

ALICE SALVADOR

Creative Mind. Clear Strategy.
Meaningful Growth.

I help **small businesses** communicate clearly,
show up consistently,
and build a stronger online presence.



What do I do

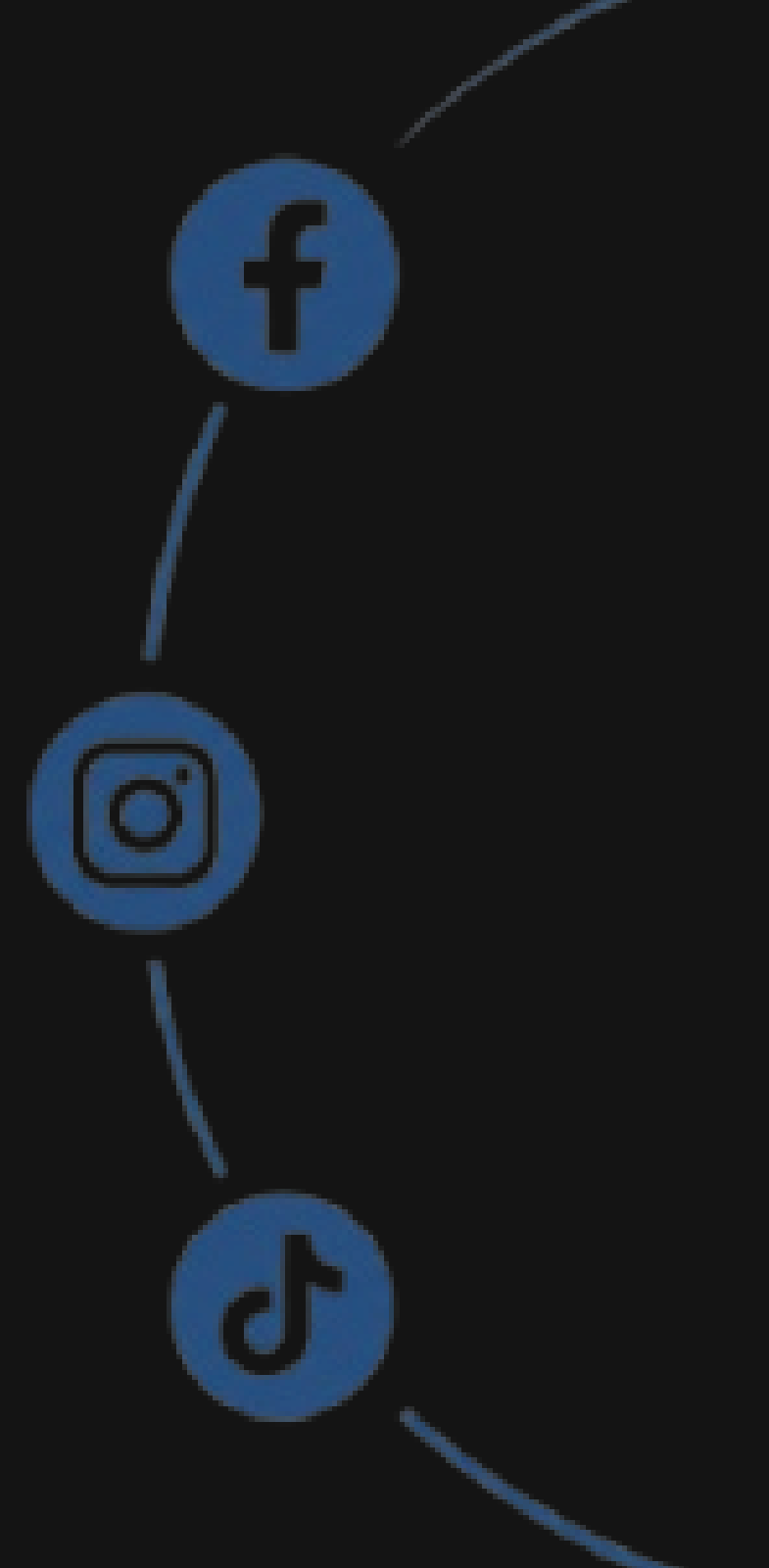
Audience and competitor research.

