

MARKETING PORTFOLIO

Ellezia Cardona

I help businesses strengthen their online presence through creative content, strategic marketing, and meaningful digital experiences.

MARKETING & DIGITAL MARKETING

2026 PORTFOLIO

SOCIAL MEDIA MANAGER | DIGITAL MARKETER | CONTENT CREATOR

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Who I Am

Every brand has a story. My role is to help people see it.

Creative.

Strategic.

Driven.

I'm a marketing professional with a passion for social media, content creation, and building meaningful brand experiences. Since completing my Advanced Diploma in Marketing, I've gained hands-on experience through my role as a Marketing Assistant and by founding Ellezia Media, where I help businesses strengthen their online presence.

I enjoy combining creativity with strategy to create content that is not only visually engaging but also purposeful and results-driven. I'm particularly passionate about social media, event marketing, and creating experiences that connect people with brands.





**Strategy before creativity.
Execution with purpose.**

My Approach

Strategy

Every project begins with understanding the brand, its audience, and its goals. I believe great content should always have a clear purpose and contribute to a wider marketing strategy.

Creativity

I create engaging, authentic content that reflects each brand's personality. My goal is to capture attention while building genuine connections with the audience.

Consistency

Building trust takes more than a single post. I believe consistent branding, communication, and content are key to creating a strong and recognisable online presence.

Growth

Marketing is constantly evolving, and so am I. I enjoy learning new skills, exploring emerging trends, and continuously improving my work to deliver better results.

What I Bring

A combination of creativity, strategy, and hands-on experience that helps brands grow and connect with their audience.

Digital Marketing

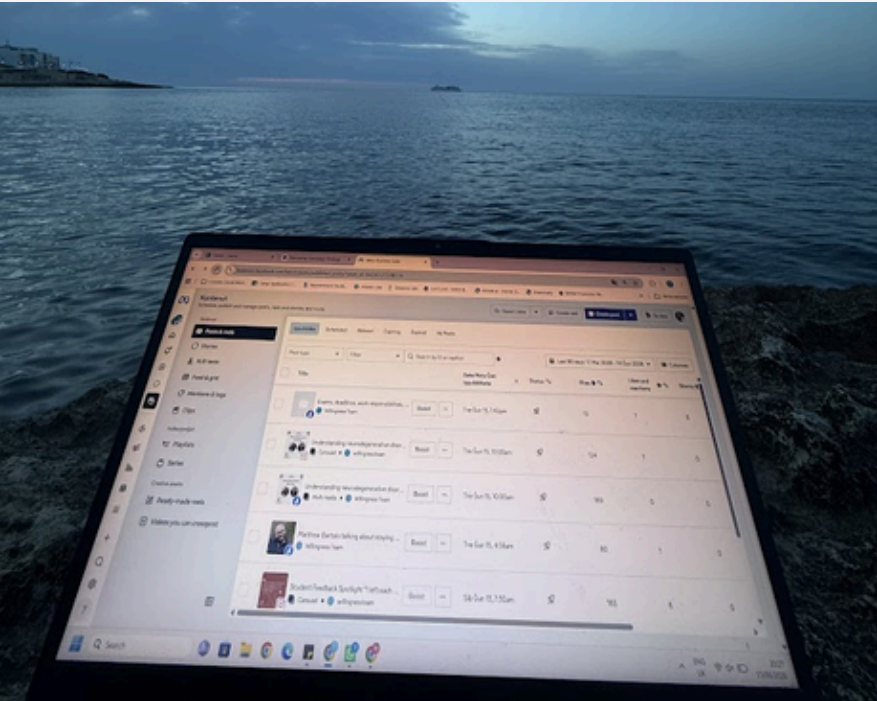
Supporting marketing campaigns through strategic planning, email marketing, branding, and digital communication across multiple platforms.

Social Media Management

Managing and growing social media platforms through strategic content planning, scheduling, community engagement, and consistent brand communication.

