. With over four years working in a niche agency, I've had the chance to manage everything from social media and email campaigns to SEO and branding. I studied Business Administration with a Major in Marketing, and now I run my own agency where I combine creativity with strategy to help businesses grow online. I specialize in creating a marketing strategy that feels like you and your business!



CLIENT WORK



BRANDING EXAMPLE

Business: Real Estate Agent

What: Easy-To-Use Social Media Branding



BRAND GUIDELINES

CHERYL OLDALE-LANNOO

HEADINGS	<i>Cursive</i>	BODY COPY
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz pqrstuvwxyz</i>	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz

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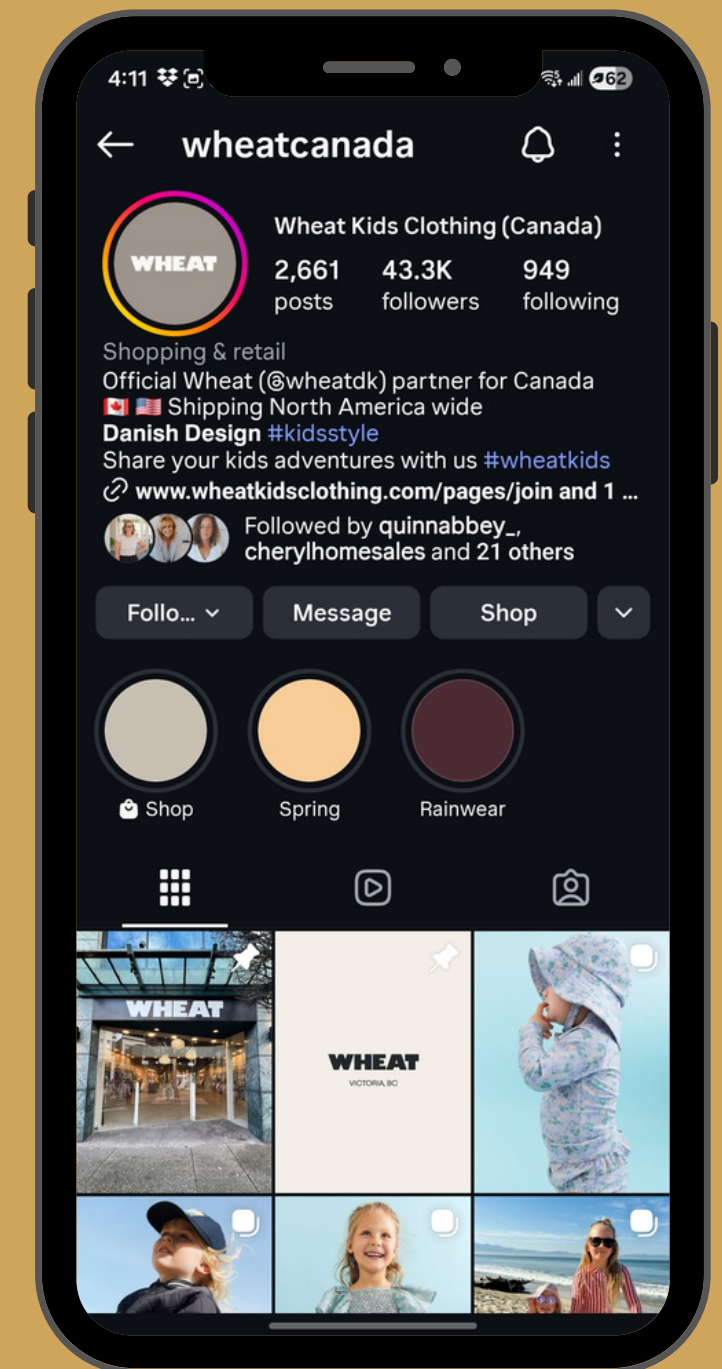
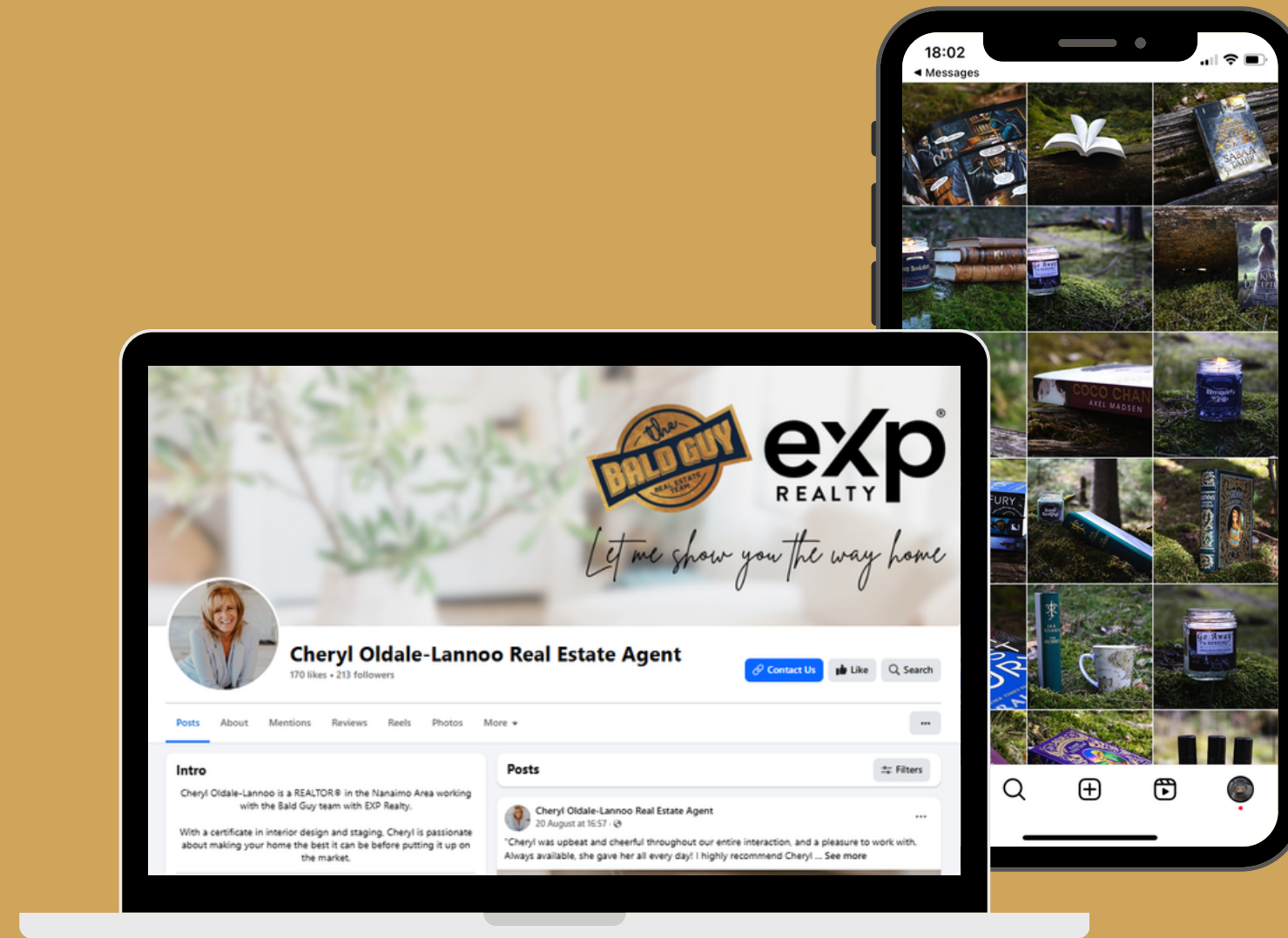
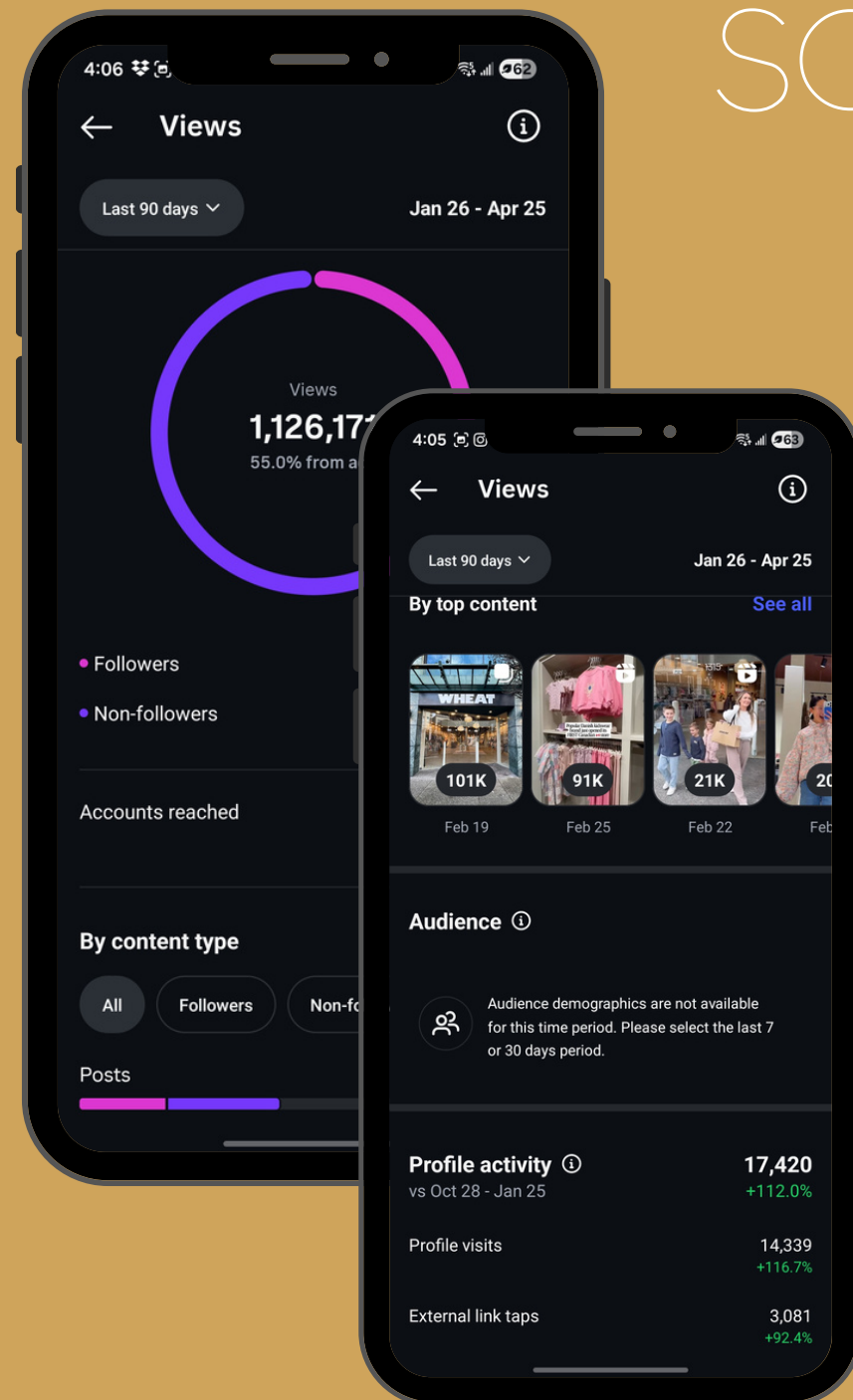
#FFFFFF

