

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 build **scalable systems that align with business goals**—from developing cross-channel strategies, to building cohesive digital ecosystems, I've delivered **measurable, sustainable growth** across wellness, events, CPG, and beyond.

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

1. Develop a tailored **strategy** aligned with your business and **revenue goals**.
2. **Execute** engaging social media campaigns that move the needle.
3. Optimize based on performance data, not guesswork.

I don't just run ad campaigns, I build ROI-driven systems that turn attention into action, and action into long-term success. Whether you're launching something new or scaling what's already working, I'll help you grow with **clarity** and **confidence**.

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..."

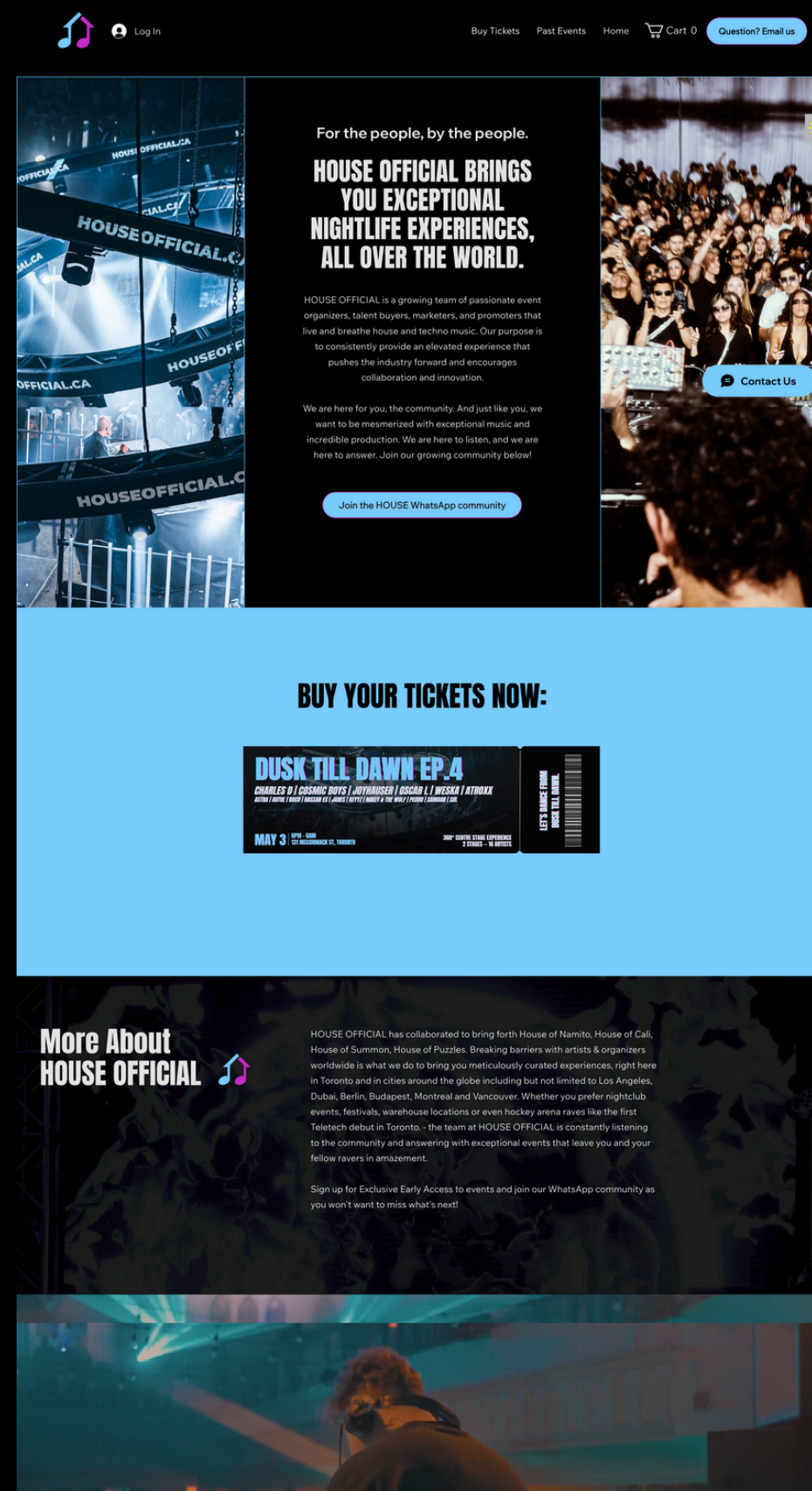
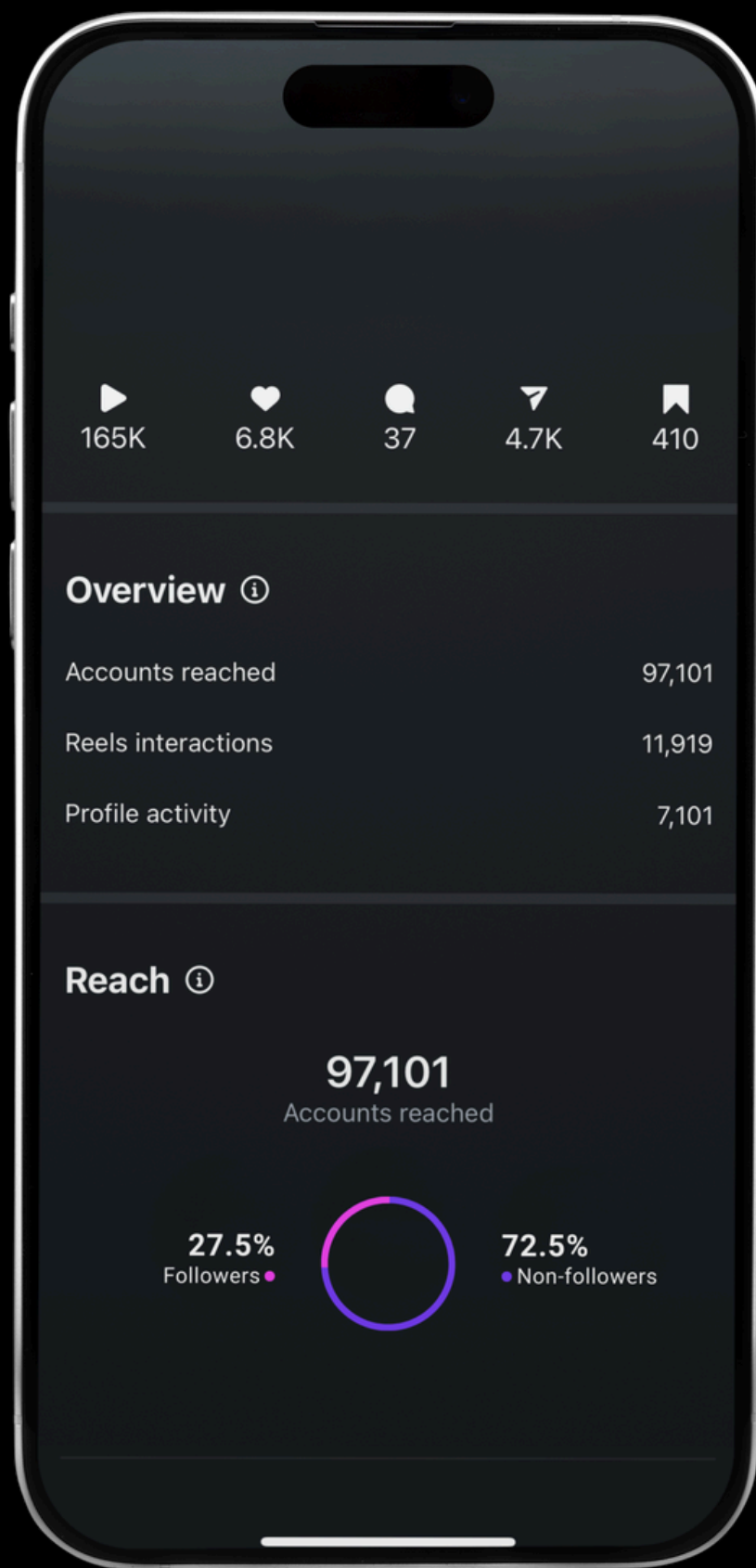
- Adriana. S

"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



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.

