ASCENDYX

Creative Portfolio

Strategy • Creative Direction • Execution Support

Helping brands and businesses turn ideas and raw content into consistent, on-brand digital storytelling.

Growth to the Power of X

www.ascendyx.com

INTRODUCTION

What We Do
We support founders, creators, and small teams by helping them organize, refine, and execute social content consistently.

Our focus areas:
- Organic growth strategy for IG, TikTok, and FB
- Maintaining visual and tonal consistency across platforms
- Creative direction that aligns with brand and product positioning
- Working alongside existing teams or solo founders

How We Work
We collaborate closely to:
- Set monthly content direction
- Define testable short-form formats
- Organize weekly or monthly posting flow
- Refine visuals, captions, and pacing
- Build organic growth systems

CREATIVE DIRECTION

Our approach combines creative direction with structured social media management. Content is planned before production to ensure every post aligns with the brand's positioning and long-term narrative.

Our process includes:

- Defining content pillars and strategic themes
- Developing concepts for posts and short-form videos
- Preparing scripts or structured talking points when needed
- Creating references and captions before publishing

All planning materials are organized in shared documents and folders so teams can easily access strategy, concepts, scripts, and publishing notes.

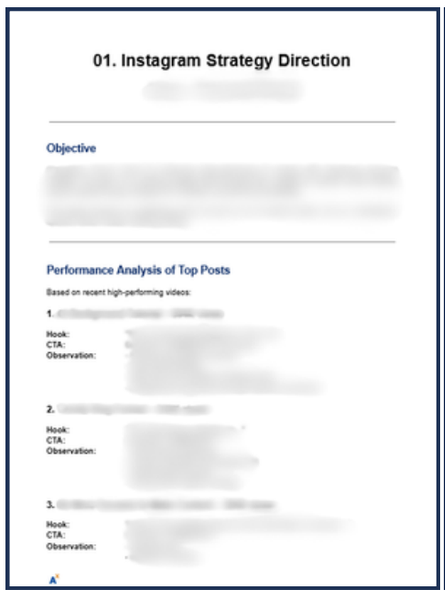
We prioritize:

- Clear hooks and clean pacing over trend chasing
- Storytelling suited to everyday posting habits
- Consistent visuals across posts and short-form video

The goal is steady, sustainable presence rather than short-term spikes.

SECTION 1
CONTENT STRATEGY AND CAMPAIGN PLANNING

Before production begins, we define content structure and narrative direction. This includes content pillars, video concepts, and campaign planning frameworks used internally for client work.



01. Instagram Strategy Direction

Objective

Performance Analysis of Top Posts

Based on recent high-performing videos:

1.

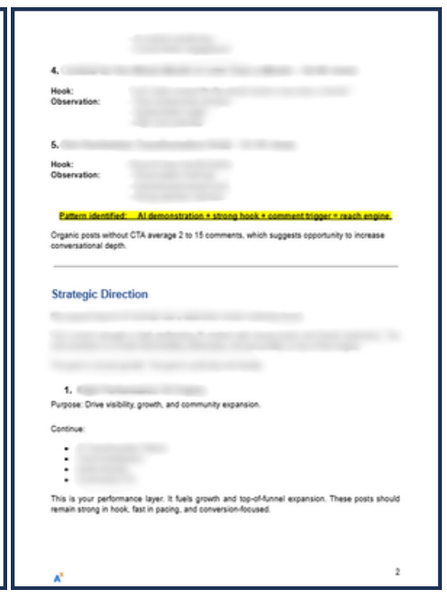
Hook:
CTA:
Observation:

2.

Hook:
CTA:
Observation:

3.

Hook:
CTA:
Observation:



4.

Hook:
Observation:

5.

Hook:
Observation:

Pattern identified: AI demonstration + strong hook + comment trigger = reach engine.

Organic posts without CTA average 2 to 15 comments, which suggests opportunity to increase conversational depth.

Strategic Direction

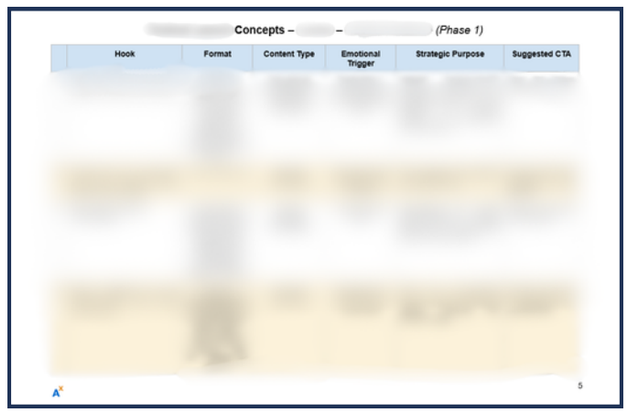
1.

Purpose: Drive visibility, growth, and community expansion.

Continue:

This is your performance layer. It fuels growth and top-of-funnel expansion. These posts should remain strong in hook, fast in pacing, and conversion-focused.