Template Designs

236.238.1514 ALICIA@SUNRISEDIGITALCO.COM

CLIENT WORK

SOCIAL MEDIA MANAGEMENT



236.238.1514



Alicia@sunrisedigitalco.com

CLIENT WORK

PRINT & MARKETING COLLATERAL

(250) 616 7685

cheryl@thebaldguy.ca

BEAUTIFUL OCEANVIEW HOME

4895 Laguna Way, North Nanaimo

14,135
SqFt Lot

4 Bedrooms

3 Bathrooms



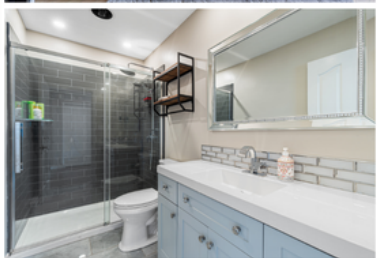
PROPERTY DESCRIPTION

Exceptional ocean views of the Georgia Strait, Winchelsea Islands and the Coastal Mountains await you at 4895 Laguna Way. This beautiful home has a bright spacious open floor plan with a chef inspired kitchen, stainless steel appliances & a large island perfect for entertaining. A see through gas fireplace in the living room seen from the kitchen creates an inviting atmosphere. The primary bedroom features a walk in closet & spa like 4 piece ensuite with luxurious soaker tub. Downstairs a 2 bedroom in-law suite provides space for extended family or serves as an excellent mortgage helper.



