

NATALI LISCHINSKI

2025

FREELANCE DIGITAL MARKETING

PORTFOLIO

[@NATLISCHINSKI](#)

ABOUT ME

I'm Natali—a full-stack digital marketer with a proven track record of crafting and executing winning strategies that **drive business growth** and **maximize ROI**.

I help brands create cohesive digital ecosystems and deliver measurable, scalable results across wellness, events, CPG, and more.

Here's what you can expect when we work together, in **3 simple steps**:

1. *Build a tailored **strategy** aligned with your business & revenue goals.*
2. *Execute high-performing **campaigns** across paid + organic.*
3. *Optimize using **performance data**, not guesswork.*

Whether you're launching something new or scaling what's already working, I'll help you grow with **clarity** and **confidence**.



SKILLS & CERTIFICATIONS

- 🏆 Meta Ads Trainging
- 🏆 Google Analytics Certification
- 🏆 Google Ads Creative Certification
- 🏆 Nothing Held Back by Alen Sultanic
- 🏆 The Mindful Marketer Program



TRUSTED BY GROWTH- FOCUSED BRANDS

Across every project, I focus on one thing:
outcomes that compound.

"She guided me through everything... She is very creative, has great communication skills..."

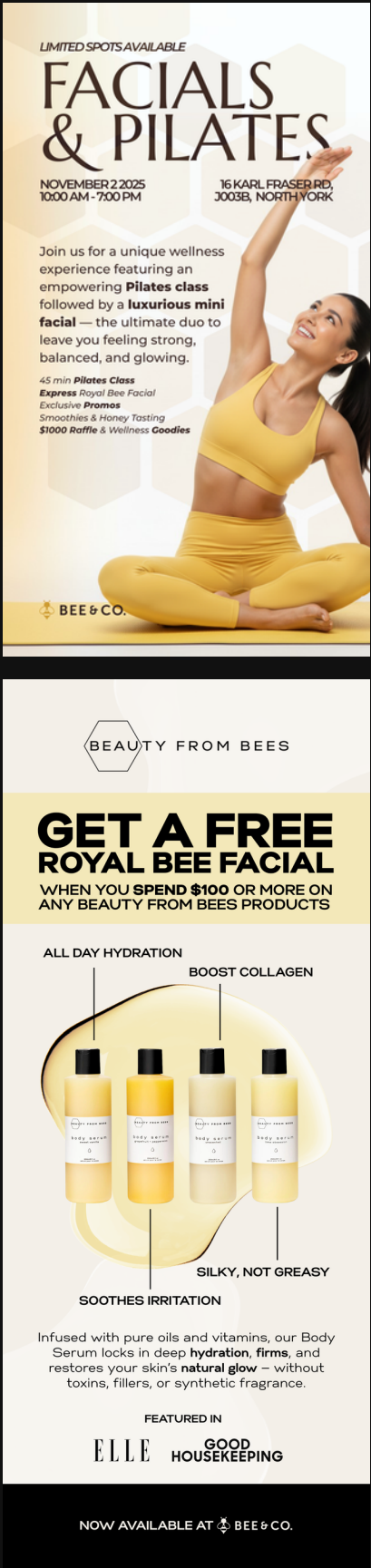
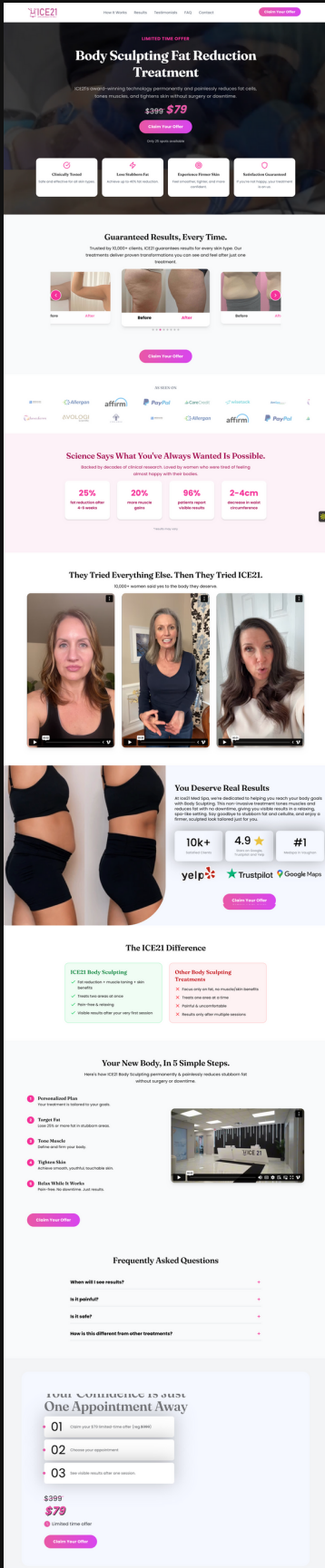
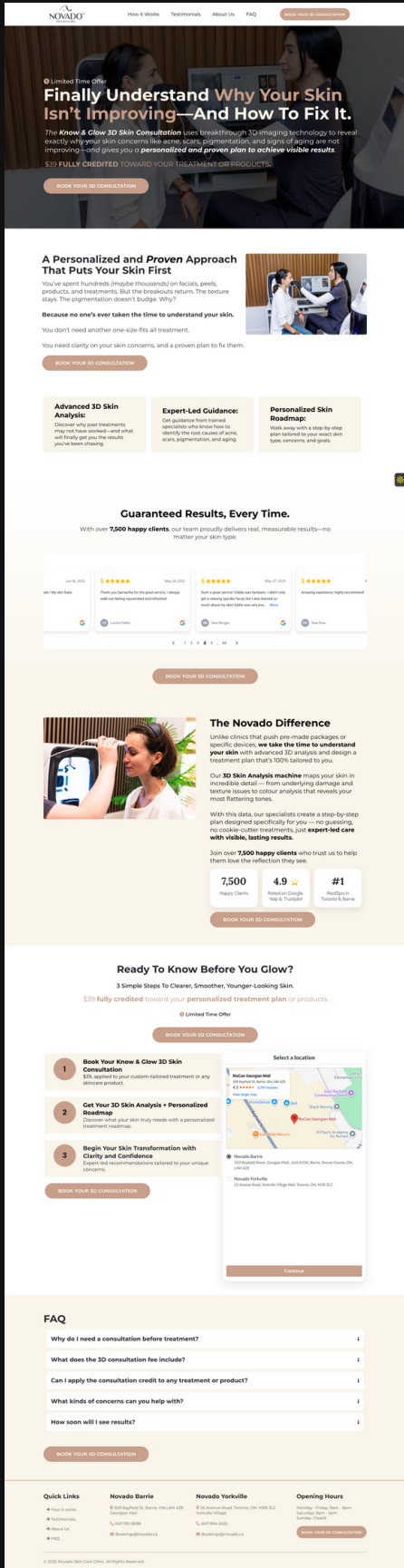
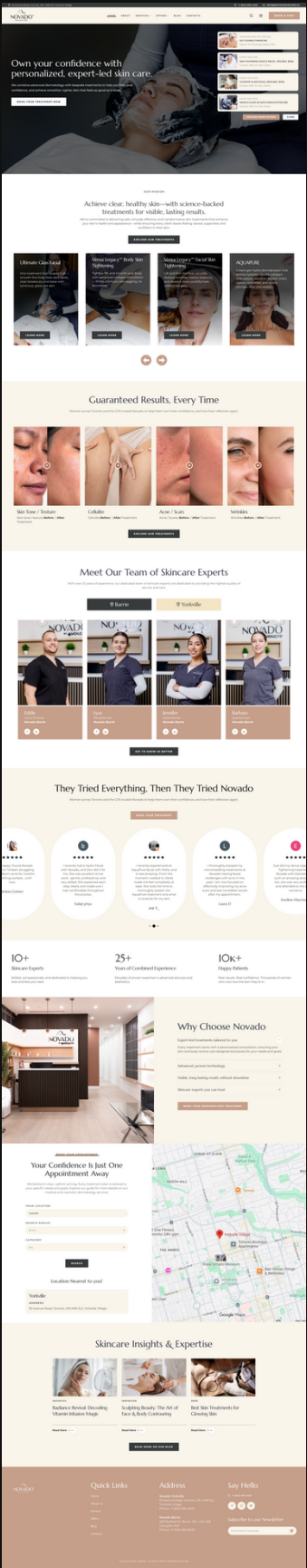
- Adriana. S