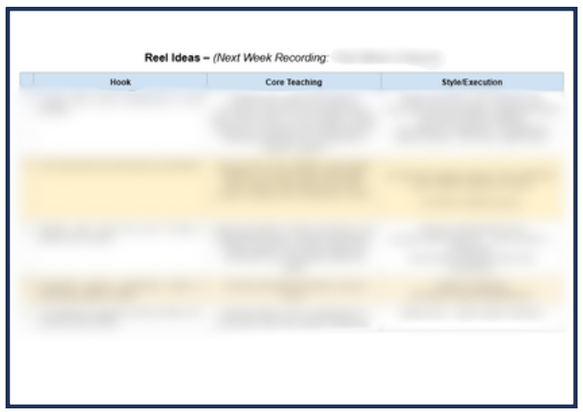
2



Concepts – – *(Phase 1)*

Hook	Format	Content Type	Emotional Trigger	Strategic Purpose	Suggested CTA

5



Reel Ideas – *(Next Week Recording:*

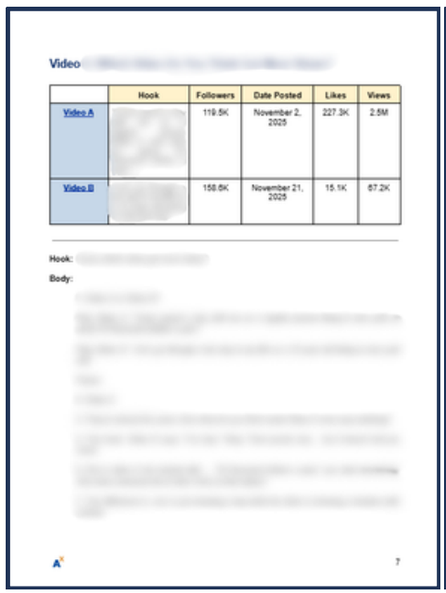
Hook	Core Teaching	Style/Execution

All materials are organized in designated documents and folders for easy access and navigation.

Client details have been concealed for privacy.

SECTION 1.2
SCRIPTS & CONTENT REFERENCES

After strategy and concept planning, content ideas are translated into scripts and structured references used for recording and production.


Video

	Hook	Followers	Date Posted	Likes	Views
Video A		119.5K	November 2, 2025	227.3K	2.5M
Video B		158.6K	November 21, 2025	15.1K	87.2K

Hook:

Body:

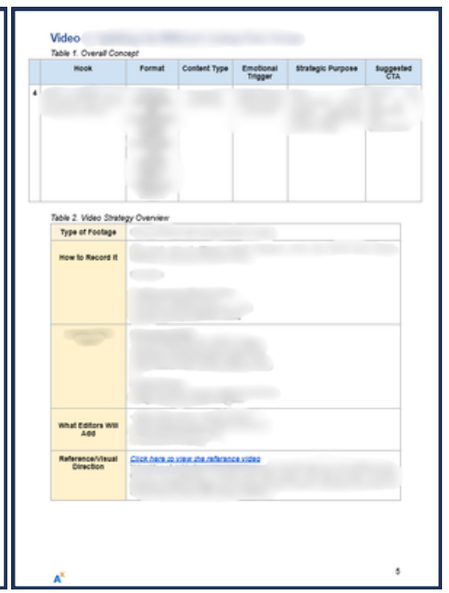
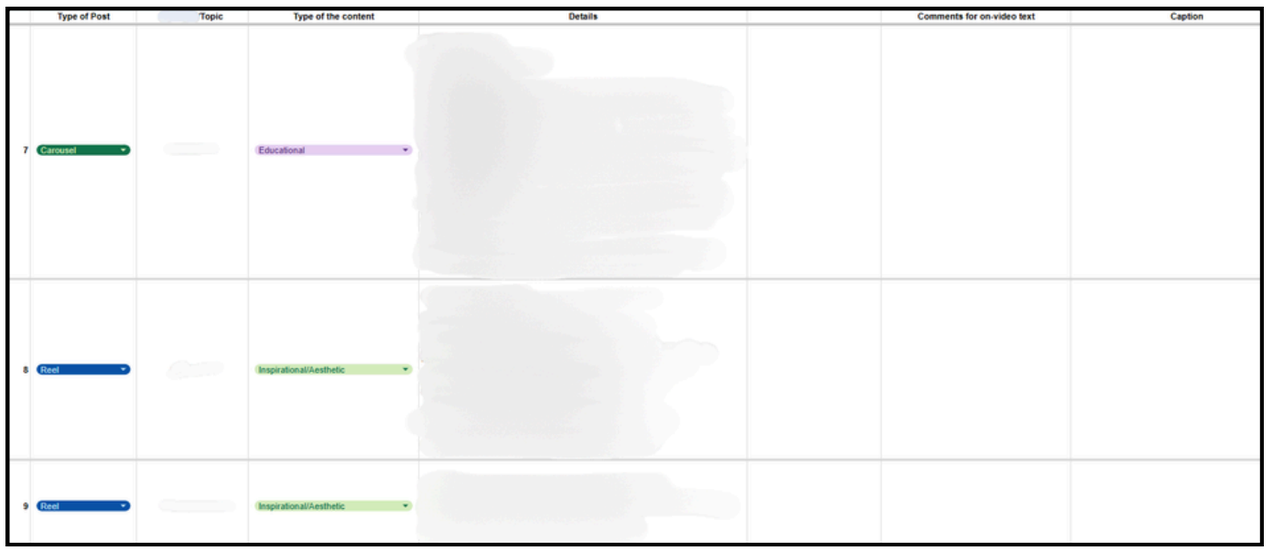

