

The background is a light pink color with various abstract watercolor and gold elements. In the top left, there are several curved, concentric gold lines. In the top right, there is a circular gold watercolor wash. In the bottom left, there is a circular purple and pink watercolor wash. In the bottom right, there are several concentric gold lines. There are also some small gold dots and a single gold brushstroke in the bottom center.

Addie Koenig

Creative Portfolio

Social Media Manager | Content Creator | Digital Marketing

Table of Contents



01

ABOUT ME

02

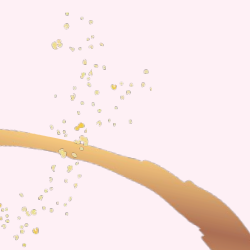
WORK HISTORY

03

CONTENT

04

*LINKS AND
RESOURCES*



01

ABOUT ME

Hi! I'm Addie Koenig, a senior at the University of Wisconsin–River Falls, double majoring in Stage and Screen Arts and Marketing Communications. I'm passionate about creativity in the digital space, using social media to express unique ideas and connect with audiences in new and exciting ways.

I bring hands-on experience as a social media manager, coordinator, and content creator, where I've led campaigns, built engagement, and developed fresh, eye-catching content across platforms. I'm known for my strong communication skills, leadership, and a dedicated work ethic that pushes me to go beyond the expected.

Creativity is at the heart of everything I do. I'm constantly looking for new and innovative ways to cut through the clutter and connect with audiences through unique, compelling content.

Outside of the digital space, I love dance, music and modeling along with enjoying the outdoors of my home state of Wisconsin!



02

WORK HISTORY

Flex Gymnastics | Social Media Manager 2020 - 2024

- *Planned content + posting schedule for TikTok, Instagram, and Facebook*
- *Created engaging content + curated productive campaigns*
- *Tracked KPIs and enacted ways to increase engagement on posts and platforms*

The Pageant Shop | Social Media Manager 2021 - 2022

- *Rebranded social media pages to match aesthetics of company + to applied to viewers.*
- *Gathered and created posts and content for TikTok, Instagram, and Facebook*
- *Strategize ways to create more engagement online on social media platform and business website*

Personal Social Media Accounts

As an aspiring and professional working performing artist I have learned the important of an online present and one that represents you and your personal brand in the best light. Using my knowledge and experience in the modeling, acting and pageant world, I have learned and have been trained on how to curate social media content and pulls in an audience, increases post engagement, and grows the presents of a brand or individual on social media and in the digital space.

03

FLEX GYMNASTICS HIGHLIGHTS



TUMBLE TIMES

FLEX GYMNASTICS NEWS July 21 2024



WEEKLY RECAP July 15th - 21st

Crime Fighting Summer Camp
Our superheroes in training had a successful week and ended with an official hero certificate!

Annual Summer Show

We could not be more proud of the athletes who showcased their skills! Thank you to everyone who came and supported their athletes and Flex!

LOOKING AHEAD July 22nd - 28th

Color Spectacular Summer Camp
July 23rd, 24th, 25th
9:00 am - 12:00 pm

Back Handspring Class
July 25th
7:10 - 7:55 pm



TUMBLE TIMES CAMPAIGN -
Posted every sunday to recap and look at ahead at gym events for parents and students

ORGANIC CONTENT -

I would enter the gym weekly for media day to gather photo and video content! This would then be to create posts for TikTok, Instagram and Facebook



**FIRST SUMMER
CAMP THEME:**

**SUMMER
VACATION**

JULY 9TH, 10TH AND 11TH

9:00 AM - 12:00 PM

Register now with
the link in our bio!



CANVA EXPERIENCE -

I am a frequent user of Canva for digital creations such as this one!