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: [REDACTED]	1763	CA\$108,683.28
 HOUSE Presents: [REDACTED]	411	CA\$12,585.66
 HOUSE Presents: [REDACTED]	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**.



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& GET ONE 50% OFF**

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DR. JACLYN HALPIN, DNP APRN FNP-C
BOARD-CERTIFIED NURSE PRACTITIONER
& CEO OF AESTHETIC CULTURE

Google 5 stars

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SPEND \$350 & RECEIVE A \$50 GIFT CARD

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Adsthetics

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OF TOX &
GET 20
UNITS FREE**

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BOARD-CERTIFIED NURSE PRACTITIONER
& CEO OF AESTHETIC CULTURE

Google 5 stars

ADSTHETICS

Graphic Design & Social Media Management

As a Social Media Manager and Graphic Designer at Adsthetics, I led the creation and execution of visual content across both agency and client accounts. I developed and maintained **brand-aligned content strategies** for med spas and wellness clinics, creating social and promotional assets that **drove engagement** and **built authority**.

On the agency side, I supported brand positioning through strategic design, storytelling, and content planning. My work balanced aesthetics with performance, helping clients **build trust, attract qualified leads, and convert attention into booked appointments**.

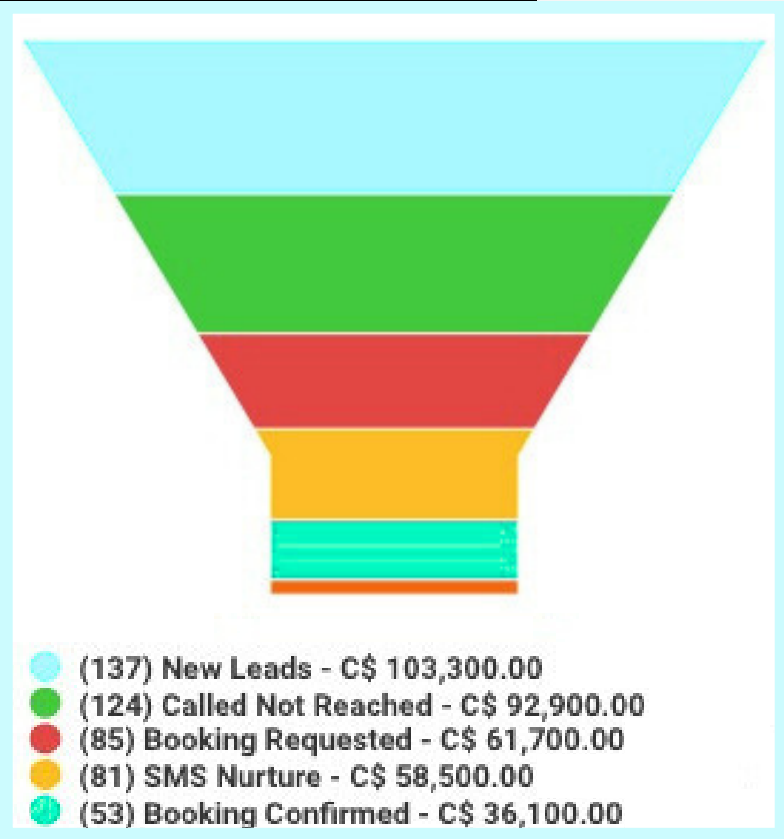
MED SPA (BC, CANADA)

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

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):