Video

Table 1. Overall Concept

	Hook	Format	Content Type	Emotional Trigger	Strategic Purpose	Suggested CTA
4						

Table 2. Video Strategy Overview

Type of Footage	
How to Record it	
What Editors Will Add	
Reference/Visual Direction	Click here to view the reference video



	Type of Post	Topic	Type of the content	Details		Comments for on-video text	Caption
7	Carousel		Educational				
8	Reel		Inspirational/Aesthetic				
9	Reel		Inspirational/Aesthetic				

These documents outline hooks, narrative direction, talking points, and caption guidance to maintain consistency across posts.

Client details have been concealed for privacy.

SECTION 2
VISUAL CONTENT FOR BRANDS

Clean, modern Canva creatives designed with strong hierarchy, spacing, and tone to support brand communication across social media and campaigns.





My Body Tuning



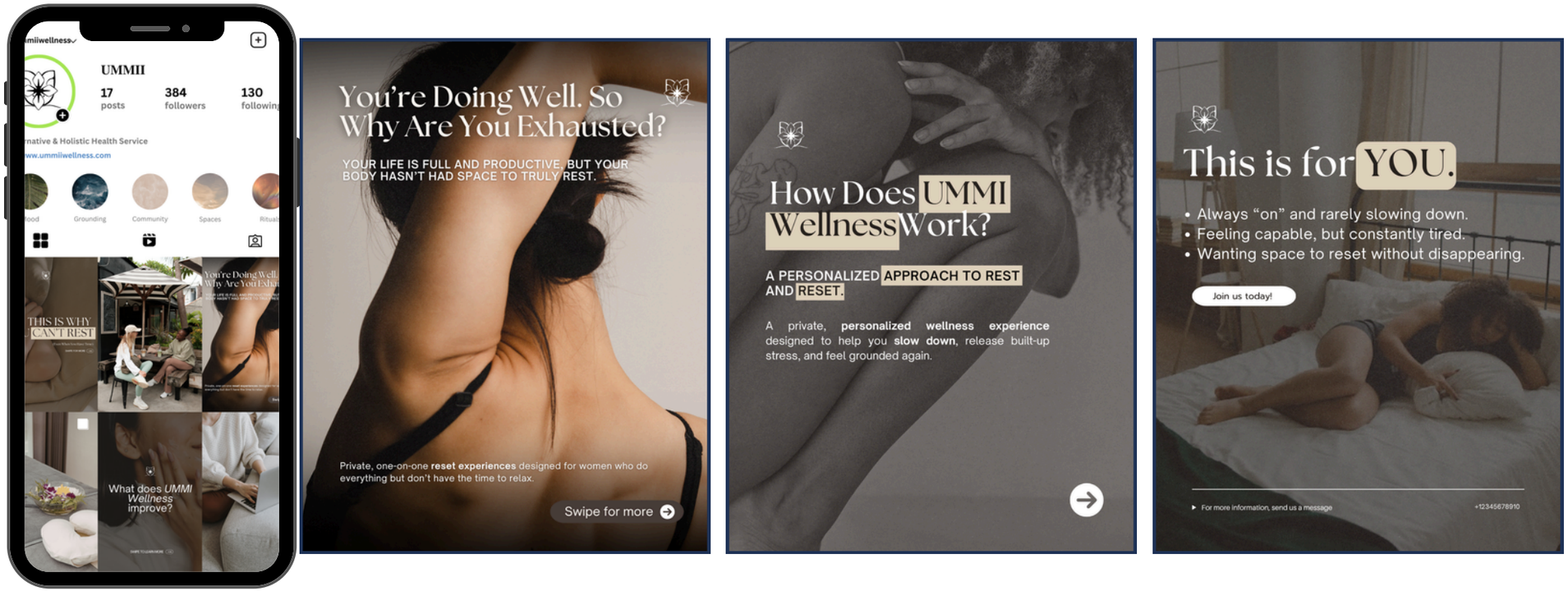


Twists and Curves Pilates

Each visual is crafted to feel intentional, minimal, and aligned with a refined brand identity.

SECTION 2.2
VISUAL CONTENT FOR BRANDS

Clean and elevated creatives designed to support wellness-focused brands through calm and intentional visuals and structured communication across social media and campaigns.

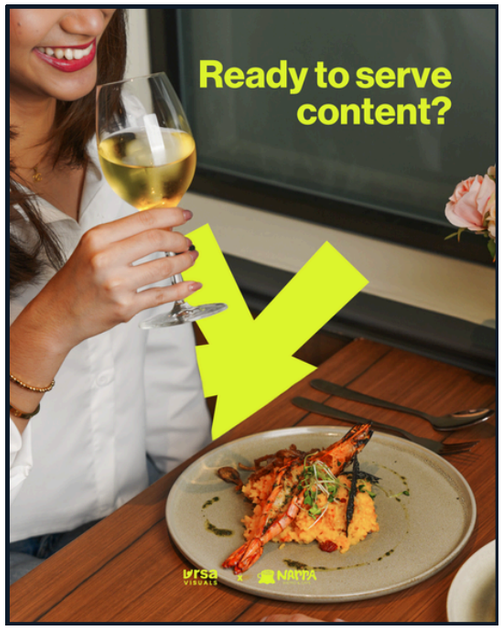


Ummii Wellness

These visuals highlight our approach to translating brand positioning into calm, refined digital content suited for wellness and lifestyle audiences.