*"From start to finish **she has been phenomenal**. After realizing I wasn't doing so well, she immediately jumped on it and found the problem - then all of a sudden, all these **leads started flowing in**."*

- Jacqueline. H

***"Our collaboration has been a game changer... Her expertise, marketing strategy, and paid media has generated us remarkable results... She genuinely cares** about our success."*

- Nicole. K



ELEVATION PARTNER

Creative Management

Spearheaded Elevation Partner's creative direction across all marketing campaigns—ensuring ads, websites, landing pages, and assets aligned with strategic goals and delivered **measurable performance**.

Partnered closely with leadership to standardize systems, streamline operations, and maintain quality across client, vendor, and internal team collaborations.

Led performance-driven content creation (websites, landing pages, ad copy, marketing collateral) and produced high-converting ad creatives for paid campaigns.

BEFORE



AFTER



Before working together, my med spa client was **overspending** and **underperforming**.

After restructuring their strategy, creative, and messaging, we achieved:

- ✓ **42% increase in media *budget efficiency***
- ✓ **42% reduction in ad spend** (from \$17K → \$9.8K)
- ✓ **25% lower cost per conversion** (from \$17.27 → \$12.96)

The result was a leaner, more profitable marketing engine that delivers **stronger results with fewer resources**.

Reach	Impressions	CTR (all)	Results	Amount spent
166,352	1,800,485	1.64%	545 Purchases (website a...	\$29,850.66
87,299	416,547	1.78%	71 WixOrderPlaced	\$6,481.85
4,338	13,941	1.56%	11 (2) Website purchases	\$200.24
225,063 Accounts Center acc...	2,201,026 Total	1.66% Per Impressions	— Multiple conversions	\$36,293.89 Total spent

Name	Guests	Sales
 HOUSE Presents:	1763	CA\$108,683.28
 HOUSE Presents	411	CA\$12,585.66
 HOUSE Presents	394	CA\$10,399.29

TOTAL REVENUE:

\$131,668.23

TOTAL ROI:

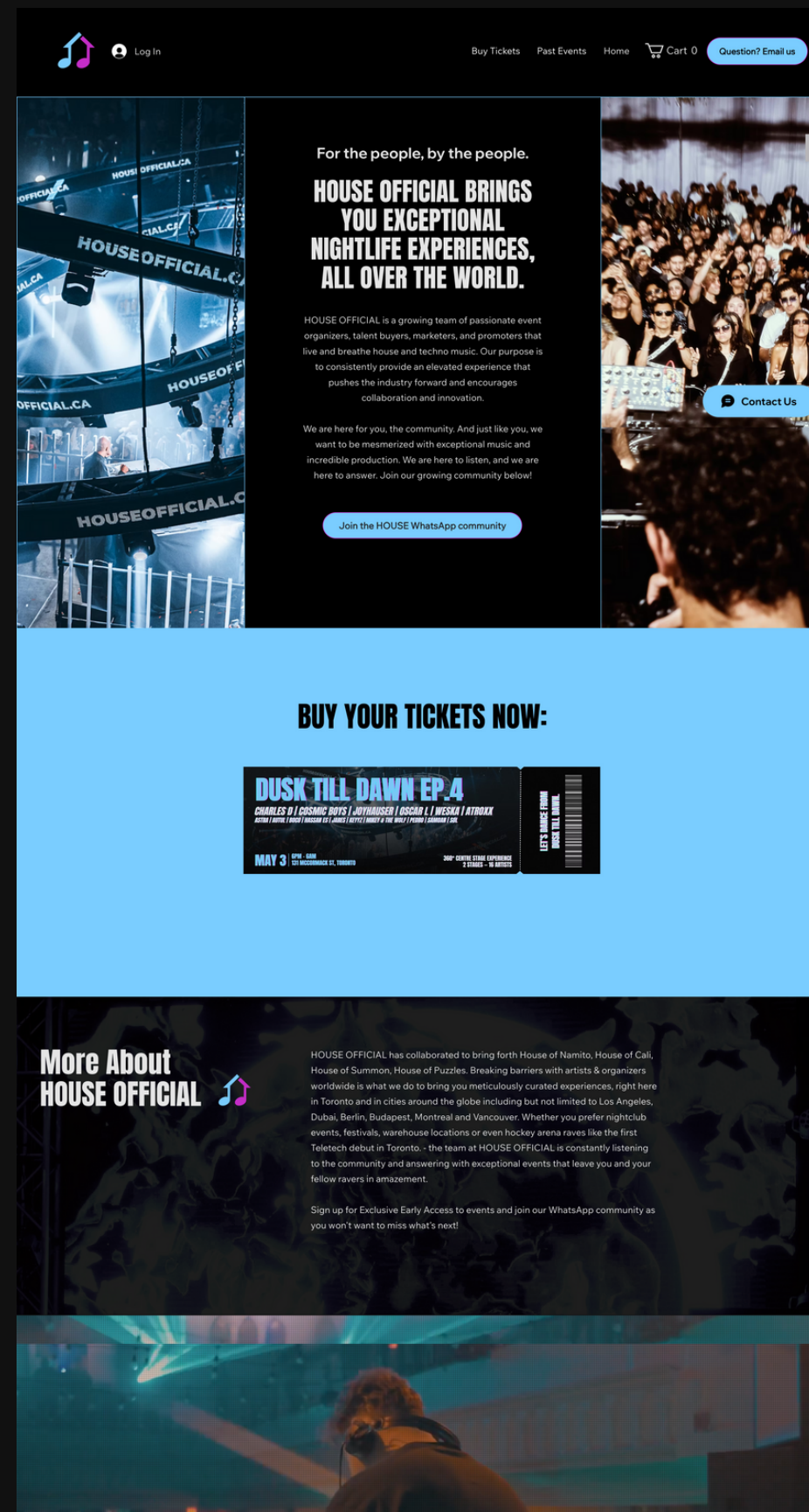
