

YASMIN PORTFOLIO

Digital Marketing | Content Creation | Social Media Management

D I G I T A L

Y A S M I N E L A I F A

Y M L D I G I T A L . C O . U K

YML

D I G I T A L

YML Digital is a creative digital marketing business helping brands, businesses and creators bring their ideas to life online.

Working closely with clients to create content that feels authentic to their brand and connects with their audience.

Founded by Yasmine Laifa, YML Digital combines creative thinking with a practical, hands-on approach to digital marketing.



SERVICES

YML
DIGITAL



SOCIAL MEDIA MANAGEMENT



- Content planning
- Scheduling
- Community and ongoing social support.

YML
DIGITAL

CONTENT CREATION



- Photography
- Video
- Graphics
- Creative direction

YML
DIGITAL



DIGITAL MARKETING



- Creative strategy
- Content planning
- Digital marketing support

WEBSITE

Design



- Website Development
- Design
- Optimisation
- Digital improvements

DIGITAL MARKETING GROWTH STRATEGY



I developed a digital marketing strategy for Pollards Coffee to help strengthen their online presence, grow brand awareness and support their continued growth across digital channels.

KEY FOCUS AREAS:

SOCIAL MEDIA MANAGEMENT

WEBSITE & BRANDING DEVELOPMENT

SEO & CONTENT STRATEGY

CONTENT & EMAIL MARKETING

PAID GROWTH (PPC, SOCIAL & LEAD GENERATION)

CAMPAIGN BUILDING



YML
DIGITAL

DIGITAL MARKETING PROJECTS

SOCIAL MEDIA

CONTENT CREATION

VIDEOGRAPHY

CAMPAIGN PLANNING & EXECUTION

DISS IRONWORKS | EST. 1973



DISS IRONWORKS

EST. 1973

THE PROJECT

I work as a consultant at Diss Ironworks as a digital marketing team member, working across social media management, website development, design and SEO, including creative ideas to promote their wide range of kitchen and lifestyle brands.

MY ROLE

- Social media management and Content creation
- Website development and design support
- PR and editorial outreach

