



mission driven

S O C I A L TM



HELLO!
MY NAME IS
SARAH MCFADDEN

about me

As an Army veteran, I am deeply passionate about helping brands and their founders boldly share their missions through strategic social media. **My military background has instilled in me a keen attention to detail and a relentless work ethic, ensuring that no task is too challenging when it comes to serving my clients. I tackle the hard jobs most social media managers avoid, always prioritizing what is best for my clients.** With my dedication and expertise, brands can confidently connect with their audiences and make a meaningful impact.

STRATEGIC EXPERTISE WITH A VETERAN'S PRECISION

2012

AUSTIN COMMUNITY
COLLEGE -
ASSOCIATES OF ART

2016

TEXAS STATE
UNIVERSITY -
BACHELORS OF ART
IN SCULPTURE

2024

VICTOR + VALOR®
SOCIAL MEDIA
STRATEGIST
PROFESSIONAL
TRAINING

COMPREHENSIVE SOCIAL MEDIA SOLUTIONS TO AMPLIFY YOUR IMPACT.

At Mission Driven Social™, we offer a comprehensive suite of services designed to elevate your social media presence and amplify your impact.

Our packages include strategic social media management with tailored plans to suit your needs, from the Starter Package to the Impact Package, providing you with high-quality posts, advanced analytics, and community management. **We specialize in social media strategy focused on community growth and high sales conversion, ensuring your message reaches and resonates with your target audience.**

Our services also encompass expert graphic design, content creation, on-brand and high-conversion copywriting, and digital asset creation to keep your visuals and messaging cohesive and compelling. Additionally, we prioritize community engagement and growth, fostering meaningful interactions and building a loyal following for your brand.

Whether you're just starting or looking to expand your influence, Mission Driven Social™ is here to support your mission every step of the way.



TRANSFORMING OPERATION CHILD CARE PROJECT'S SOCIAL MEDIA PRESENCE

When I began working with Operation Child Care Project (OCCP) in November 2023, their social media accounts were established but stagnant, with zero followers and little community engagement. **They struggled with creative direction, time management, organization, and content creation, and were considering a complete rebrand. Recognizing the essential role of the founder in building a mission-driven brand's community and audience,** I proposed a comprehensive strategy to jumpstart their social media growth and engagement, culminating in the successful execution of their rebrand launch.



Key Actions and Results:

- Visual and Strategic Shift: I updated OCCP's imagery and social media presence to align with their new brand identity, emphasizing a more refined and professional image. This shift was crucial for establishing OCCP as a trusted advocate for military childcare support and resources.
- Community Building: By focusing on the founder's story and mission, we created a compelling narrative that resonated with their target audience, fostering a strong and engaged community.