SECTION 2.3
CROSS-INDUSTRY VISUAL CONTENT

Sample outputs designed for organic and promotional use, with a focus on consistency and elevated presentation.





VRSA Agency





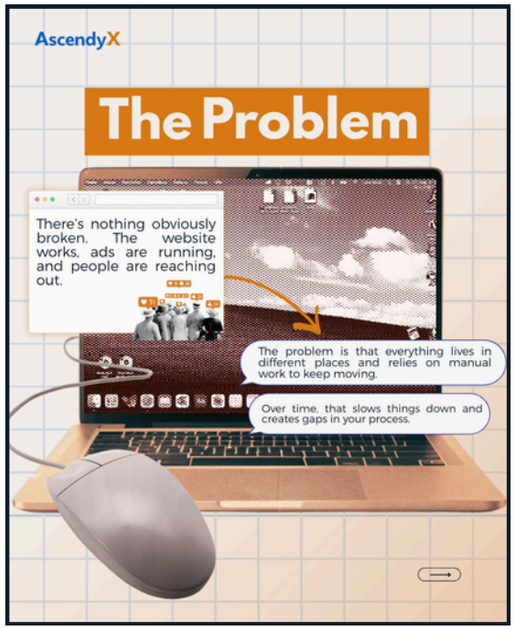
Home Care Industry

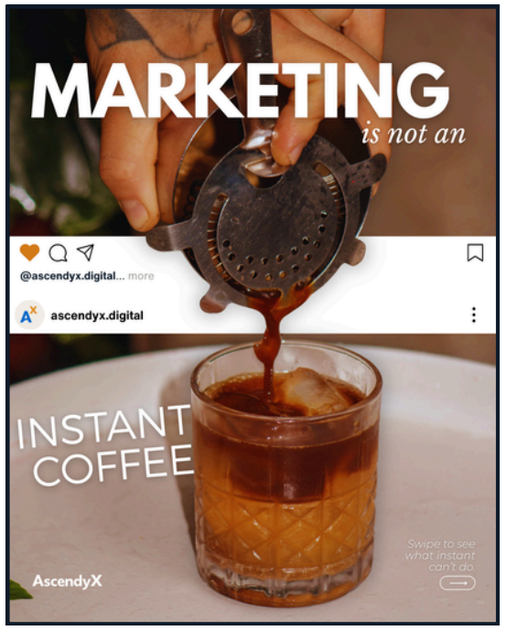
While industries may vary, the visual standards remain flexible and easy to maintain.

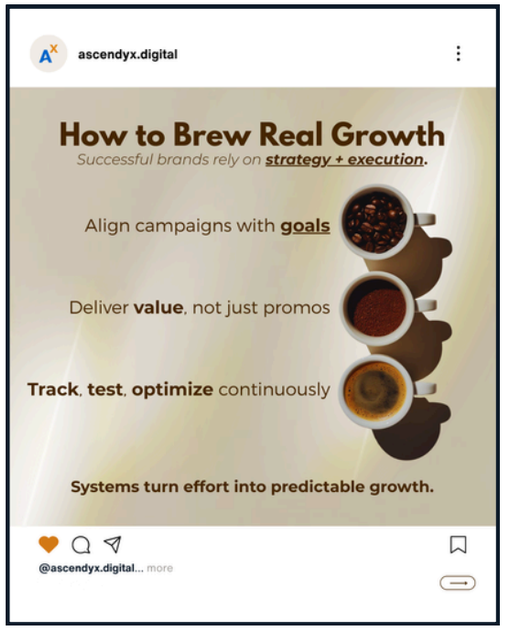
SECTION 2.4
ASCENDYX SOCIAL MEDIA CREATIVES

Examples of social media creatives produced by the AscendyX team.









Designed by AscendyX to deliver clear messaging, engagement, and consistent brand presentation.

SECTION 2.5
ASCENDYX GRAPHIC DESIGN & VISUAL EXPLORATION

Concept-driven graphic compositions designed to explore bolder visual directions, combining typography, imagery, and layout to create expressive and engaging brand visuals.







A collection of graphic design explorations that showcase a more expressive and stylized approach to visual storytelling.

SECTION 3
CONTENT SYSTEMS

Sustainable growth comes from structure behind the scenes.