DISS IRONWORKS
EST. 1973

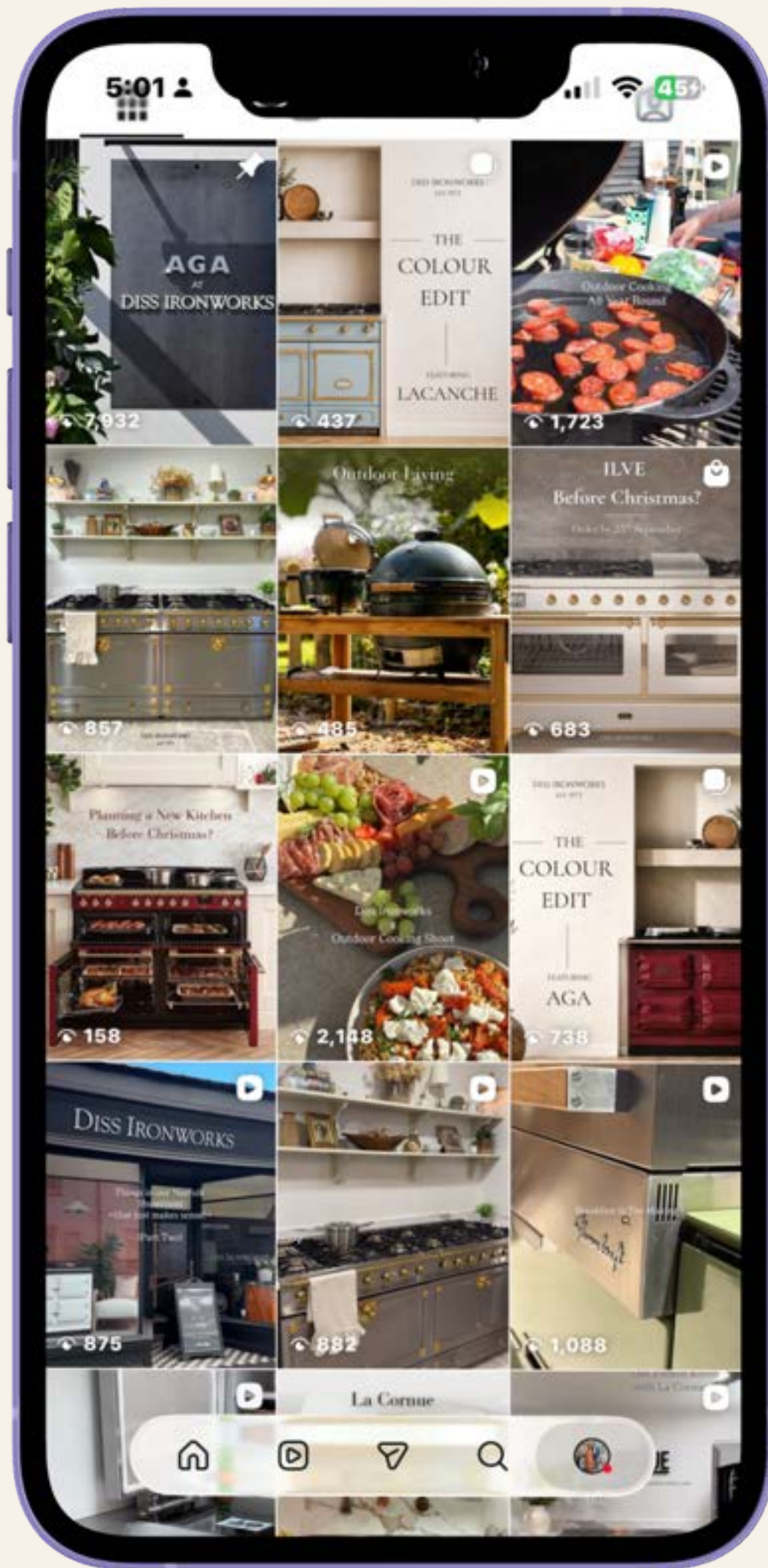
THE COLOUR EDIT

FEATURING
AGA



DISS IRONWORKS | EST. 1973

YML
DIGITAL



YML

A large, dark, textured letter 'M' serves as the background for the entire image. The texture is grainy and organic, resembling a close-up of a tree trunk or a piece of aged paper. The letter 'M' is centered and occupies most of the frame.