(250) 616 7685

cheryl@thebaldguy.ca



KEY FEATURES

- Smart Technology throughout the home
- Complete Alarm System including cameras & window alarms
- Touchless control on Kitchen Taps
- Blackout Blinds in Livingroom
- Living room is set up for a projector TV & 100-inch screen

- Door to suite is a fire door
- Sliding glass doors replaced in 2024
- The Hot Water Tank was replaced in 2023
- Sound system wired throughout the home
- Lifetime warranty main level glass doors
- Located close to bus stop to school



Cheryl Oldale-Lannoo

REALTOR®

(250) 616 7685 | cheryl@thebaldguy.ca
www.thebaldguy.ca | @cherylhomesales

SOUTHERN GULF ISLANDS

SEO KEYWORD

Proposed Guide for Southerngulfislands

Prepared By:
Alicia Sjolín
Freelance Digital Marketing Professional

Prepared for:
Southern Gulf Islands Tourism
www.southerngulfislands.com

SUNRISE DIGITAL MARKETING AGENCY

BC REAL ESTATE AGENTS
SOCIAL MEDIA ADVERTISING

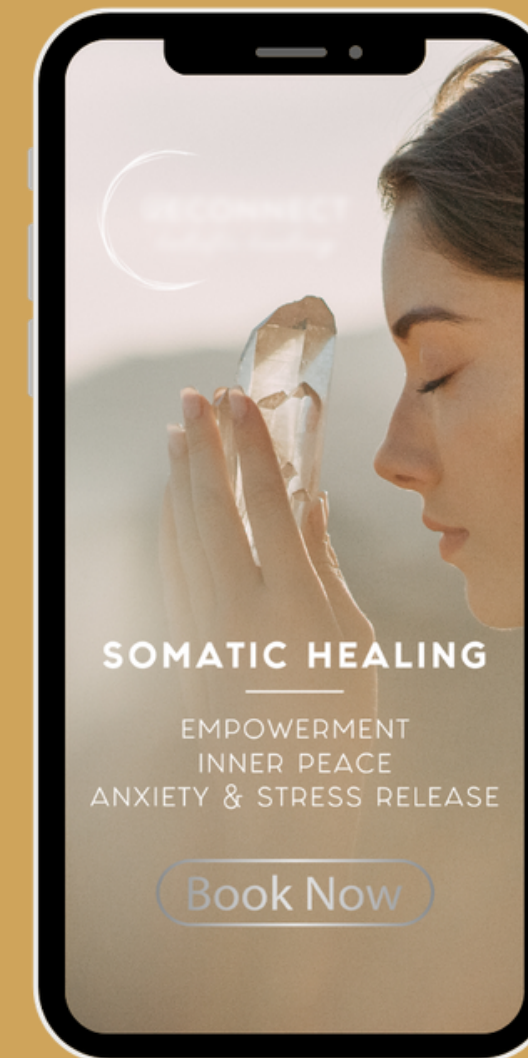
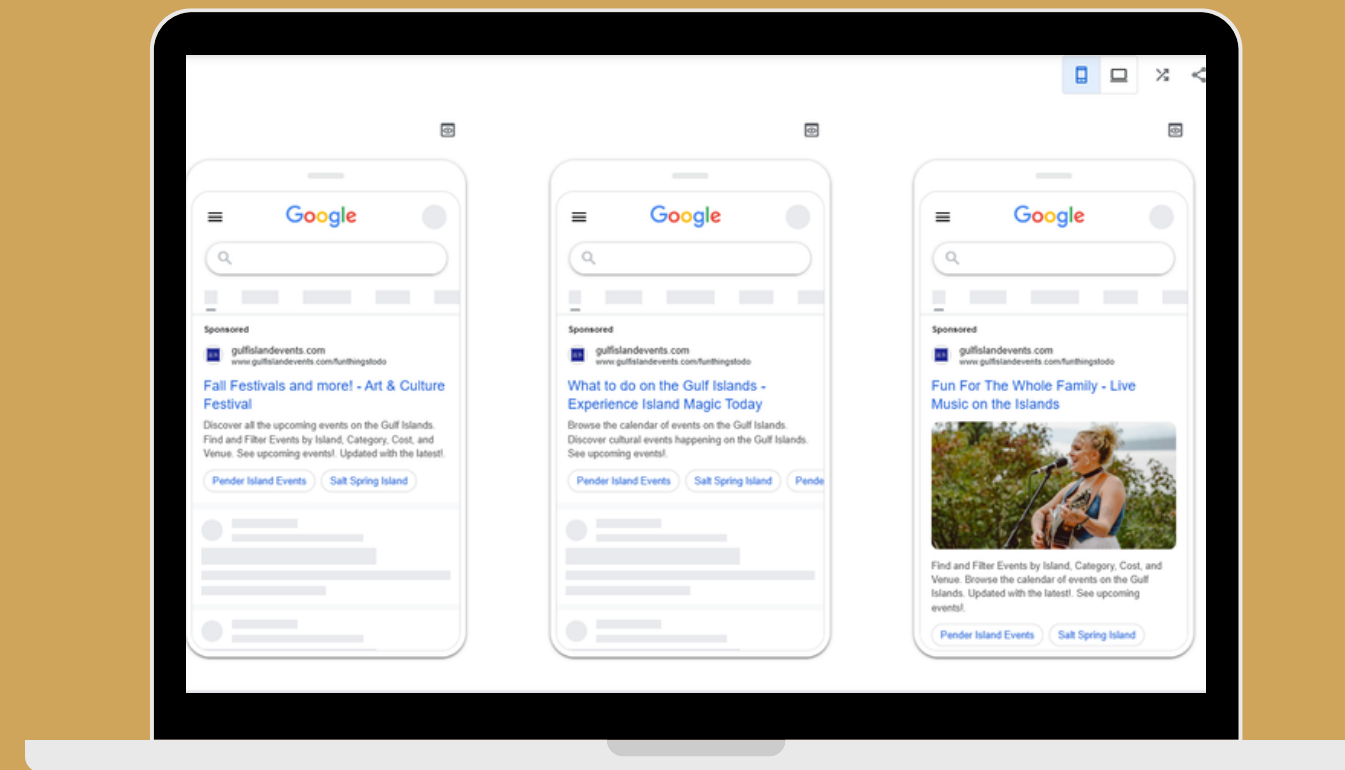
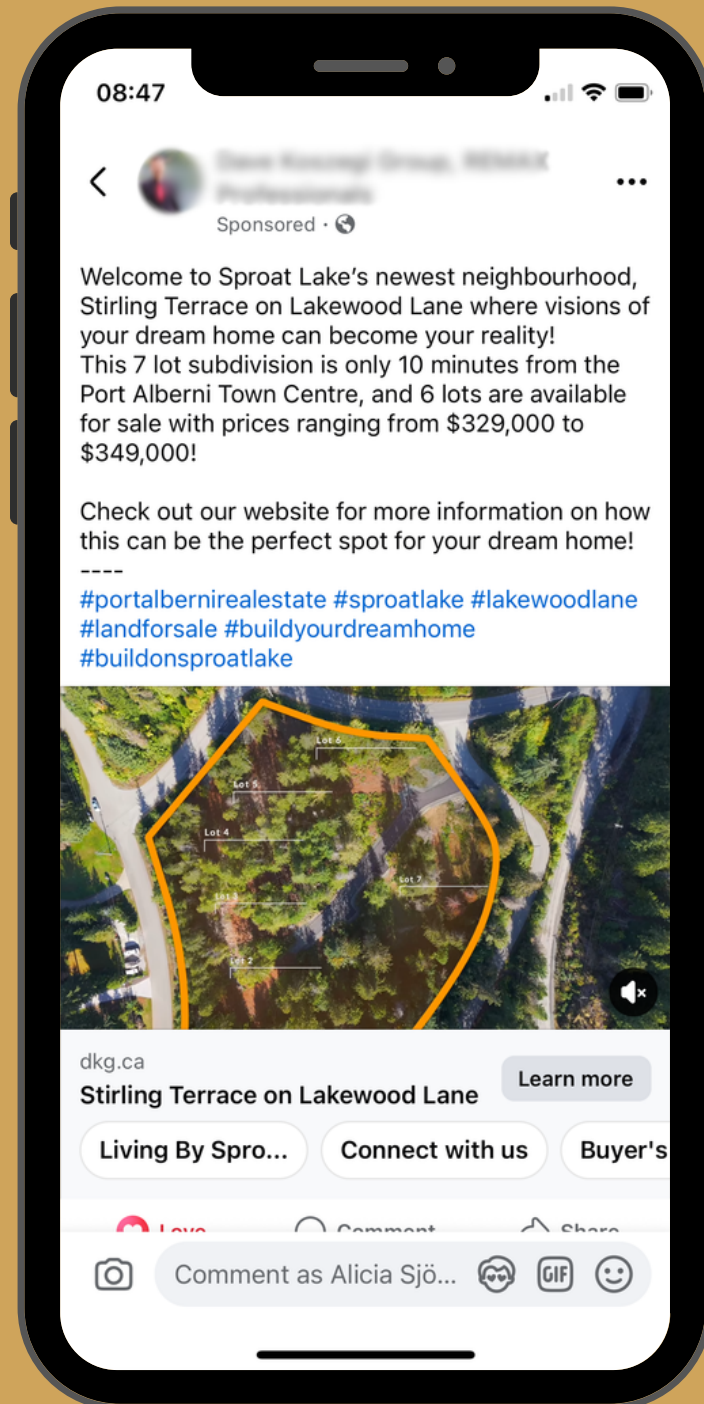
2026 EDITION



