



**MARIA FITZ**

Social Media  
Marketing Portfolio

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# ABOUT ME

Hi, I'm Maria Fitz, a creative freelancer and media strategist specializing in helping businesses turn complex ideas into engaging, effective content.

With a background in social media management and a knack for storytelling, I've worked with entrepreneurs and small businesses across various industries to build strategies that connect with their audiences and drive results.

I bring a thoughtful, detail-oriented approach to platforms like Instagram, LinkedIn, Pinterest, and Facebook, tailoring content to suit each client's unique voice and objectives. Whether it's crafting impactful posts or creating cohesive campaigns, I'm passionate about delivering creative solutions that resonate and convert.



# CLIENTS

I've had the privilege of working with a diverse range of clients, tailoring social media strategies to their unique industries and goals:



**STRONGER TOGETHER**

Empowering every step of your fitness journey with support, community, and results.



7266 Commerce Dr.  
Mentor, OH 44060

440-339-1807  
@aim.performance  
team@aimperformancetraining.com

**TRAIN WITH US!**

Gym Membership

Day Pass	\$10
Week Pass	\$20
Two Week Pass	\$30

All-Level Group Class

Drop In	\$25
Week Pass (Unlimited)	\$50

1:1 Personal Training

One Hour Session	\$60
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**WHY CHOOSE AIM?**

At AIM Performance Training, we're more than just a gym, we're a community where everyone feels welcome, supported, and encouraged to reach their fitness goals.

Our inviting space is equipped with everything you need to move, sweat, and grow, whether you're starting fresh or taking your fitness to the next level.

With personalized guidance from our friendly trainers and a focus on creating a positive, uplifting environment, AIM is here to help you feel stronger, healthier, and more confident.

We'd love for you to join us. Grab your pass and see what makes AIM feel like home!

**MEET THE OWNERS**



Tim Dragmen



Alex Dudas



**BLACK FRIDAY DEALS**

BLACK FRIDAY DEALS

BLACK FRIDAY DEALS

## AIM Performance Training

Developed a dynamic social media presence to highlight gym services, client transformations, and wellness tips, driving community engagement and membership growth.

### HAPPY CUSTOMER REVIEW

I've been going to AIM for over 5 years and it feels like home! Great owners, trainers and members. **Everyone is kind, encouraging and supportive!** You never have to worry about being judged and the trainers are always available to help with questions, form, and making sure you stay safe.

Whatever you need to hit your goals they will be there to help you achieve them! This will be my forever gym!!

-Kellee Borden

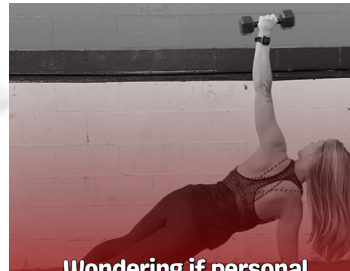


**"From the moment I stepped in the door, it felt like family.**

**I will never go anywhere else.**


**Best trainers in the business, the results speak for themselves."**

-Danny V.



**Wondering if personal training is right for you?**

Discover why 1:1 training will be your game-changer @ AIM

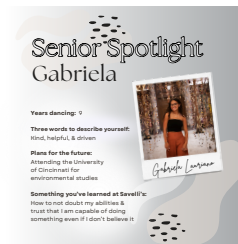


**Customized Plan**

Forget one-size-fits-all routines. Personal training means workouts tailored just for your goals!

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## Savelli Dance & Martial Arts

Created engaging campaigns to celebrate the studio's legacy, promote classes, and connect with students and parents, resulting in increased enrollment and community visibility.

Meet the Teachers  
of Savelli's  
2024-2025 Season



Miss Juliette  
Training

Miss Juliette began her training at Savelli's with her mom as a little girl and never truly left. She also trained in the Professional Division of the School of Cleveland Ballet, Gus Giordano's, and spent many weekends at Broadway Dance Center and Steps on Broadway in New York City.