Social media content planning.

Profile and visual refinement.

Copywriting and content ideas.

Simple landing pages and digital guides.



Immae everywhere

Travel Content / Digital Product

Overview

A travel project combining **content research** with a practical **digital guide**.

Goal

Help travelers save money on accommodation.

Work Highlights

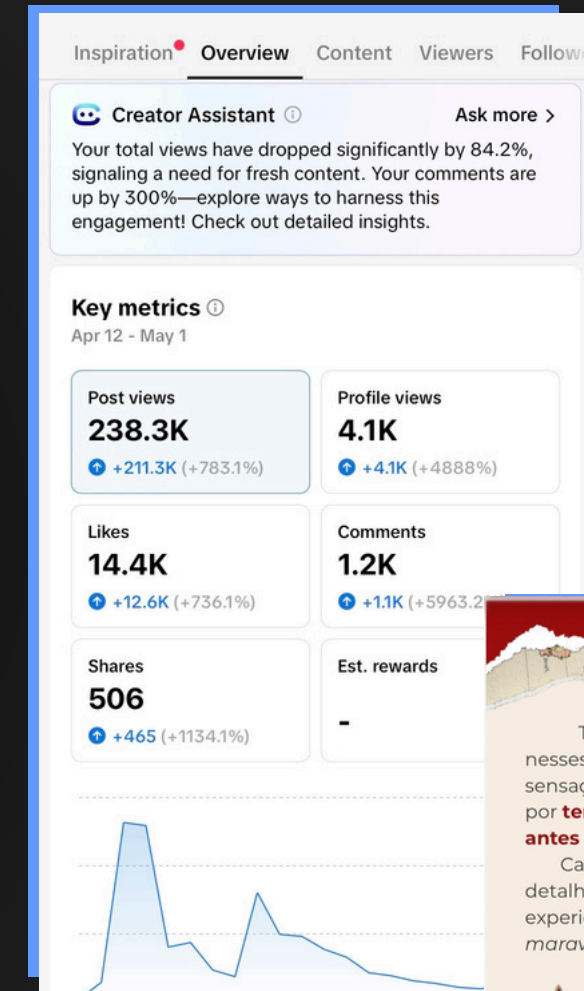
Researched travel trends and short-form content formats

Explored traveler needs and product ideas

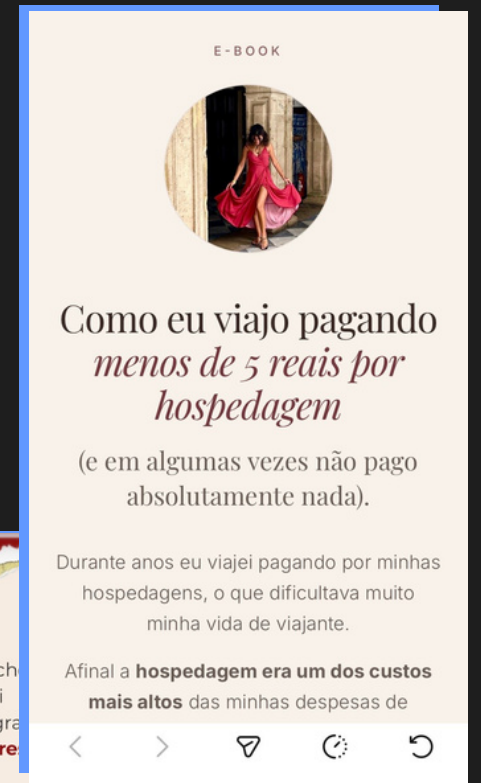
Tested content formats and refined concepts

Created a PDF guide and sales landing page

Results



Landing Page



Minha jornada de viajante não foi nem perto de ser perfeita...

Feel the Breeze

Brand Identity / Digital Presence

Overview

A **brand presentation project** for an air duct cleaning business.