CLIENT WORK

ADS MANAGEMENT

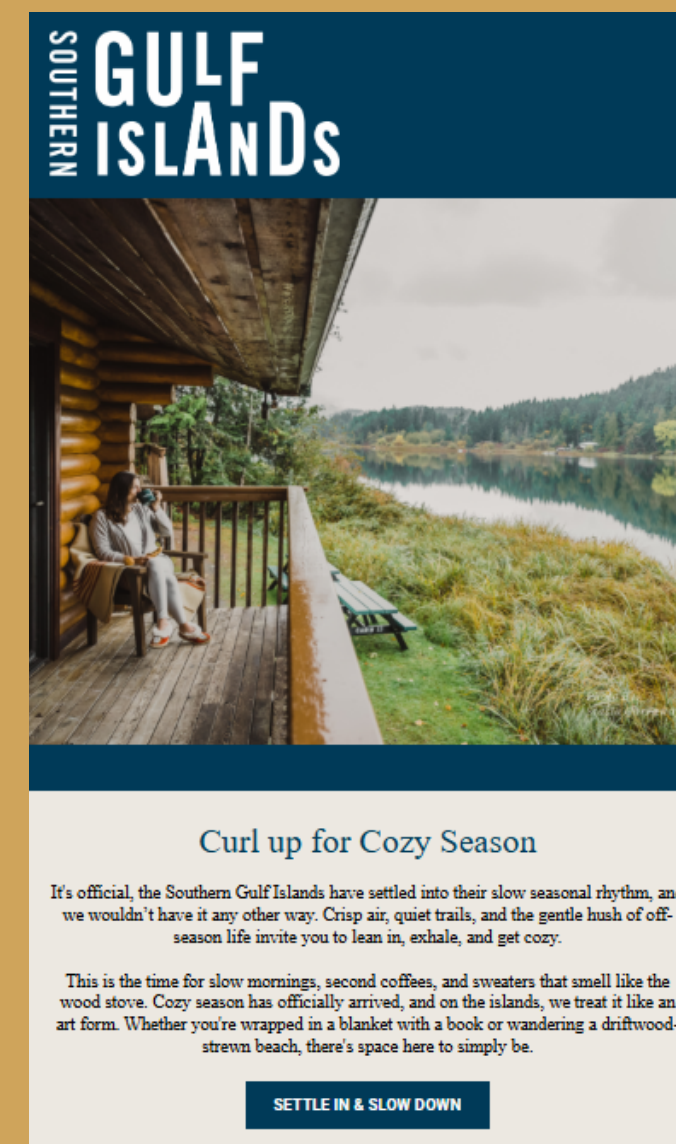
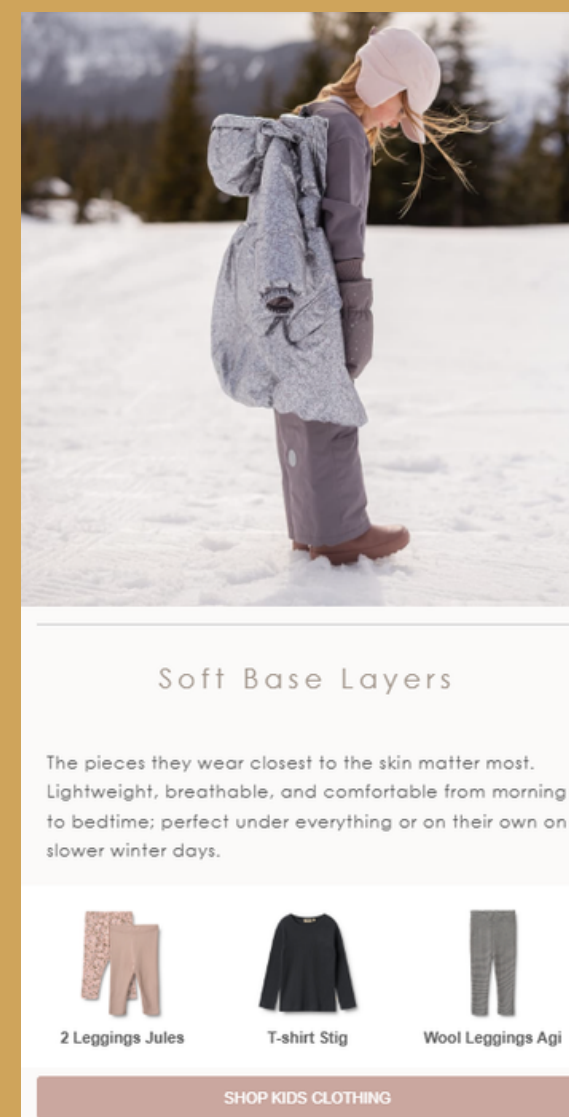
GOOGLE AND META ADS