April 2024 (Meta)

MON	TUES	WED	THURS	FRI	SAT	SUN
1	2	3	4	5	6	7
POST: Static - April Fool's Gimmick		REEL: Pamper Day at Serenease		POST: Carousel - Nail recos based on your zodiac sign		REEL: Spa Days are key to happiness STORY/HIGHLIGHT: Frequently Asked Questions
8	9	10	11	12	13	14
	REEL: Besties Membership Package Highlight		STORY/HIGHLIGHT: Static - Our Memberships	STORY/HIGHLIGHT: Static - List of Services	POST: Interactive - Your sign to destress this weekend at Serenease through wellness services	
15	16	17	18	19	20	21
POST: Static - Payday sign: New lashes, nails, wax, and massage at Serenease		STORY/HIGHLIGHT: Interactive - This or That? Lashes and nails category		STORY/HIGHLIGHT: Static - About Us		REEL: Why you should consider waxing instead of shaving/plucking
22	23	24	25	26	27	28
	POST: High maintenance things I do to keep me low-maintenance		STORY/HIGHLIGHT: Static - Why Choose Us		REEL: Your well-deserved massage at the end of a stressful week	
29	30					
POST: Static - Nail Care 101	REEL: ASMR of Wellness Services					
STORY/HIGHLIGHT: Static - Announcements	STORY/HIGHLIGHT: Static - This month's feedback from clients					

April 2024 (TikTok)

MON	TUES	WED	THURS	FRI	SAT	SUN
1	2	3	4	5	6	7
PHOTO SLIDES: April Fool's Day Gimmick		VIDEO: Pamper Day at Serenease		PHOTO SLIDES: Static - Nail recos based on your zodiac sign	Filler post	VIDEO: Spa Days are key to happiness
8	9	10	11	12	13	14
	VIDEO: Besties Membership Package Highlight		UGC: Nail Services Highlight		PHOTO SLIDES: Interactive - Your sign to destress this weekend at Serenease...	Filler post
15	16	17	18	19	20	21
PHOTO SLIDES: Static - Payday Sign		UGC: Lash Services Highlight		UGC: Waxing Services Highlight	Filler post	VIDEO: Why you should consider waxing instead of shaving/plucking
22	23	24	25	26	27	28
	PHOTO SLIDES: High maintenance things I do to keep me low-maintenance		UGC: Wellness Services Highlight		VIDEO: Your well-deserved massage at the end of a stressful week	Filler post
29	30					
PHOTO SLIDES: Meet our team!	VIDEO: ASMR of Wellness Services					

REEL
STORY/HIGHLIGHT/UGC
POST/PHOTO SLIDES

Calendar for Serenease PH

Campaign Effort	Platform/s	Campaign Objective/Optimizatioin	Schedule	Audience	Budget	Rate Type	Est. Rate	Est. KPIs	Material Booste
ries for Live-In & Specialized Care Services	Meta	Lead Gen	Run for two months, with monthly A/B testing of visuals and CTAs (if needed)	**Geolocation:** San Jose, CA +20km San Carlos, CA +20km *Primary:* Seniors aged 60+ exploring caregiving options for themselves *Secondary*: Adult children aged 35–60 looking for caregiving solutions for their aging parents	**30 days** $150	Cost per lead (CPL)	Est. $4-8 per lead	**30 days** Reach: 7K-20.2K Leads: 12-34	A/B Test: Carousel Post Video Ad Key message: Personalized care pl keep you at hom

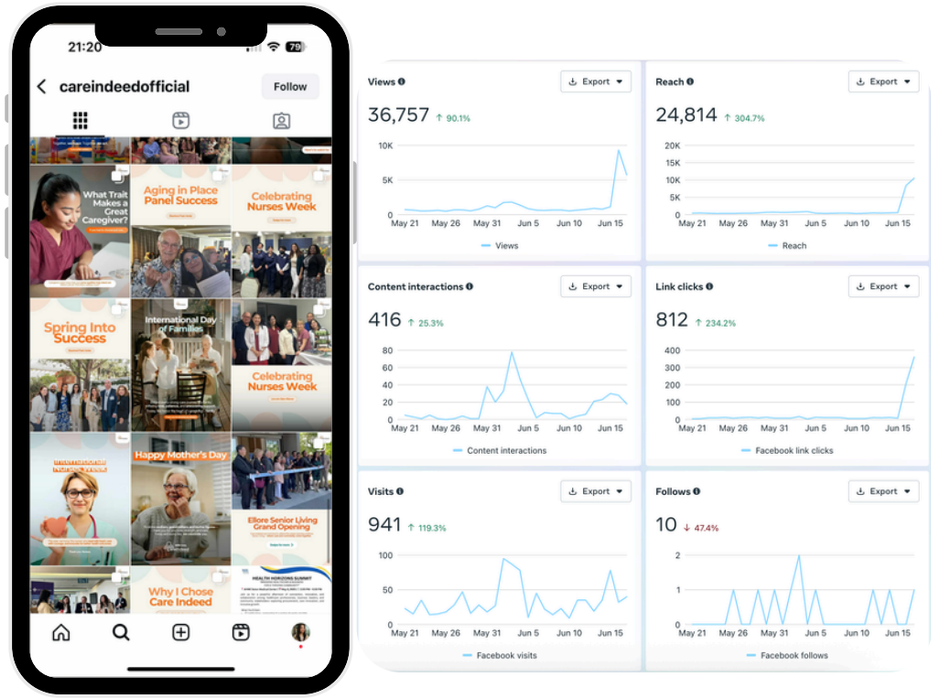
Campaign Effort	Platform/s	Campaign Objective/Optimizatioin	Schedule	Audience	Budget	Rate Type	Est. Rate	Est. KPIs	Material Booste
ead Generation Campaign	Instragram Stories	Lead Gen Geolocation: San Francisco, CA +20km	Run for two months first, refresh ad every two months (if needed)	**Geolocation:** San Jose, CA +20km San Carlos, CA +20km Detailed Targeting: *Primary:* Stay-at-home moms aged 25–45 within the CA area who are looking for flexible work opportunities *Secondary:* Women interested in part-time caregiving roles	**30 days** $150	Cost per lead (CPL)	Est. $4-8 per lead	**30 days** Reach: 7K - 20.2K Leads: 12-34 Budget at $5 per day	Story Format Ad Key message: Earn money