Content Creation

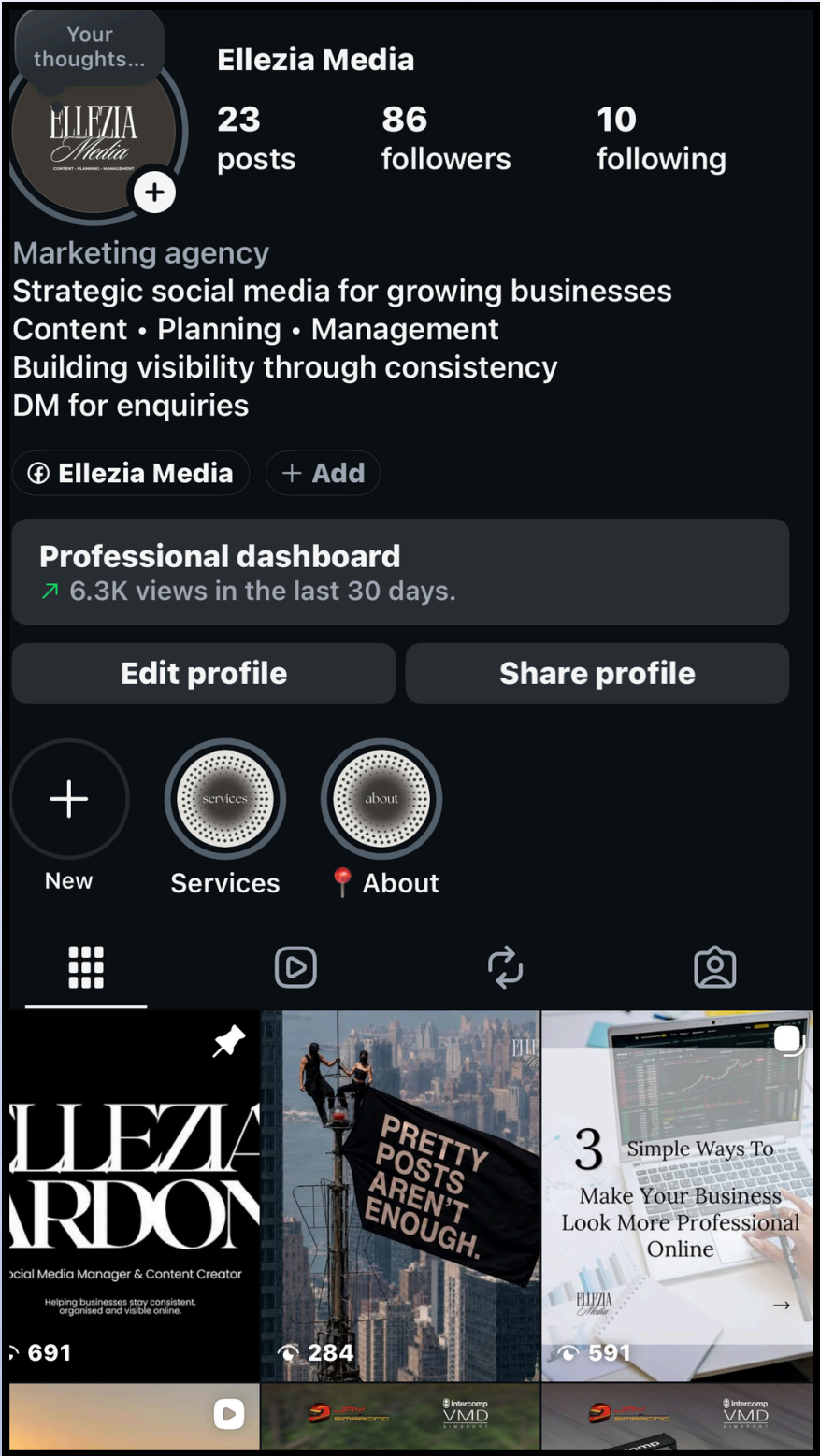
Creating engaging graphics, captions, reels, and visual content that reflects each brand's identity and connects with its audience.



