



SANDRA NEWSON

FOCUSED PROJECT SUPPORT

From The Inner Circle

EXPERIENCE & SELECTED WORK

Strategic thinking, practical support and proven results across visibility, content and launches.

KATALPASOCIALMEDIA.COM

MEET SANDRA

Since 2017, I have worked behind the scenes of heart-led online businesses, supporting content, launches, communities and online visibility.

That experience has taught me to see the wider picture. I can quickly identify what has become unnecessarily complicated, what is no longer working and where your time and energy will make the greatest difference.

My approach is calm, thoughtful and practical. I will not tell you to post everywhere, follow every trend or use tools that do not feel right for you. The work needs to suit your business, your audience, your capacity and the way you genuinely want to work.

Focused Project Support brings that experience into one clearly defined piece of work, with an agreed outcome, practical recommendations and a finish date.





THE EXPERIENCE | BRING

Since 2017, I have worked across many different areas of online visibility, from the thinking behind a campaign to the practical systems needed to deliver it.

My experience includes:

- Reviewing online visibility, content and platforms
- Creating clear content strategies and calendars
- Planning and supporting launches and promotions
- Repurposing valuable material across multiple platforms
- Growing and supporting online communities
- Clarifying messages, themes and content direction
- Bringing structure to complicated ideas and projects

I understand both the strategy and the practical work behind it. This allows me to make recommendations that are realistic, manageable and grounded in what it actually takes to complete the project.

**THE TOOLS FOLLOW THE THINKING.
NOT THE OTHER WAY ROUND.**

SELECTED PROJECT



MAKING ZEN ONLINE RETREAT

Client:

Zen Stitching / Kate Ward

Industry:

Creative wellbeing and slow crafting

Project:

Making Zen Online Retreat, May 2025

Project focus:

Launch strategy, content, visibility and community support

Making Zen is a global online retreat that brings together artists, makers, and people interested in creativity and mindful living.

For the May 2025 retreat, I was brought into the project to help shape and deliver a calm, coordinated promotional campaign across Instagram, Facebook and YouTube.

The project included 26 artist interviews, a growing pop-up Facebook community and several weeks of promotional content. My role was to bring these different elements together, create a clear launch rhythm, and ensure the content remained recognisably aligned with the gentle Making Zen brand.

The campaign combined organic content, paid promotion, repurposing and community support.

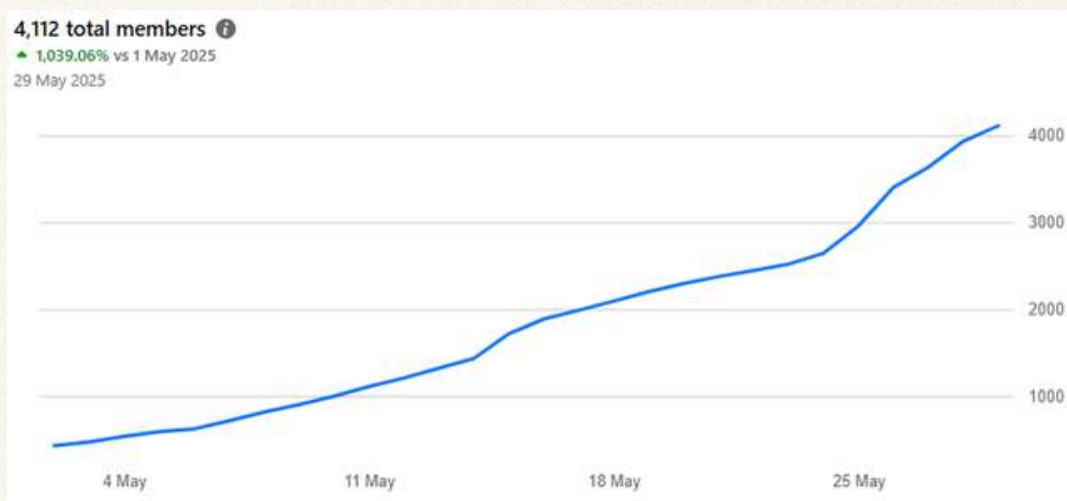
**2 MILLION+
PEOPLE
REACHED
MULTI-SIX-
FIGURE LAUNCH**

STRATEGY IN PRACTICE

COMMUNITY GROWTH

The Making Zen pop-up Facebook group grew from zero to more than 4,100 members during the campaign.