03

FLEX GYMNASTICS HIGHLIGHTS



VIDEO CONTENT -
Featured on Flex Gymnastic TikTok
And Instagram Reels



03

THE PAGEANT SHOP HIGHLIGHTS



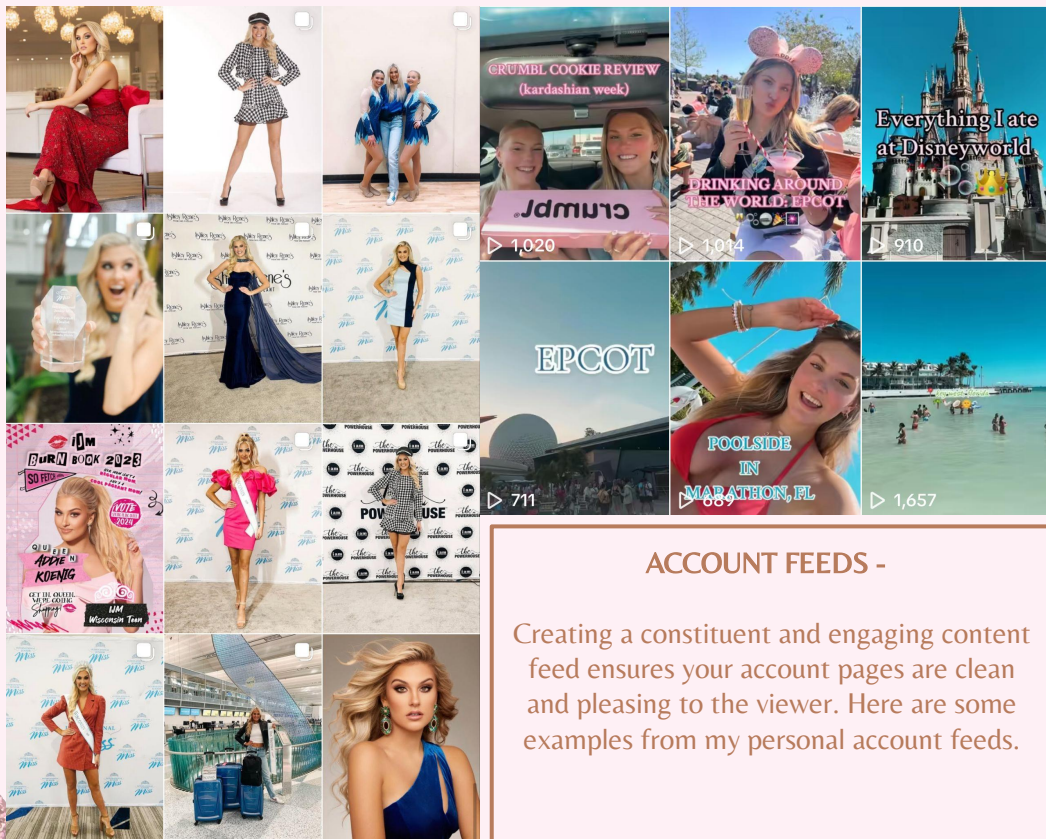
SOCIAL MEDIA PAGE REBRAND -
 Understanding that first impressions are the most important, I ensured each social media page leaves a lasting one.



ENGAGING CAPTIONS -
 Writing engaging captions for each post for convent relevant and important information in a fun, eye-catching way.

03

PERSONAL ACCOUNT HIGHLIGHTS



Website Branding -

Translating similar skills sets into building professional website to house my performing arts portfolio



[Home](#) [Resume](#) [Portfolio](#) [Self Tapes/Reels](#) [Music](#) [Pageantry](#) [Add the Arts](#) [Contact](#)

Addie Christine Koenig

ACCOUNT FEEDS -

Creating a constituent and engaging content feed ensures your account pages are clean and pleasing to the viewer. Here are some examples from my personal account feeds.

Visit My Website

04

LINKS AND RESOURCES...

... for more content



Flex Gymnastics

TIKTOK

INSTAGRAM



Personal Accounts

TIKTOK

INSTAGRAM



Thank You

CONTACT ME!

addiechristinekoenig@gmail.com

715-553-8000