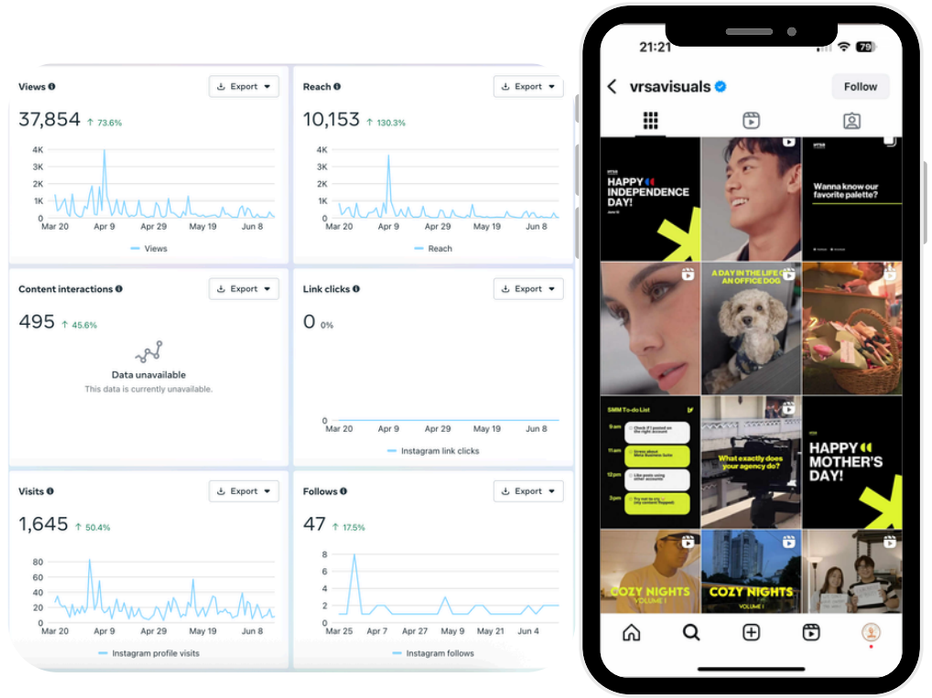
Ad Setup for Care Indeed

Planning tools shown are used internally to support execution quality and brand alignment, not mass posting or automation.

SECTION 3.2
CONTENT SYSTEMS IN PRACTICE

These examples show how structure supports execution.

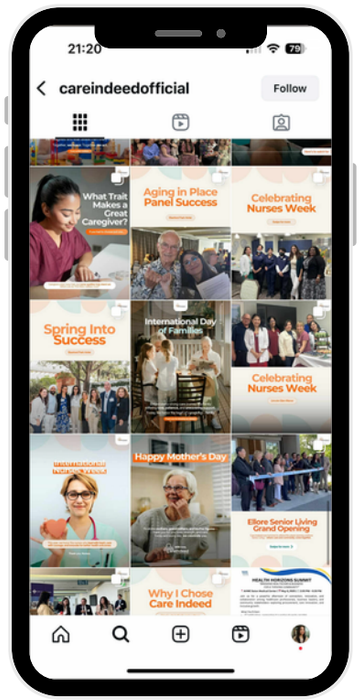


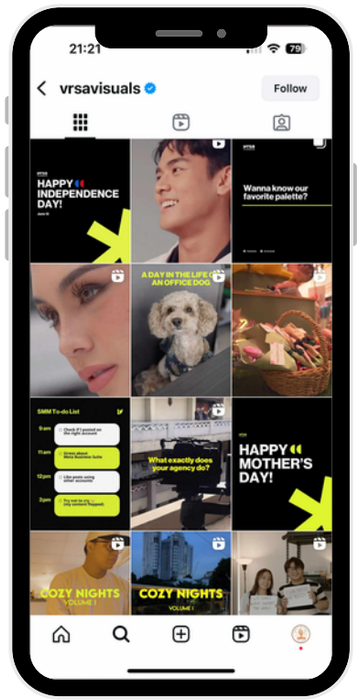


Systems are kept flexible so they work with real schedules.

SECTION 3.3
CONTENT REVIEW AND REFINEMENT

While our primary focus is creative execution, we also review content performance at a high level to inform refinement and iteration.