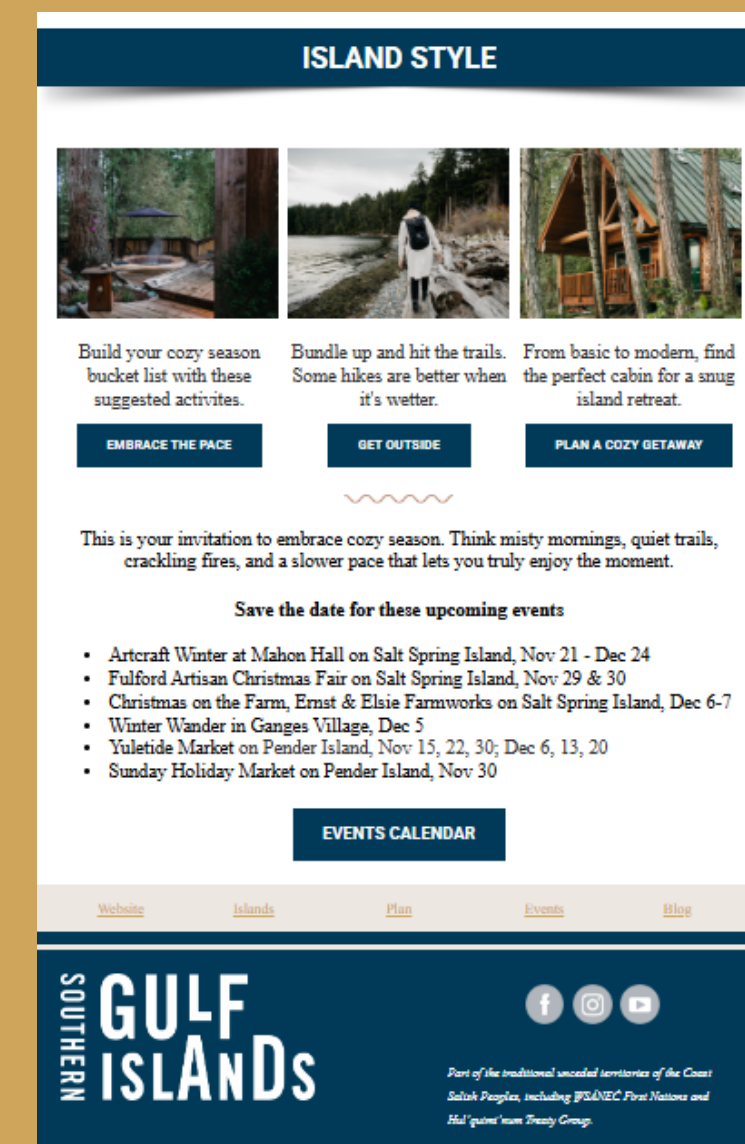
CLIENT WORK

EMAIL DESIGNS

Weekly Campaign

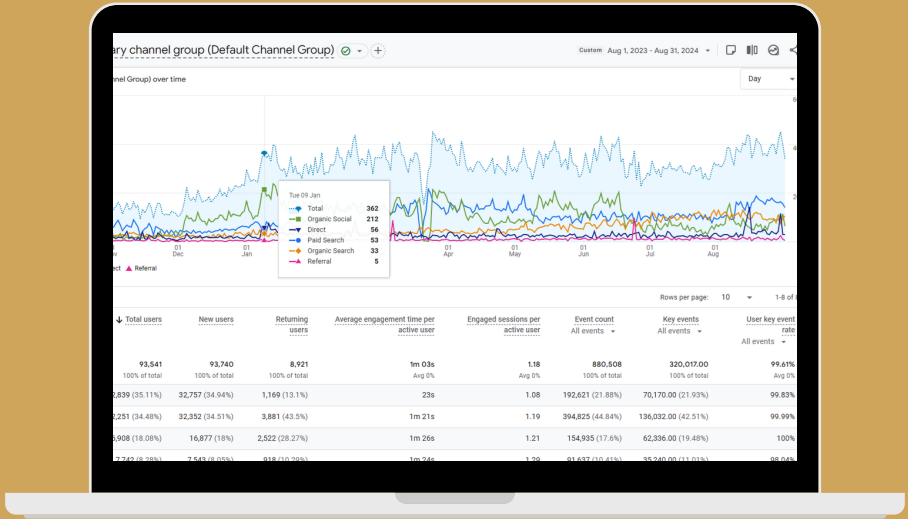


Monthly Newsletter



CLIENT WORK

SEARCH ENGINE OPTIMIZATION



FROM: AUG 2023–2024

TO: AUG 2024–2025

	First user prim...Channel Group)	Total users	New users	Returning users
☒	Total	93,541 100% of total	93,740 100% of total	8,921 100% of total
☒	1 Organic Social	32,839 (35.11%)	32,757 (34.94%)	1,169 (13.1%)
☒	2 Paid Search	32,251 (34.48%)	32,352 (34.51%)	3,881 (43.5%)
☒	3 Organic Search	16,908 (18.08%)	16,877 (18%)	2,522 (28.27%)
☒	4 Direct	7,742 (8.28%)	7,543 (8.05%)	918 (10.29%)
☒	5 Referral	2,270 (2.43%)	2,289 (2.44%)	382 (4.28%)



	First user prim...Channel Group)	Total users	New users	Returning users
☒	Total	109,281 100% of total	110,001 100% of total	11,205 100% of total
☒	1 Organic Social	40,379 (36.95%)	40,409 (36.74%)	1,207 (10.77%)
☒	2 Organic Search	31,160 (28.51%)	31,006 (28.19%)	5,120 (45.69%)
☒	3 Paid Search	23,875 (21.85%)	23,801 (21.64%)	3,440 (30.7%)
☒	4 Direct	9,654 (8.83%)	9,429 (8.57%)	926 (8.26%)
☒	5 Referral	4,003 (3.66%)	4,003 (3.64%)	513 (4.58%)

Notes: The results from Organic Search almost doubled in the year from implementing SEO strategies throughout the client’s website and recommending content strategies throughout.



CLIENT WORK

LIFESTYLE PHOTOGRAPHY / CONTENT CREATION



THANK YOU!

I LOOK FORWARD TO WORKING TOGETHER!
