

Social Media Startup: Aspiring Olympian Instagram



Athlete Interview - Snapshot that captures Nathan's excitement toward his aspiring Olympic journey, shot by me (2025)

Description/Goals:

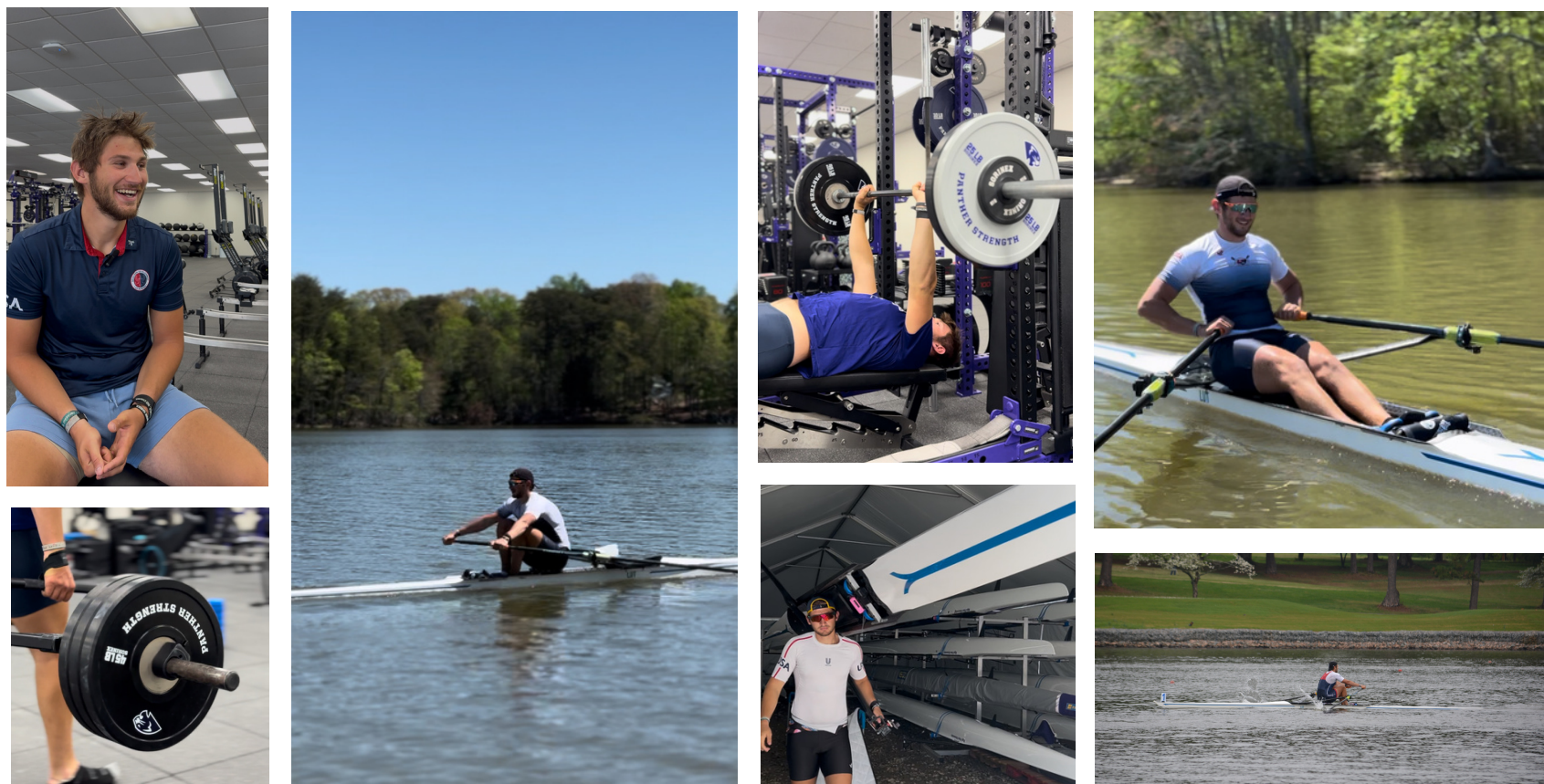
- 1. Help Nathan **establish a strong, sponsor-ready digital presence** as a competitive rower training toward LA 2028.
- 2. Launch and grow his Instagram account with a **consistent brand identity and content strategy** that reflects his grit, determination, and Olympic vision in a personable way.
- 3. Craft **compelling and professional content that builds audience engagement** and positions him as a serious athlete with long-term goals.

Creative Process and Strategy:

- 1. Developed a **full Instagram startup strategy tailored to Nathan's sport, goals and personality to ensure alignment** with what aspiring Olympians and sponsors seek in public-facing platforms
- 2. Designed a **cohesive brand guide in Canva**, outlining color schemes, tone, profile elements, and layout inspiration to **maintain aesthetic and message consistency**
- 3. Created a reel to introduce Nathan publicly on his new account, **combining personable moments with raw training footage to highlight both relatability and drive**
- 4. Crafted **original post ideas and captions to kickstart the feed with strong storytelling**, including behind-the-scenes training, goal updates, and motivational content
- 5. Drafted an Instagram bio to **instantly communicate Nathan's identity and values** to new visitors



Aspiring Olympian Story - reel created by me (2025)



Behind-the-scenes snippets captured and used for content creation with my photography, Canva and CapCute (2025)

Skills Used & Learned:

Instagram Strategy	Video Editing	Social Media Copywriting
Action Photography	Brand Development	Personal Branding

Results:

- 1. Launched @ndamasrowing (username in progress) **with an on-brand visual identity and narrative framework set**
- 2. Produced a **dynamic, high-quality reel that introduces Nathan's mission and personality** while showcasing his work ethic
- 3. Delivered a **3-part content plan and engagement guide** to help sustain **growth and deepen connection** with followers over time
- 4. **Positioned Nathan as a promising athlete** ready to attract sponsorship interest and grow a loyal, inspired audience

BRAND GUIDE
CONTENT PLAN
STARTUP STRATEGY