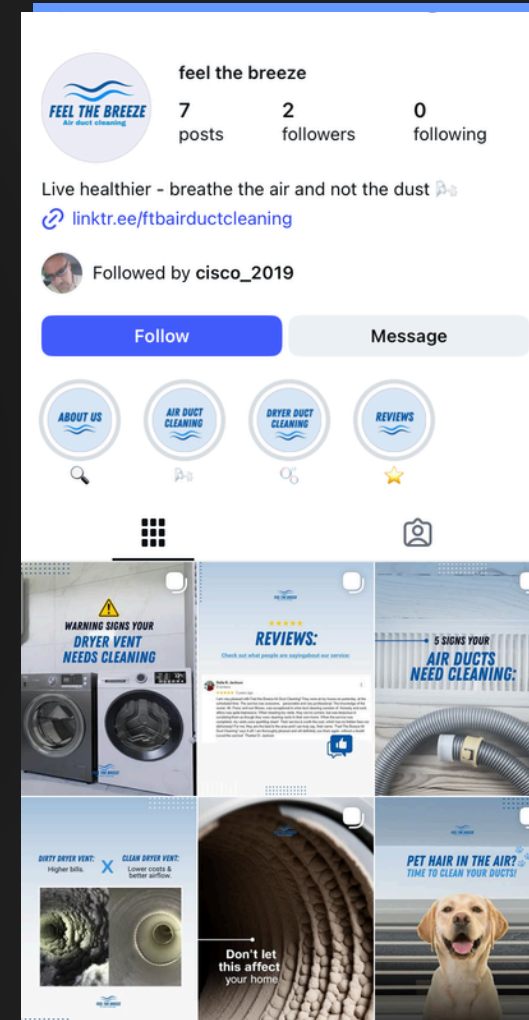
Goal

Build a clearer, more professional online presence for a home service business.

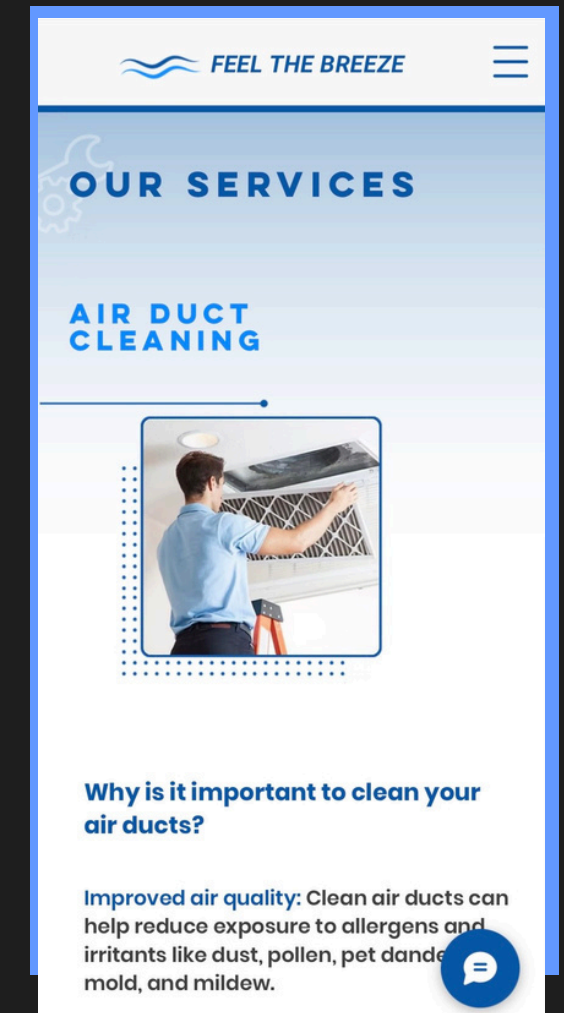
Work Highlights

Developed a visual identity direction
Structured service-page and landing-page content
Outlined social content and brand messaging

Instagram



Site



Aurora Bar

Instagram Positioning / Visual Refinement

Overview

A refresh of the bar's Instagram presentation.

Goal

Create a more cohesive and appealing profile that reflects the venue's atmosphere.

Work Highlights

Refined bio copy and profile presentation

Explored logo color and visual consistency

Improved photo selection and presentation

Before



After