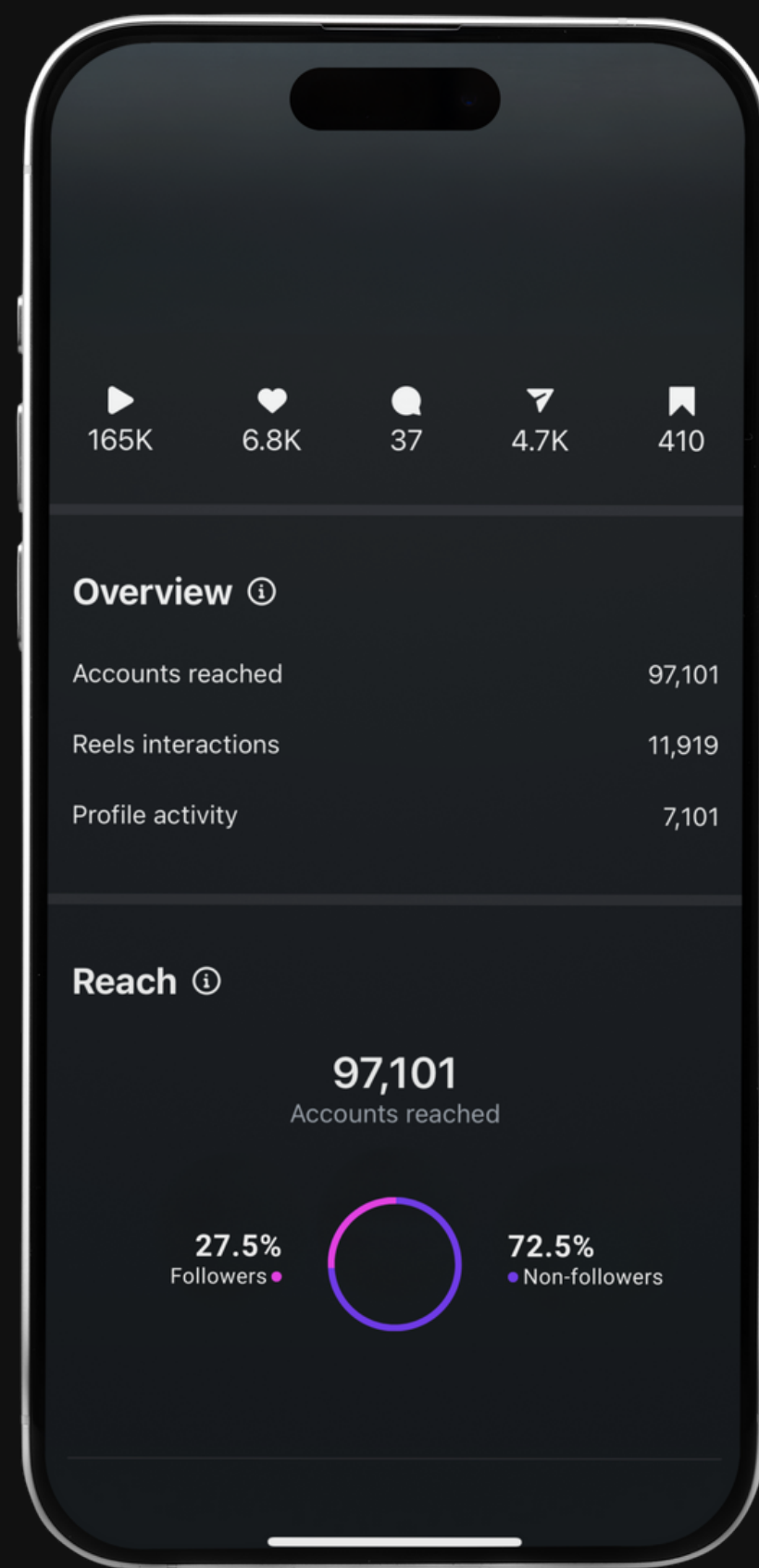
\$95,374.34