Why she loves dance

Miss Juliette loves moving her body to music in every style of dance, and has always felt like the studio is her home away from home. She loves Savelli-style Zumba and feels the most like her younger self when leading that class with her twin, Miss Jen. **Come try a class!**



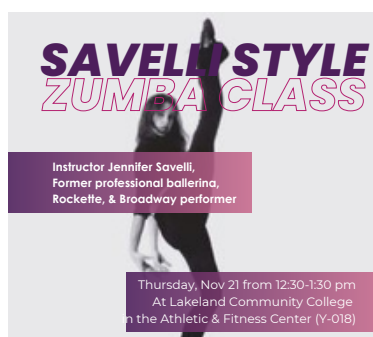
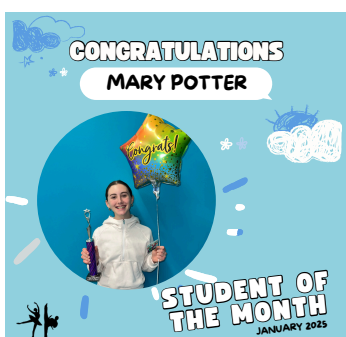
Miss Juliette  
In her class, you can expect...

When teaching babies, adults, and everyone in between, you can expect to be greeted with a friendly hello! Miss Juliette prides herself on setting high expectations and helping her students achieve their goals. She is passionate about sharing her love for dance and all of the wonderful ways it enriches lives. She is proud to be able to help "mold young lives" as her dad always said.



Hobbies outside of dance

When not at the studio, Miss Juliette loves to spend time with her family, read, and dedicate time to improving her skills in her newest hobbies: mandolin and photography.





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### Meet the Owner

**ANTHONY D. PLESCIA**  
DOCTOR OF PHYSICAL THERAPY

Dr. Anthony Plescia is a native son of Cleveland, where blue collared foundations were set in the Old Brooklyn neighborhood. Anthony is a life long athlete, who loves the outdoors and practicing yoga.

He is a graduate of Cleveland State University. Dr. Plescia successfully opened and grew professional practices in Northeast Ohio.

"COMPASSION & GRATITUDE HAVE BEEN THE KEYS TO SUCCESS."  
-ANTHONY




### We Treat:

- Post operative joint replacements
- Chronic conditions or pain
- Joint & muscle pain
- General weakness
- Balance impairments
- Ligament & Tendon repair
- Sport-related injuries
- Fear of falling
- Functional impairment


### Treatments:

- Balance
- Fall prevention
- Coordination
- Strength
- Mobility
- Function
- Manual (hands on)
- Relaxation techniques
- Electric stimulation
- Ultrasound
- Traction (decompression) & more!




**ALL AROUND**  
PHYSICAL THERAPY & WELLNESS

Sick of being in pain?



Your friends at All Around Physical Therapy are ready to help!



**(440)-502-5117**

**PHYSICAL THERAPY**  
ALL AROUND PT & WELLNESS  
ANTHONY PLESCIA, DPT

**PARMA**  
5850 Ridge Rd Suite 200  
Library Commons

**STRONGSVILLE**  
14783 Pearl Rd  
Extreme Fitness

**CLEVELAND**  
11201 Shaker Blvd  
Suite 322

**(440)-502-5117**

## All Around Physical Therapy & Wellness

Crafted compassionate, educational content (graphics & videos) to highlight therapy services, build trust with clients, and foster a supportive online space.

### Meet Tony

HEAD PHYSICAL THERAPIST ASSISTANT AND CCCE



### Tony Genovese

What is your background education?

Tony earned a bachelor's degree in applied health science from Bowling Green State University, specializing in physical therapy. He later attended Lakeland Community College and South University in 2015, obtaining his second degree and becoming a licensed physical therapist assistant.

What do you enjoy most about the PT field?

Tony enjoys teaching and showing patients how important exercise and body movement is for a healthy life.

What can patients expect from you?

Patients can expect a therapist who listens and implements a specific plan to help them achieve their goals. Tony is educational, ensuring patients understand their actions and their purpose. He is dedicated to patient improvement and takes extra time to address all questions.

What are your hobbies outside of work?

When not at work, Tony enjoys being outside hiking, playing golf, and going to the gym. He also likes playing video games and hanging with friends.