This allows us to:

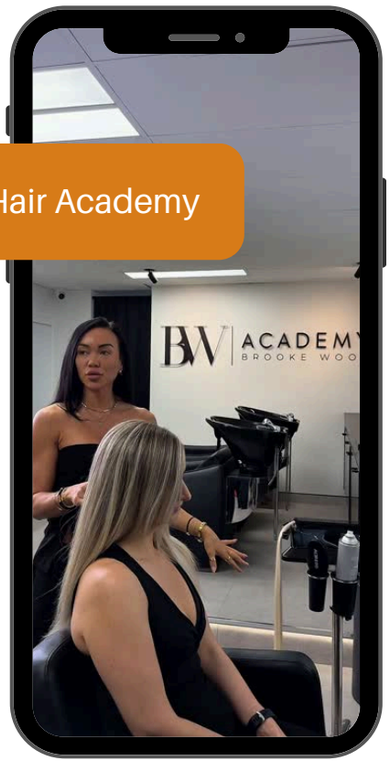
- Identify formats that drive real engagement
- Improve hooks, pacing, and storytelling
- Refine storytelling without changing brand voice
- Focus on what performs naturally over time

Performance insights are used to support creative decisions, not to push volume or aggressive tactics.

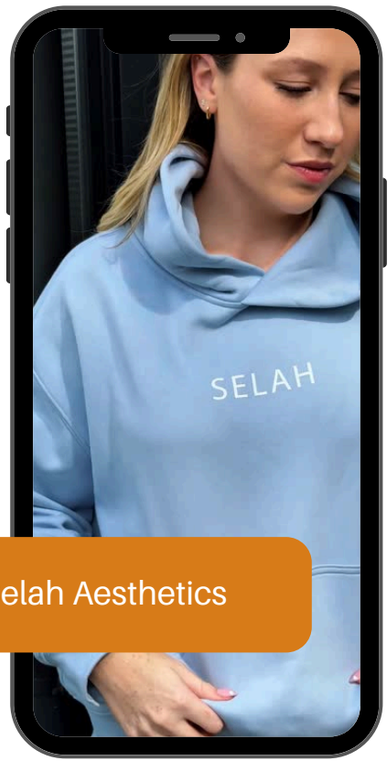
SECTION 4
SHORT-FORM VIDEO AND REELS EDITING

Short-form videos are edited to feel native on Instagram and TikTok while reinforcing brand identity.

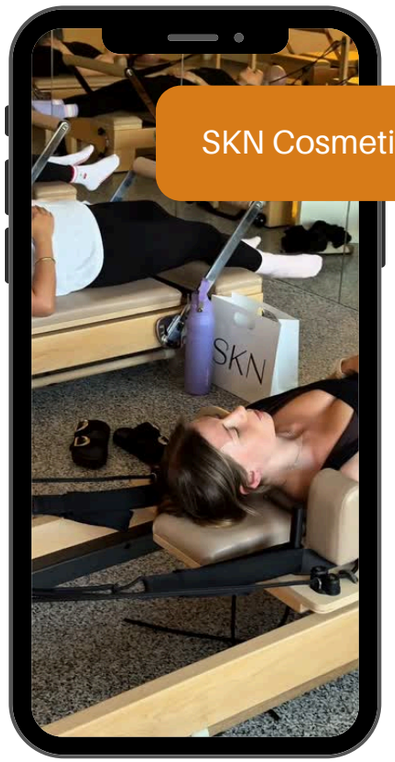
BW Hair Academy



Selah Aesthetics



SKN Cosmetics VIP Event



For live motion previews and full video examples, view the interactive Canva version of this portfolio by clicking this text.

SECTION 5
CAMPAIGN SUPPORT

We also support light campaign execution through copy and visual direction.

Socks to wear if…

SL: your socks, your alter ego
PT: which pair matches your vibe today?

SL: socks to wear if…
PT: 7am pilates or lazy day? we got you

Header: mood: whatever's on your feet
Subheader: turn your socks into personalities

Body:
different days, different vibes.
here's your cheat sheet for grips to pull when:

"…you accidentally signed up for that 7am pilates class"
half-asleep but still serving. grab:

- amore pilates - cozy enough to trick you into thinking you're still in bed.

Cta: shop now

- pink pilates girl club - soft, girly, peeking perfectly under chunky knits.

Cta: shop now

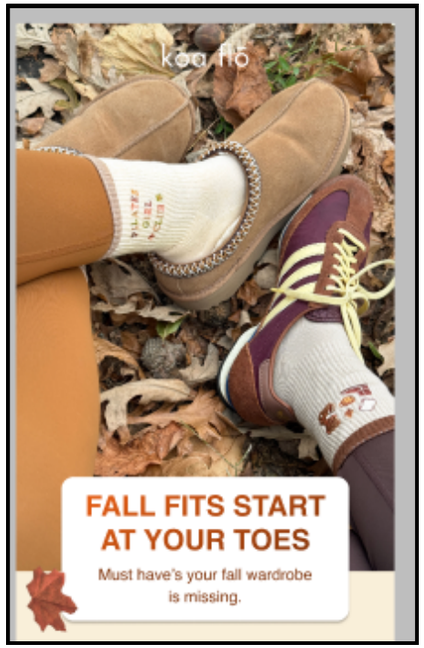
"…you wanna go for a lazy sunday errand"
comfort > everything, but still chic. reach for:

- socks and the city - clean girl energy, goes with literally anything.

