

CONTENT + SOCIAL MEDIA PORTFOLIO / ORLANDO, FL

Good content. *Real connection.* Organic growth.

I am Jessica Scalisi, a content and social media manager. I build powerful organic brand presences and turn ideas into work people watch, read, share, and act on.

1-2M+

monthly organic views

11K+

Instagram followers grown

5+ years

social, web, email and video

[VISIT THE LIVE PORTFOLIO](#)

THE WAY I WORK

I build the plan. *Then I make the work.*

At Belong, I manage every social media channel and own the wider content process from the first idea through creation, editing, publishing, community engagement, and performance review.

My work connects social, web, email, campaigns, creator coordination, SEO collaboration, brand copy, and UX writing across the customer journey.

SOCIAL MEDIA MANAGEMENT

Instagram, TikTok, Facebook, X, YouTube, and Threads.

HANDS-ON PRODUCTION

Ideation, scripting, filming, editing, captions, and publishing.

CONTENT SYSTEMS

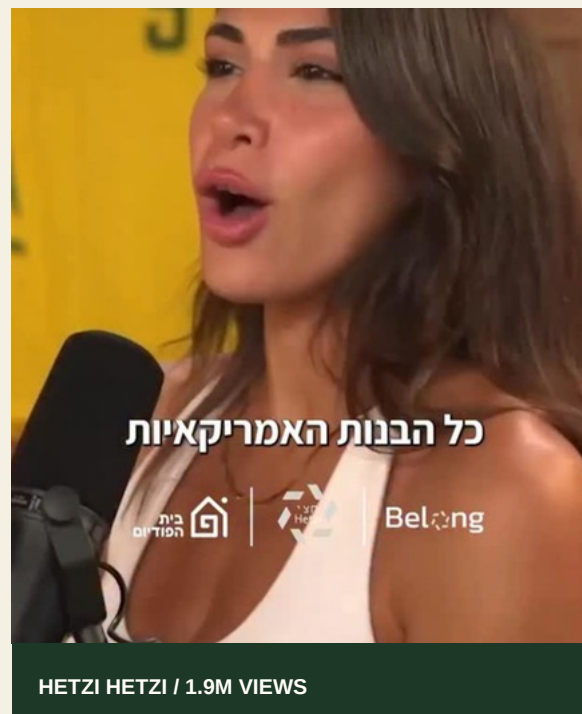
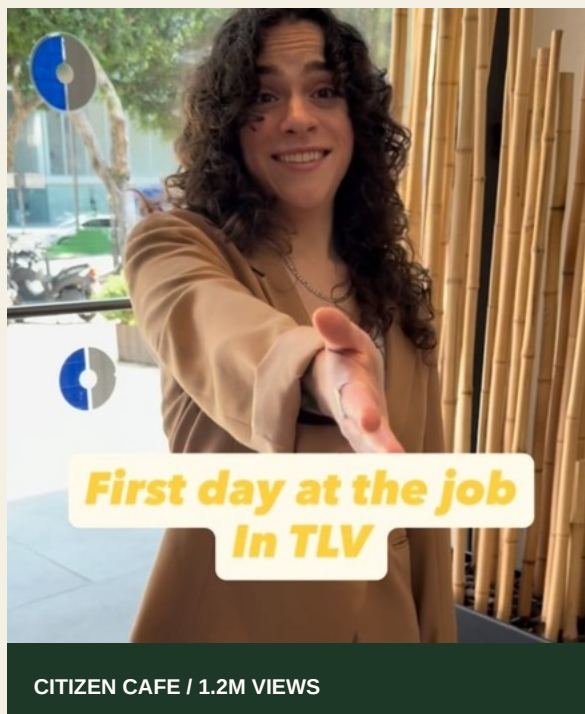
Editorial planning, repeatable formats, workflows, and brand voice.

PERFORMANCE

Review behavior, identify strong patterns, and improve the next piece.

ORGANIC SOCIAL GROWTH

Built to feel human. *Made to travel.*



I lead strategy and day-to-day content across every social channel. Instagram grew from launch to 11K+ followers, while organic social content averages 1-2M+ views per month.

MY ROLE

Channel strategy, ideation, writing, production, editing, publishing, community engagement, performance review, and optimization.

ON-CAMERA STORYTELLING

A practical guide, *with a human face.*



DISCOVER ISRAEL WITH JESS / CREATED + PRESENTED BY JESSICA

A seven-part video series I created and presented for *Belong*, turning everyday questions into approachable, useful videos.

EPISODES

Local market	WATCH ->
Public transportation	WATCH ->
Food delivery	WATCH ->
Grocery prices	WATCH ->
Taxis	WATCH ->
Finding a job	WATCH ->
Parking	WATCH ->

ACROSS THE CUSTOMER JOURNEY

One brand.
Many ways to connect.

A social post starts a conversation. The next touchpoint needs to keep it going. I connect Belong social content with email, website content, SEO collaboration, campaigns, creator coordination, and brand and UX copy.

MULTI-CHANNEL SOCIAL

EDITORIAL PLANNING

SEO + WEB

EMAIL + NEWSLETTERS

CREATOR COORDINATION

BRAND + UX COPY

SOCIAL / REFRAMING RELOCATION

People think relocation is about paperwork. But that is only one piece of it. The real challenge is feeling confident every step of the way.