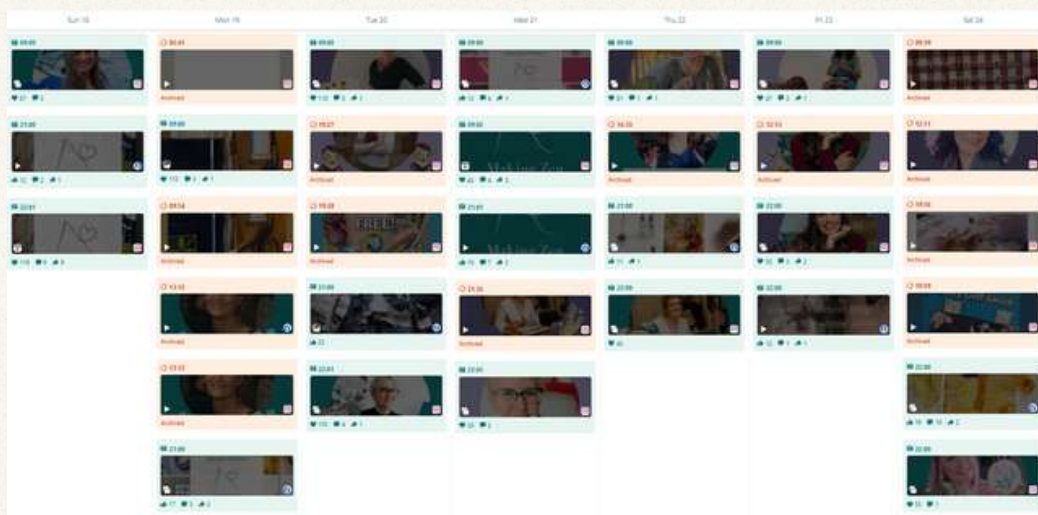
The group gave retreat participants a central place to connect, receive updates and become part of the Making Zen experience.



A CALM, COORDINATED LAUNCH RHYTHM

More than four weeks of promotional content was planned and batched in advance.

The content calendar gave the team a clear view of what was being shared, when it would appear and how the different platforms supported the wider launch.

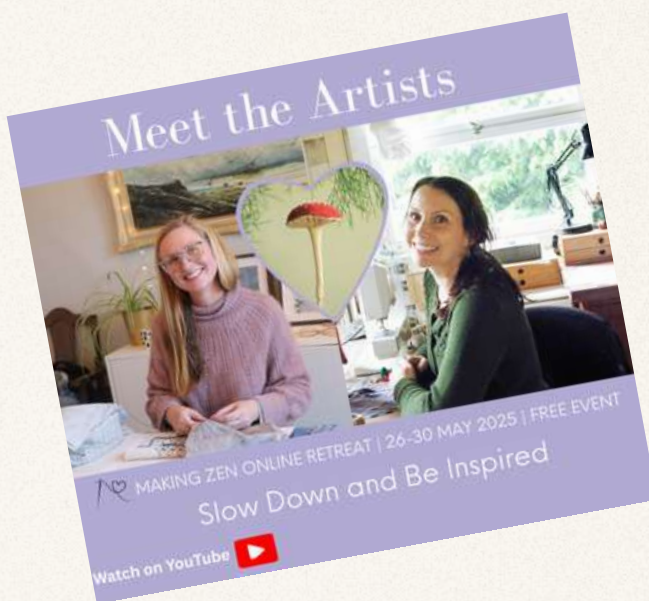


CONTENT, COMMUNITY & BRAND VOICE

26 ARTIST INTERVIEWS

Each of the 26 artist interviews became a valuable source material for Reels, carousels and Stories.

Repurposing the interviews extended their life, introduced the artists in different ways and created a consistent flow of promotional content without losing the individual voices within the retreat.



RESPONSIVE COMMUNITY SUPPORT

The pop-up Facebook group required calm, responsive support throughout the retreat, particularly during the busiest periods of the launch.

Moderator feedback

"Thank you so much for being so helpful and responsive."

— Community Moderator, Making Zen pop-up group

Client feedback

"Your contributions have been thoughtful, creative, and very appreciated, especially during some very intense periods. You've gone above and beyond in your role, and your hard work and commitment haven't gone unnoticed, particularly in the FB pop-up group recently. I'm genuinely grateful for all the care you've put into Zen Stitching and Making Zen, and proud of what we've created together."

— Kate Ward, Zen Stitching

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DO YOU HAVE A PROJECT IN MIND?

If you have a specific piece of work that needs clarity, strategy or practical support, tell me what you are working on and what you would like to change, clarify or complete.

Every project is considered individually. I only accept projects where I believe my experience can make a meaningful difference.

Sending an enquiry does not commit either of us to working together.

[DISCUSS YOUR PROJECT](#)



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