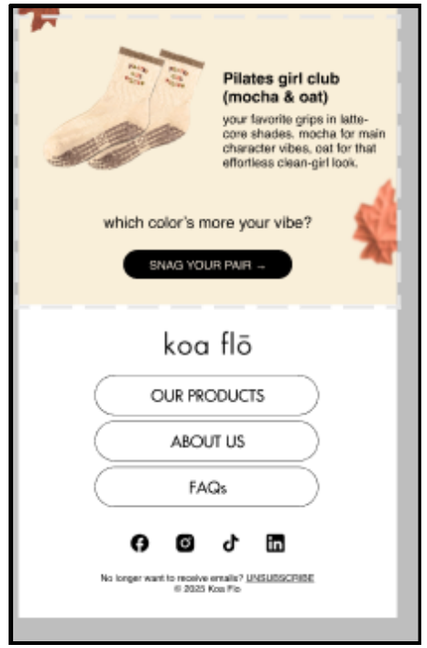
Cta: shop now

- sage honey - a little pop of cozy color to make target runs cute .

Cta: shop now





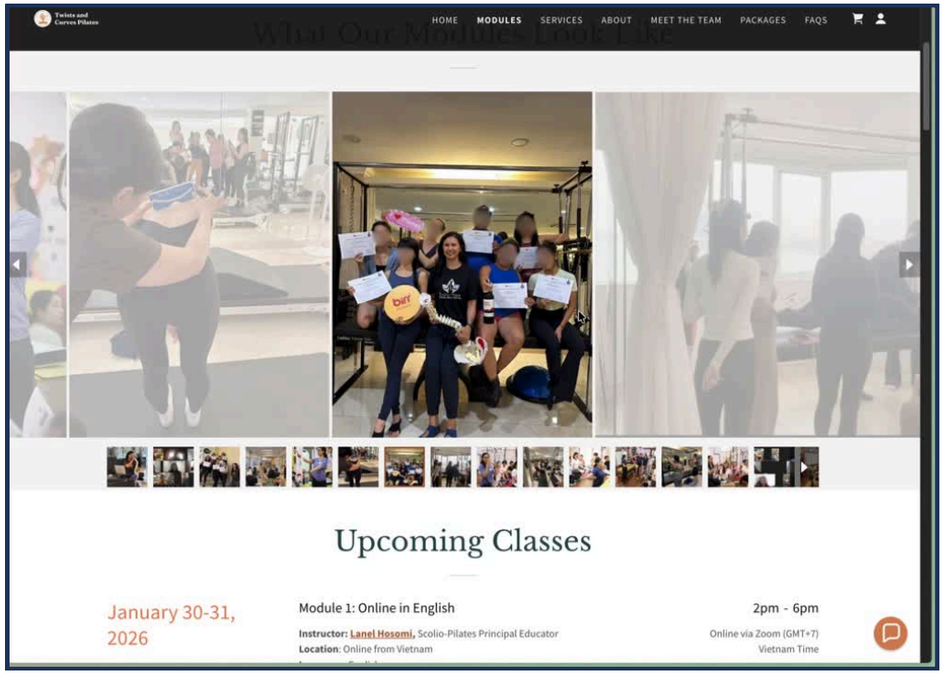


Copy made + End email Design (not our design, for visual only)

We write copy that supports organic discovery.

SECTION 6
BRAND PRESENTATION AND CAMPAIGN SUPPORT

Clean, on-brand pages and campaign assets that support credibility, storytelling, and visual consistency.



Twists and Curves PIlates via GoDaddy

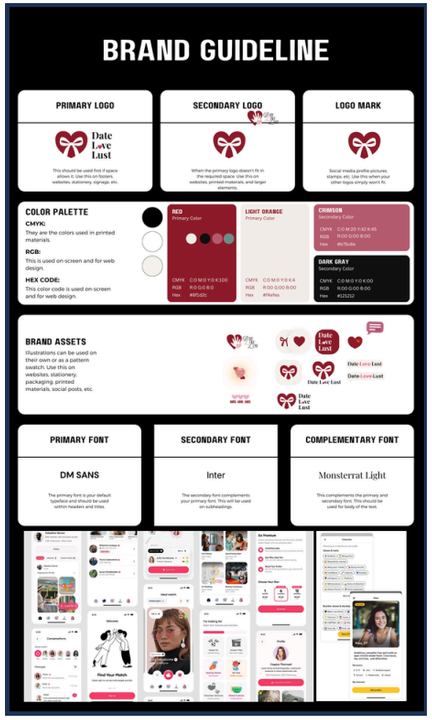


Landing Page for AscendyX's Lead Magnet (Quiz)

Our focus is on presentation quality and brand alignment, ensuring visuals support the overall premium experience.

SECTION 6.2
BRAND PRESENTATION, SYSTEMS, AND VISUAL FOUNDATIONS

In addition to content execution, we occasionally support brands with foundational visual systems that inform how content is presented across platforms.





These examples highlight our understanding of:

- Color hierarchy and visual balance
- Typography pairing for digital use
- Consistent application across social, web, and campaign assets

This helps teams execute faster while maintaining quality.

Launch Bold. Grow Smart. Experience Growth to the Power of X

Website | Contact Us
www.ascendyx.com

Email
scaleup@ascendyx.com
info.ascendyx@gmail.com

Want to see our work? Visit our social medias
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Complete Portfolio
View our work

AscendyX