case study

before rebrand graphics

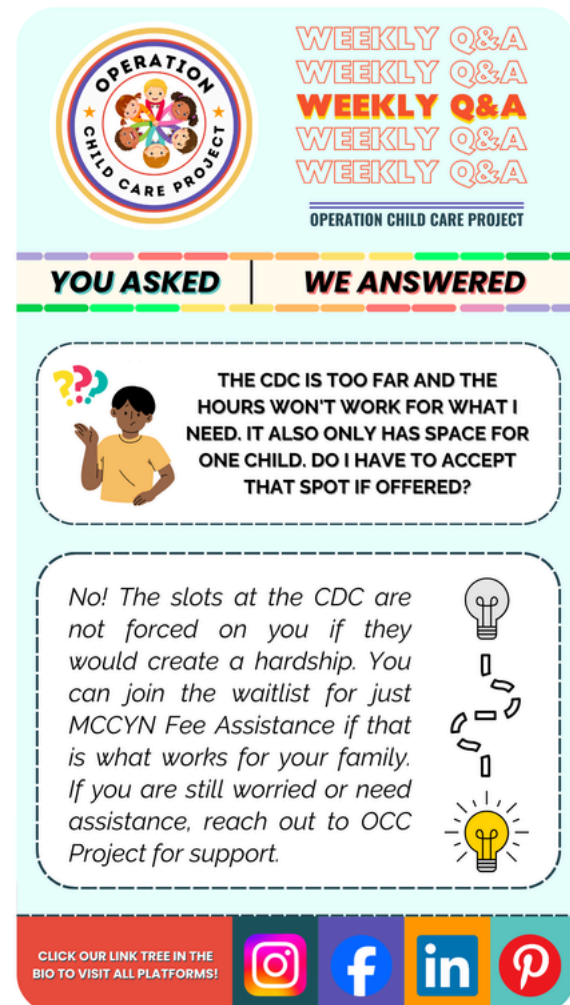




Growth Metrics:

- January 2024 Growth:
 - Facebook: 135.59% increase
 - Instagram: 29.17% increase
 - LinkedIn: 155.56% increase
- Overall Growth Since November 2023:
 - 969.53% increase in overall followers
 - 98% organic growth with minimal advertising budget
- Impact on Services:
 - As of July 2024, OCCP maximized their case load with over 50 families seeking guidance.
 - 75% of these families learned about OCCP through social media, demonstrating the strong community and outreach achieved.
- Post-Rebrand Growth (May 2024 - July 2024):
 - Facebook: 77.6% increase
 - Instagram: 8.91% increase
 - LinkedIn: 28.26% increase

case study





TRANSFORM YOUR SOCIAL MEDIA LIKE OCCP: BOOST ENGAGEMENT AND POSITION YOUR BRAND FOR SUCCESS!

This strategic approach not only increased OCCP's social media followers but also positioned them as a key resource for military families.

By highlighting the founder's vision and leveraging a professional, mission-aligned social media presence, we significantly enhanced their engagement and community growth, ensuring long-term success for OCCP.



REVITALIZING SOCIAL MEDIA FOR IGY6

Sarah McFadden has crafted a strategic proposal to jumpstart IGY6's social media presence, focusing on elevating their engagement and executing a dynamic rebrand launch. Tiffany Orner, the CEO and founder of IGY6 Company, is a US Air Force veteran and a passionate advocate for the military community. Her warmth, enthusiasm, and dynamic personality are the driving forces behind her mission to empower military families.

Upon assessing the current social media landscape, I observed that the existing content did not fully capture the vibrant energy and mission of Tiffany's work. To address this, I propose a revitalization strategy centered on using vibrant colors and engaging visuals that reflect the true spirit of IGY6. By incorporating interactive elements and storytelling into the content, we aim to increase community engagement and growth.



case study

Projected Impact:

- Social Media Growth: Aiming for a 48-75% increase in followers and reach within 90 days.
- Enhanced Community Engagement: Creating a more interactive and energetic online presence that resonates with IGY6's mission.

This approach not only aligns with Tiffany's vision but also ensures that her social media presence effectively engages and expands her audience.

By highlighting the founder's dynamic personality and leveraging a refreshed, mission-aligned strategy, we anticipate significant improvements in both reach and community connection.





LET'S ACHIEVE YOUR SOCIAL MEDIA SUCCESS TOGETHER!

elevate your brand

I am dedicated to partnering with you for your success, going above and beyond to exceed your expectations. By working within your budget and aligning with your project objectives, I'll tailor strategies that drive real results. Whether you're interested in our Starter Package (\$1200), Expand Your Reach (\$2500), or Impact Package (\$4200), I'll create a custom proposal to maximize your brand's unique growth, vision, and goals. My focus is on growing your brand, expanding your community, and boosting your bottom line. Ready to transform your online presence? Let's connect to discuss how partnering with me at Mission Driven Social can elevate your brand and achieve your goals!

"THE POWER OF PARTNERSHIP LIES IN
OUR SHARED VISION AND
COMMITMENT. WHEN WE WORK
TOGETHER, THERE'S NO LIMIT TO
WHAT WE CAN ACHIEVE."

Sarah McFadden

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