HOUSE OFFICIAL

Visual Identity, Website, Paid & Organic Social Media Management, CRM & Email

Generated **\$95,374 in net profit** over the course of three events through highly targeted Meta ad campaigns that helped my client maximize ticket sales and event attendance—resulting in **3.6x ROI**.

By leveraging a **full-funnel strategy**, including **event retargeting**, **audience segmentation**, and captivating ad creatives, I drove significant revenue while building **long-term brand equity**. The success of these campaigns highlights the power of **strategic paid media** in scaling event-based businesses and driving **profitable, repeatable growth**.



HOUSE OFFICIAL

Visual Identity, Website, Paid & Organic Social Media Management, CRM & Email

Managed the end-to-end **marketing strategy** and execution for a fast-scaling electronic music events brand—growing the audience to **14K+ followers** and building a high-intent, loyal community from the ground up.

Built the CRM, email/SMS funnels, and a **full content machine** that consistently drives ticket sales and fan engagement. Crafted a distinct brand voice that resonates with both ravers and global industry leaders alike, fuelling international growth across Toronto, Berlin, LA, and beyond.

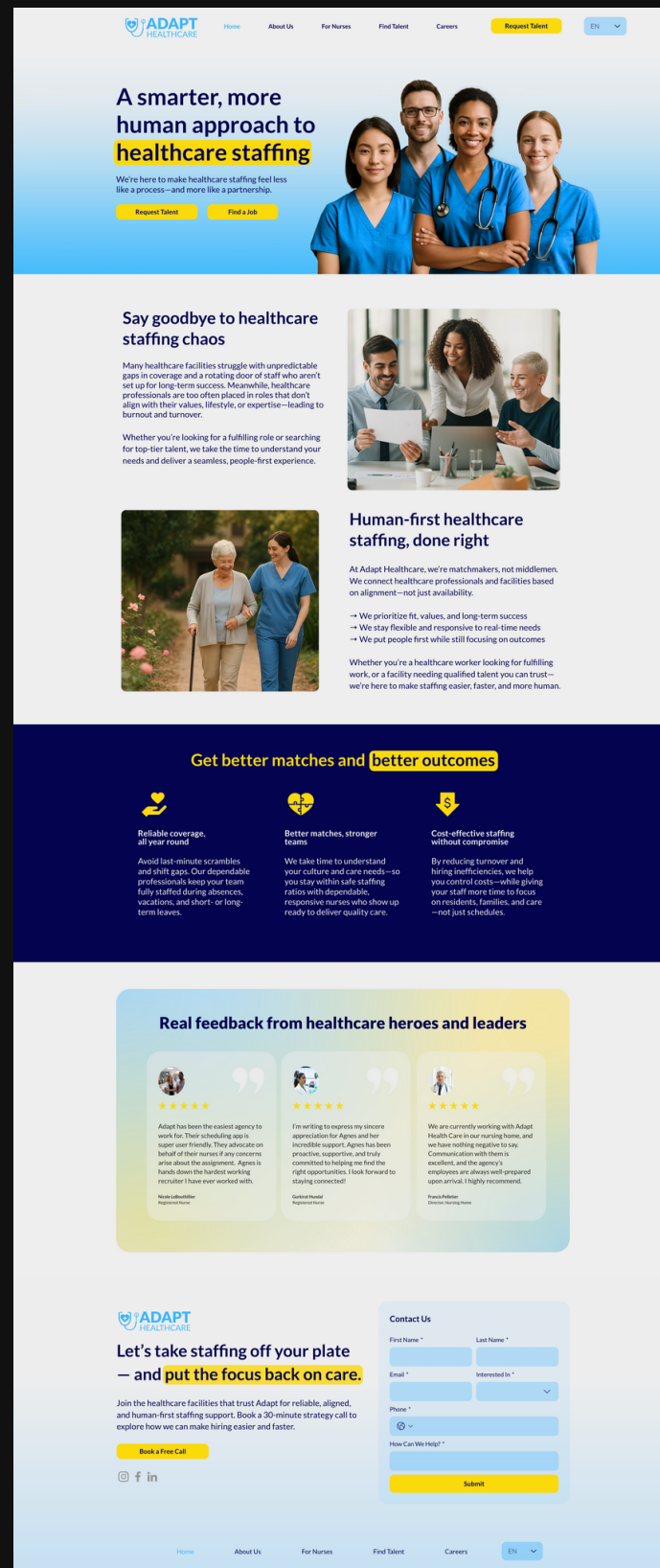


PAR5 HARD SELTZER

Creative Direction & Social Media Management

Managed PAR5's **brand positioning** and **digital rollout** to compete in the saturated health beverage market. **Developed** and **executed content** and **advertising strategies** that highlight the brand's clean ingredients and distinct market advantage.

Built and **managed the brand's content engine** from the ground up—spanning **organic social**, **paid media**, **UGC creation**, and **campaign messaging**. Drove early-stage audience growth and laid the foundation for long-term brand equity in a highly competitive space.



ADAPT HEALTHCARE

Visual Identity, Website, & Social Media Management

Managed the **full buildout** and evolution of Adapt Healthcare's digital ecosystem—from brand identity to web presence to **multi-channel content strategy**.

Developed and executed **web development, brand messaging, and content execution** to ensure a cohesive experience for both healthcare professionals and facilities. Worked directly with the executive team to translate Adapt's human-first mission into high-performing assets across every platform.

ADSTHETICS

Account Management, Remote Closing, CRM & Email/SMS Management

At Adsthetics, I **managed high-performing marketing campaigns** for medical spas and wellness clinics across Canada and the U.S., blending strategic execution with hands-on client communication and closing.

As a dedicated Account Manager and remote closer, I oversaw the full lifecycle of lead generation—from **paid acquisition** and **CRM automation**, to real-time **appointment setting**, and **retention**. I worked closely with clinic owners to streamline their sales processes and **maximize revenue**.