EMAIL / NEW YEAR NEWSLETTER

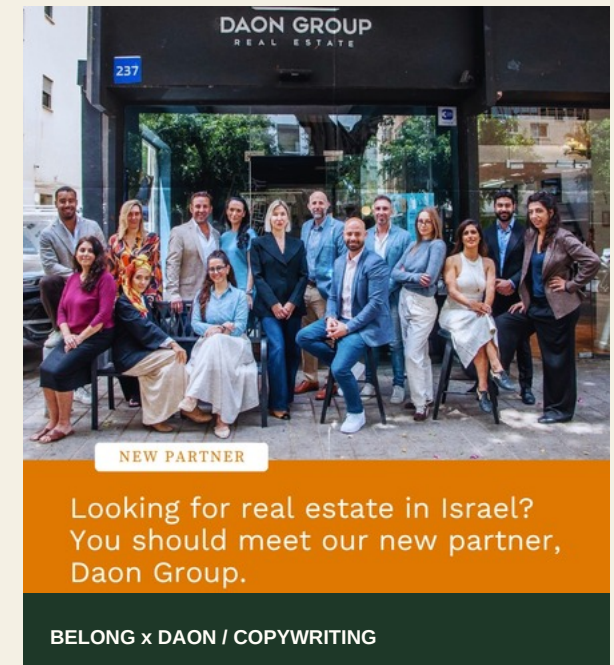
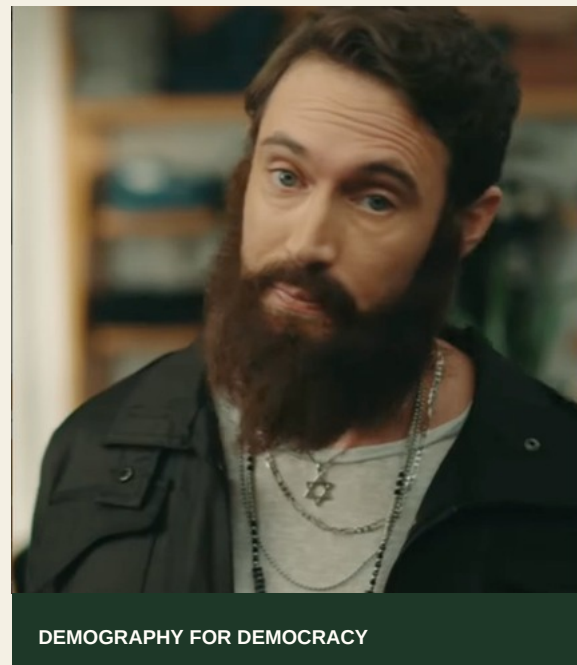
As we step into 2026, many of us are thinking about new beginnings - new plans, new homes, and new chapters.

CAMPAIGNS + STORYTELLING

Give the message *a reason to move.*

1.3M+

combined organic campaign views



I shape narratives, create cross-channel content, and keep the message consistent from campaign idea to finished execution.

BRAND, BUSINESS + ORGANIC GROWTH

Build the brand. *Earn attention.* Make it work.

My approach is organic-first, budget-aware, and built around consistent execution.

01 / FIND THE HUMAN TRUTH

Start with what the audience is trying to understand, feel, solve, or share.

02 / BUILD A REPEATABLE SYSTEM

Turn the idea into formats and workflows that can stay consistent.

03 / LEARN FROM BEHAVIOR

Use clicks, comments, completion, saves, and shares to improve the next piece.

SMALL BUDGETS / HIGH STANDARDS

Resourceful does not mean *less ambitious.*

Smaller budgets force better questions: What deserves to exist? What can be made well with the tools and people available? What can earn attention before media spend enters the picture?

USE THE CONSTRAINT

Design the idea around the real production environment so it gets stronger.

BUILD RECOGNIZABLE FORMATS

Create consistency, lower production friction, and give audiences a reason to return.

INVEST IN THE HOOK

A clear opening and emotional reason to care can outperform expensive content.

CONNECT TO THE BUSINESS

Make every channel support a larger customer journey and useful next step.

PIXELFAXING / ART, CODE + AUDIENCE

A personal practice. *A real community. A small business.*



GROWING PAINS / SHOP ->



ELSEWHERE: ROOM 13 / SHOP ->



THE COAST / SHOP ->

14K+

audience

~2M

monthly organic views

SIDE INCOME

from independent pixel art

CREATIVE CODING / SYSTEM BUILDING

The tool is part *of the artwork.*

I write the JavaScript behind the work, defining pixel placement, structure, color, and texture through code.

I think like an artist, product builder, and user at the same time: testing workflows, improving tools, protecting the visual identity, and turning finished work into collections people can buy.

CREATIVE INSTINCT

Make work people choose to stop for.

AUDIENCE FLUENCY

Understand hooks, consistency, participation, and trust.

COMMERCIAL THINKING

Turn a distinctive practice into demand and side income.

LET US MAKE SOMETHING WORTH SEEING

Strategy in mind. *Hands on the work.*

Social media management. Content marketing. Creative production. Organic growth.

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LINKEDIN

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INSTAGRAM

->

THREADS

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LIVE PORTFOLIO

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