Event Marketing

Bringing marketing to life through event promotion, live content coverage, and creating engaging experiences that connect people with brands.

Tools I Use Canva • CapCut • Meta Business Suite • Mailchimp • Google Workspace • WordPress



Building a Marketing Agency From the Ground Up



Good businesses deserve to be seen.

The Story

Founded in 2026, Ellezia Media helps businesses build a stronger online presence through strategic content and social media marketing.

Why I Started It

I created Ellezia Media to apply my marketing knowledge in real business environments while helping businesses grow through strategic content and social media.

My Role

-  Social Media Management
-  Content Strategy
-  Content Planning
-  Content Creation
-  Email Marketing
-  Client Communication

StudentHub International

Real client • Social Media Template System

Project Overview

Designed a reusable social media template system for Student Hub International, ensuring consistent branding across Bachelor's, Master's, Diploma and brand awareness campaigns.

Project Goal

Create adaptable templates that allow the client to update content quickly while maintaining a professional and consistent visual identity.

Results

- ✓ Reusable templates across four campaign categories
- ✓ Stronger brand consistency
- ✓ Faster content creation for future campaigns

My Role

- Template Design
- Brand Consistency
- Content Planning
- Social Media Strategy



Central Hostel Malta

Real Client • Social Media Management • Content Strategy • Content Creation

Project Overview

Managed the social media launch for Central Hostel Malta by creating strategic content that showcases the hostel experience, strengthens its online presence, and supports direct bookings.

Project Goal

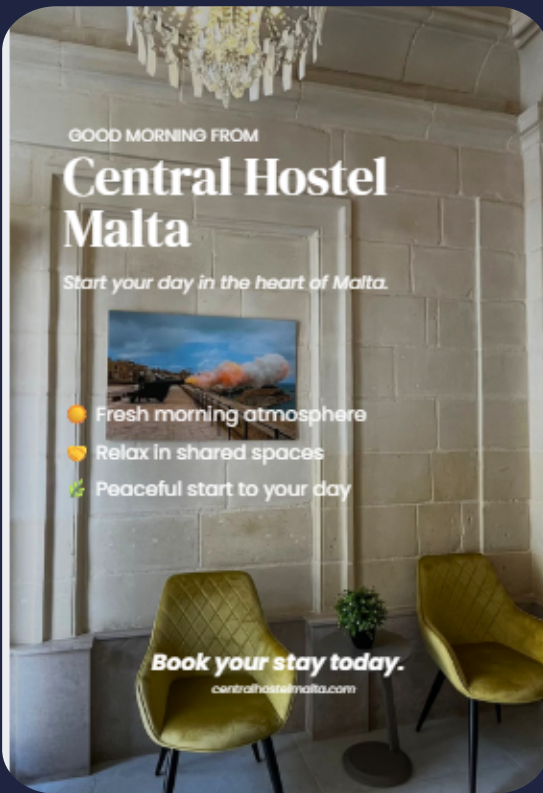
Develop a consistent social media presence that showcases the hostel experience, strengthens the brand, and attracts international travellers.

Deliverables

- ✓ Instagram Feed Posts
- ✓ Instagram Stories
- ✓ Content Calendar
- ✓ Brand Consistency
- ✓ Caption Writing

My Role

- Social Media Management
- Content Strategy
- Content Planning
- Content Creation
- Community Engagement
- Copywriting



Willingness

Marketing Assistant (Hybrid) • Social Media & Content Creation

Project Overview

Supported the Willingness team with social media management, content creation, and campaign planning across multiple platforms. Developed branded content that aligned with the organisation’s tone of voice and marketing goals.

Project Goal

Increase brand visibility and audience engagement through consistent, high-quality content that reflects the organisation’s values and connects with its target audience.