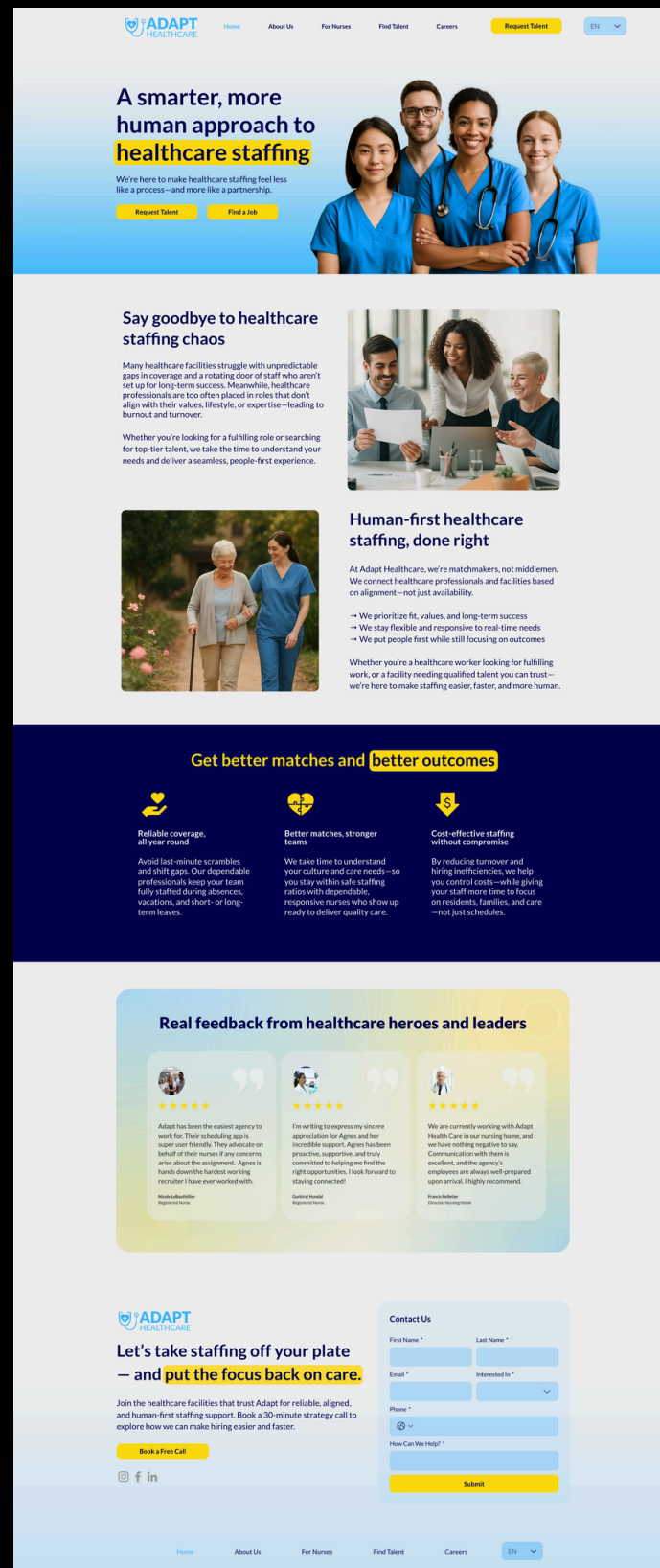
- \$2,000 ad spend → **\$20,200 revenue** → **910% ROI**
- **257 pre-qualified leads** generated in just 2 months
- All leads generated through a full-funnel paid media + automation system

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**



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.



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**, and **campaign messaging**. Drove early-stage audience growth and laid the foundation for long-term brand equity in a highly competitive space.

AI-LEVERAGED MARKETING SYSTEMS

In today's fast-moving landscape, businesses don't just need marketers and tacticians, they need **strategic thinkers** who can **leverage AI to build faster, smarter**, more **profitable digital ecosystems**.



AI Agents for Growth & Ops

Automate lead nurturing systems, appointment booking, customer support, and internal onboarding/training with custom AI agents that **optimize customer journeys**, **shorten sales cycles**, and **increase efficiency**.

Intelligent Content & Insights

Leverage AI to support strategic content development, decode audience behaviour, and extract real-time competitor insights so every campaign performs **smarter, faster**, and **more effectively**.

Scalable Workflow Automation

Streamline and **systemize** marketing operations with with AI-driven workflows and integrated systems to **remove bottlenecks** and create the infrastructure for **consistent, scalable growth**.

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

LET'S TALK

NATLISCHINSKI@GMAIL.COM