Medical Spa (Florida, USA):

- \$2,000 ad spend → **\$20,200 revenue** → **910% ROI**
- **257 pre-qualified leads** generated in just 2 months
- All leads generated through a full-funnel paid media + automation system

Medical Spa (North Carolina, USA):

- \$3K ad spend → **\$52K revenue** → **17.3x Return on Ad Spend (ROAS)**
- 247 unique leads generated in the first 90 days
- Strategy included **paid media**, **landing pages**, and **automated follow-ups**

Wellness Clinic (Texas, USA):

- \$6K ad spend → **\$97.8K revenue** → **16.3x ROAS / 1,630% ROI**
- **480 unique leads** in 3 months
- Funnel powered by **CRM management** and **SMS automation**

MED SPA (BC, CANADA)

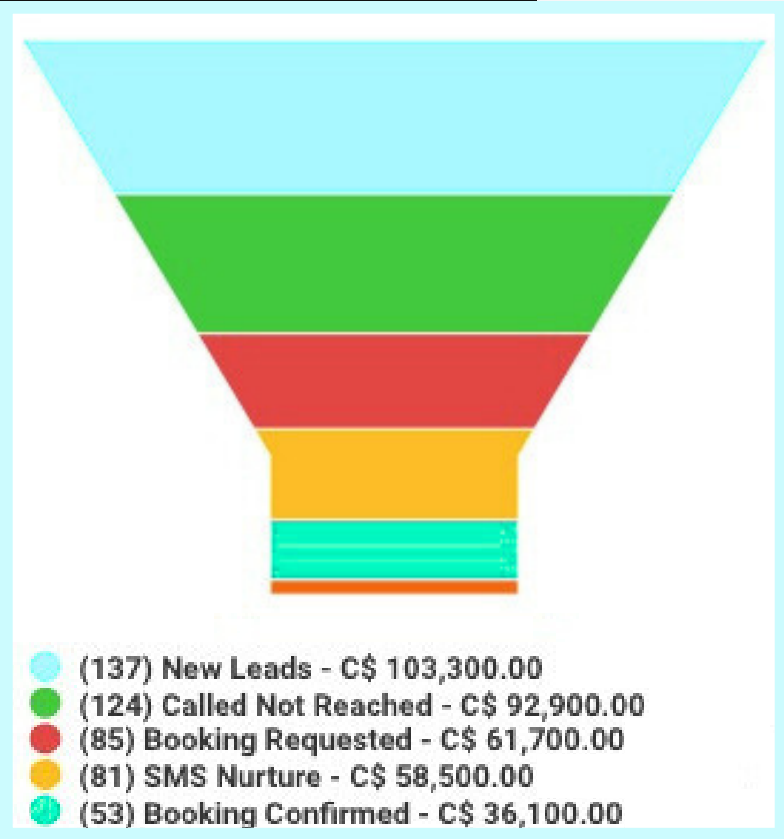
Paid Media Management

Delivered a **15x ROI** from only **\$1,167.32 in ad spend**—generating an impressive **\$17,472 in profit**.

My Meta ad campaigns for this med spa with 2 locations accounted for nearly **71%** of the client’s leads generated in a 3 month timeframe.

Once I implemented a **streamlined follow-up process** and brought on a dedicated appointment setter, our **closing rate skyrocketed to over 48%**.

This simple operational shift dramatically improved conversions and proved just how critical lead nurturing is to **maximizing ROI**. What began as a high-performing campaign quickly evolved into a **scalable, revenue-driving system**.