Impact

- Improved content consistency across platforms
- Increased engagement rates
- Strengthened brand identity online
- Supported campaign launches

My Responsibilities

- Social Media Management
- Content Creation
- Content Planning & Scheduling
- Copywriting
- Community Engagement
- Campaign Support

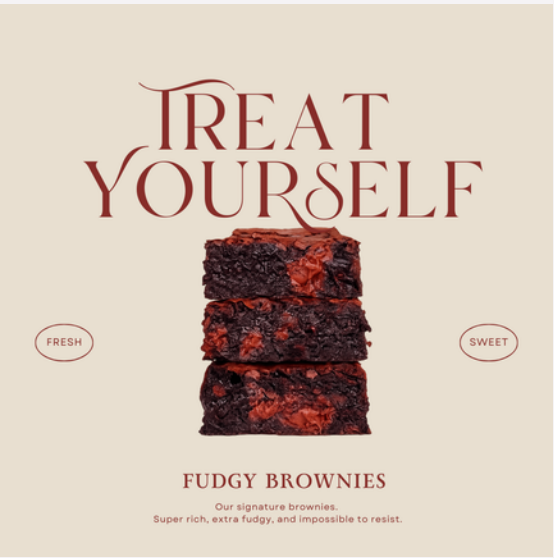
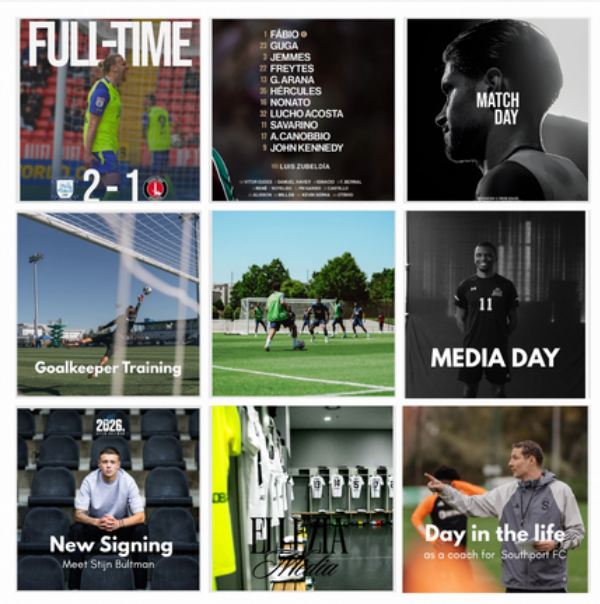
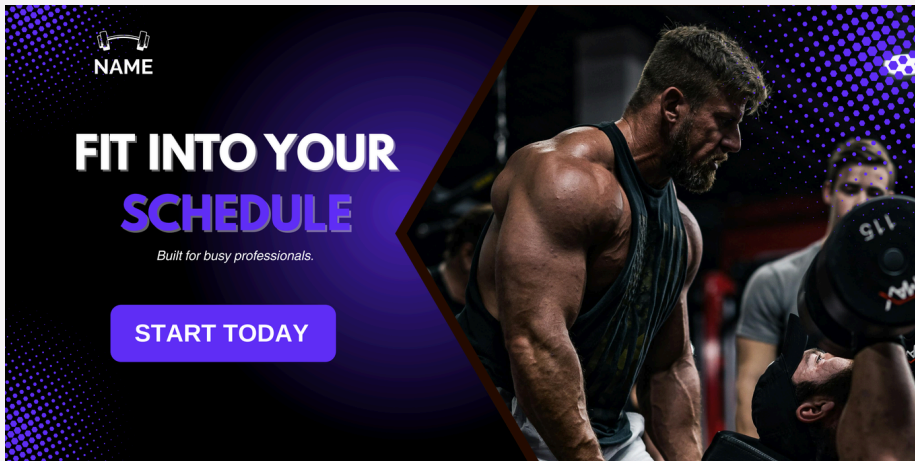
Projects & Campaigns

- Social media content series
- Campaign visuals
- Story templates
- Brand-aligned feed posts



Creative Work

A selection of projects created across multiple industries and marketing campaigns.



Get In Touch

Whether you're an employer, business owner, or fellow creative, I'd love to connect and explore opportunities, collaborations, and new ideas.

Marketing Professional • Content Strategist • Social Media Manager

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Website

Website Coming Soon