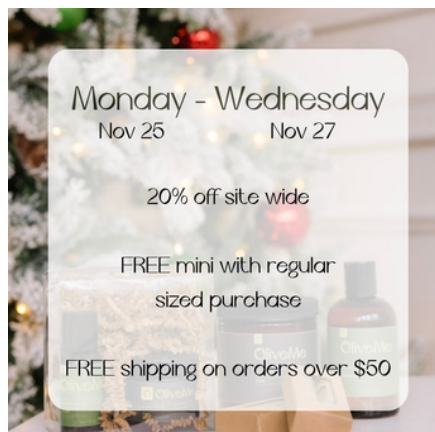


# WHITE LABEL CONTENT

I've had the privilege of working with a diverse range of clients, tailoring social media strategies to their unique industries and goals:



3 ways to use our bare balm that have nothing to do with your lips



## Olive Me Skincare

I've provided white-label social media content designed to highlight the brand's commitment to natural, non-toxic skincare. From crafting engaging captions to creating visually appealing posts, I've focused on showcasing the simplicity, effectiveness, and everyday luxury of their products.

By weaving storytelling with educational and relatable content, I've helped Olive Me connect with its target audience of busy, wellness-focused women, building a cohesive and authentic online presence.

# TASKS I HELP WITH

## **Content Strategy & Planning:**

- Develop customized content pillars and social media strategies tailored to each client's brand & goals.
- Brainstorm creative ideas for campaigns, posts, and visuals.

## **Content Creation:**

- Create polished social media posts, reels, and videos using raw client materials.
- Design graphics and visuals in Canva and Adobe tools to elevate brand identity.
- Assist with professional photography and content shoots.

## **Social Media Management:**

- Schedule, post, and manage content across platforms like Instagram, LinkedIn, and Facebook.
- Monitor and engage with audience comments and messages to foster connections.

## **Coaching & Consulting:**

- Offer one-on-one consultations to refine social media strategies and provide actionable advice.
- Teach clients how to maintain consistency, align their messaging, and grow their online presence.

## **Administrative Support:**

- Maintain organized content calendars, analytics reports, and system workflows for smooth operations.

# WHAT I SPECIALIZE IN

## **Storytelling Through Social Media:**

- Transforming brand stories into engaging, relatable content that resonates with target audiences.

## **Tailored Strategies:**

- Creating personalized approaches for diverse industries, from fitness and beauty to therapy and education.

## **Content for Visual Platforms:**

- Designing aesthetic, on-brand visuals for Instagram, LinkedIn, and Facebook.

## **Supporting Busy Entrepreneurs:**

- Helping business owners stay consistent online without the overwhelm of doing it all themselves.

## **Community Engagement:**

- Building authentic connections through thoughtful interactions and audience-focused content.