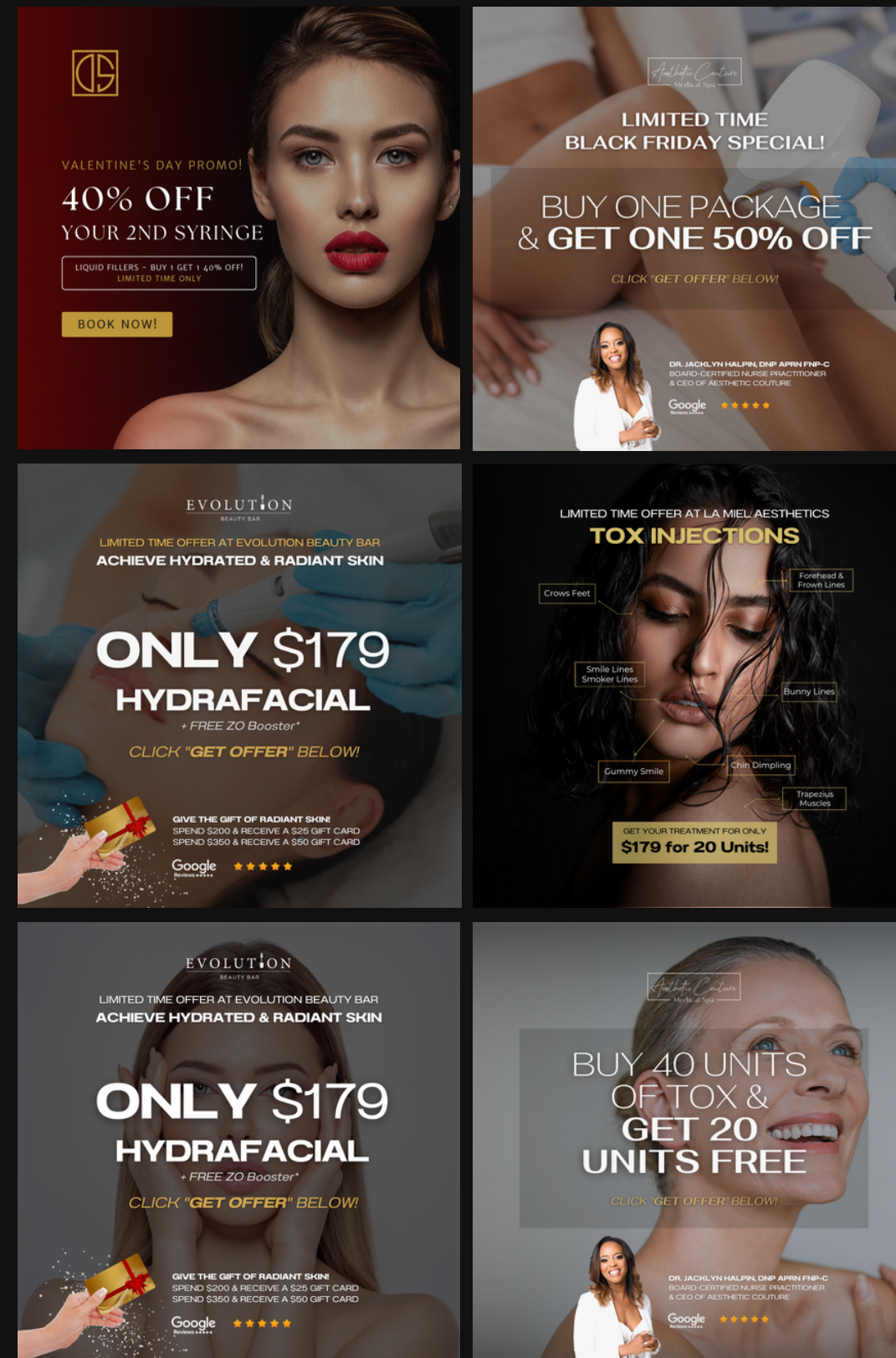
Results	Reach	CTR (all)	Amount spent
15 On-Facebook Leads	6,777	1.23%	\$348.19
60 On-Facebook Leads	8,904	1.96%	\$507.89
22 Leads	5,438	2.03%	\$311.24
— Lead	—	—	\$0.00
— Lead	—	—	\$0.00
97 Leads	12,481	1.76% Per Impressions	\$1,167.32 Total Spent

TOTAL REVENUE:

\$18,640

TOTAL ROI:

\$17,472



ADSTHETICS

Graphic Design & Social Media Management

As a Social Media Manager and Graphic Designer at Adsthethics, I led the development and execution of visual content across agency and client accounts. I built content strategies aligned with each brand's vision, creating social and promotional assets that **drove engagement** and **strengthened authority**.

I supported brand positioning through strategic design, storytelling, and content planning—balancing aesthetics with performance to build trust, attract qualified leads, and **convert attention into booked appointments**.

NATLISCHINSKI.COM

@NATLISCHINSKI

READY TO **ELEVATE YOUR MARKETING** AND **GROW WITH INTENTION?**

LET'S TALK

NATLISCHINSKI@GMAIL.COM