## **Mindful, Intentional Messaging:**

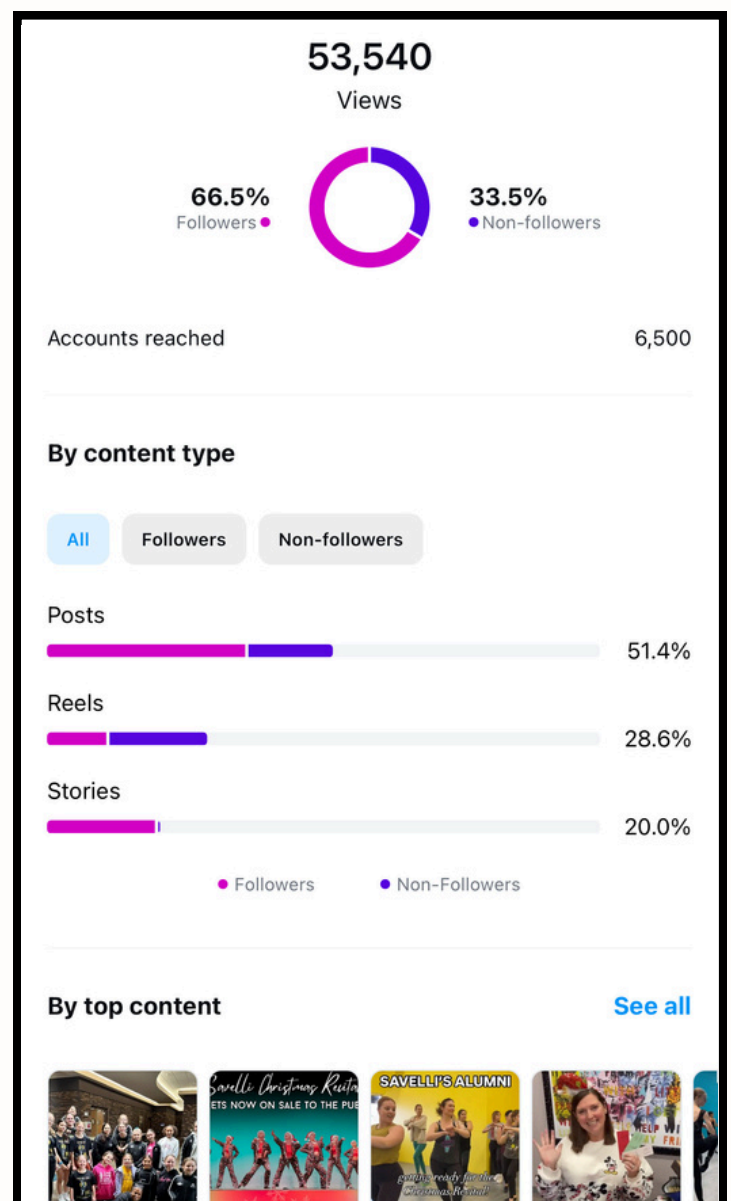
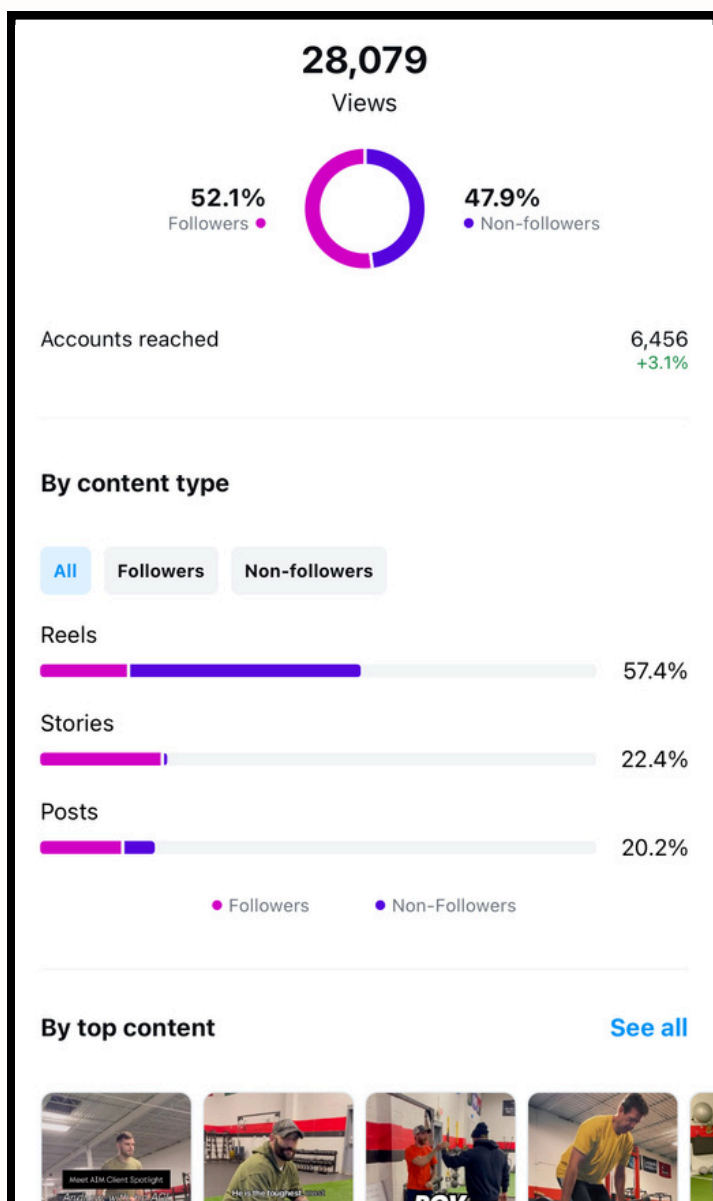
- Ensuring content aligns with each client's values, voice, and goals for a cohesive brand experience.



# RESULTS & INSIGHTS

These Instagram analytics highlight the success of tailored content strategies and consistent posting for AIM Performance Training and Savelli Dance and Martial Arts.

By focusing on engaging visuals, targeted messaging, and community connection, we achieved significant increases in views and audience engagement, demonstrating the power of an intentional social media approach.



# CAPTIONS I'VE WRITTEN

✨ The makeup journey is as unique as the bride herself, and working with Alyssa was such a joy!

As a fellow makeup lover, Alyssa knew exactly what she wanted for her big day, and I loved being a part of making her vision come to life.

From experimenting with new products to finding the perfect heavy glam for her aesthetic wedding, we had a blast. Our trial session allowed us to tweak a few things to make sure everything was just right for her special day, and it turned out perfectly!

Fun fact: Alyssa and I go way back! I've known her husband since high school, and we worked together for a while before she and her husband ever crossed paths. ❤️ Isn't it amazing how life brings people together?

🌟 Client Spotlight: Julia 🌟

For the past 3 years, Julia has been crushing it with Tim as her trainer, and her progress is nothing short of inspiring! 🙌 Her commitment to showing up, giving her all, and getting stronger every step of the way is what AIM is all about.

Julia never cancels, never gives excuses—she's the definition of dedication. 🏆 Not only has she achieved incredible strength, but her positive attitude and consistency motivate everyone around her.

We're so proud of you, Julia! Keep leading the way and proving what hard work can accomplish. Drop some love for Julia in the comments!

Feel Better, Move Easier with Aquatic Therapy!

Ever thought about how water can work wonders for your body? Our aquatic therapy at the Seven Hills Rec Center is perfect for:

- ✨ Easing joint pain or arthritis
- ✨ Recovering after surgery or injury
- ✨ Gaining strength and mobility with less impact on your body

The water's buoyancy takes the pressure off your joints, making movement easier while building strength and flexibility. It's gentle, effective, and honestly—pretty relaxing!

If you're ready to feel stronger, move with ease, and take the first step toward a healthier you, we'd love to help. Our team at All Around Physical Therapy is here to support you every step of the way.

Why you'll love the minis... ❤️

Small but mighty, these mini versions of our best-selling oil and scrub are everything you didn't know you needed:

- ✨ Try each scent before committing to a full size
- ✨ Travel-friendly for glowing skin on the go
- ✨ The perfect little gift for someone (or yourself 😊)
- ✨ Same luxurious feel, just a smaller size

Whether you're stocking up for the holidays or treating yourself to some self-care magic, the minis are here to make your skin (and your heart) happy! 🎁✨

# CLIENT TESTIMONIALS

*One of the best decisions we made for our business was hiring Maria from Fitz Social Solutions. Managing our social media was such a burdensome chore.*

*Our inconsistent and mediocre posts did not help our business. Instead, the process took time away from our passion: teaching dance and martial arts to people of all ages.*

*After consulting with us and discussing goals, both short and long term, Maria stepped in and ever since has been creating fun, professional-looking, highly engaging, personalized content.*

*We could not be more pleased.  
Investing in Fitz Social Solutions is a no-brainer.*

*-Juliette Savelli,  
Owner + Director of Savelli Dance*

*Maria is such a unique gift and can really bring your vision to life.*

*Her experience and knowledge is absolutely amazing!!*

*I am not “gifted” in the social media world, but she breaks it down and gives me the confidence to make and share posts / reels / videos etc.*

*I will forever be a client of hers.*

*-Angela Yates, Bridal Hairstylist*



# CONTENT PACKAGES

## Full Service Management

*Comprehensive social media management tailored to your brand's goals and audience.*

Includes:

- Content pillars and strategy development.
- Content creation (posts, reels, graphics, and captions).
- Scheduling and posting across platforms.
- Engagement management (responding to comments and messages).
- Monthly analytics and performance reporting.
- Content shoots (if applicable) and asset organization.

## White Label Content

*High-quality content delivered for your brand or agency to post and manage.*

Includes:

- Customized captions aligned with your brand voice.
- Scroll-stopping visuals (graphics, photos, or videos).
- Storytelling and product/service highlights.
- Pre-scheduled content for seamless posting.
- Editable files for flexibility in reuse and branding.

## Branding & Consulting

*Perfect for those who want expert guidance to take their social media to the next level.*

Includes:

- Content pillars and branding strategy development.
- Personalized action plan for posting and engagement.
- Coaching sessions to improve social media skills.
- Branding support (templates, style guides, and visual assets).
- Platform audits and optimization recommendations.