MONROE



*Monroe Everyday
Essential Leggings*

Mesh Sneakers

MONROE

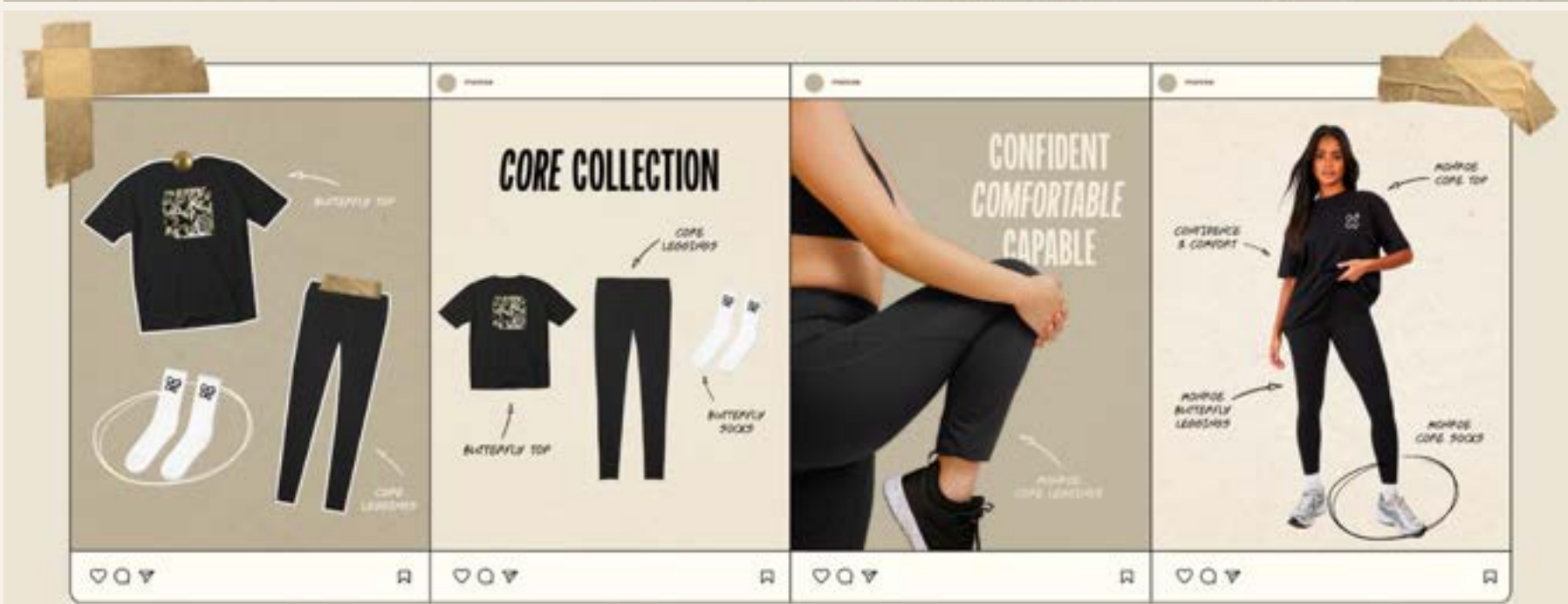
MONROE

THE PROJECT

I worked on the initial creative development of Monroe, a fashion brand concept, during my project with The Metamorphose Group and Aphra. This involved developing creative ideas and producing photography and video content to support the brand's early visual direction.

MY ROLE

- Creative content development
- Photography and video content
- Creative ideation



MONROE



ELYSIAN

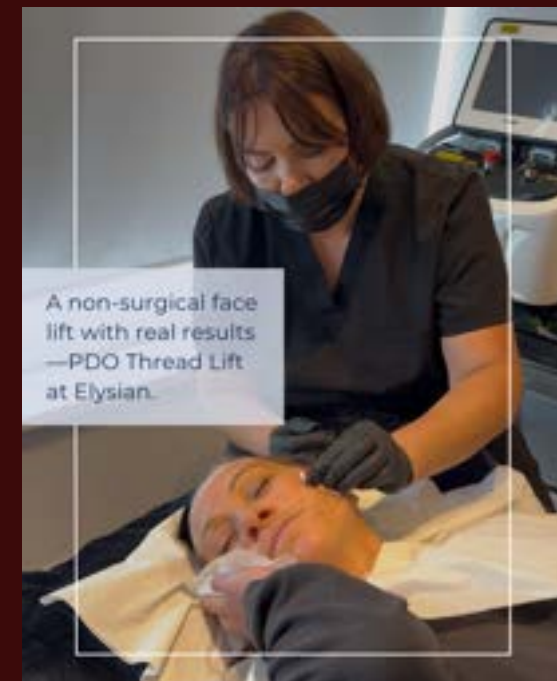
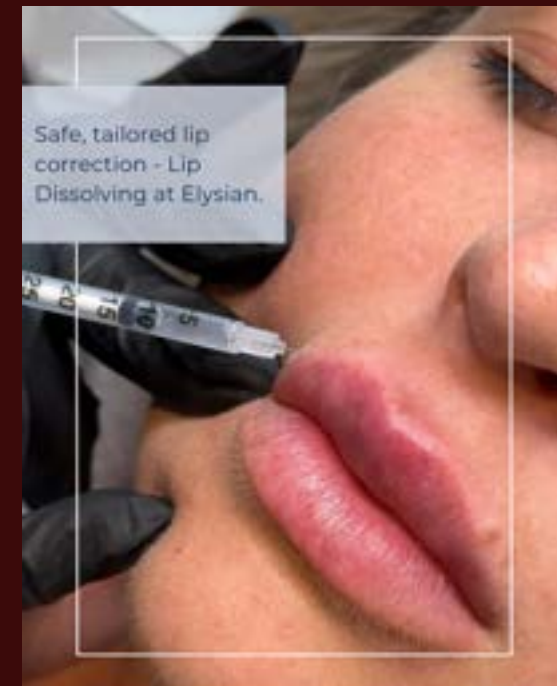
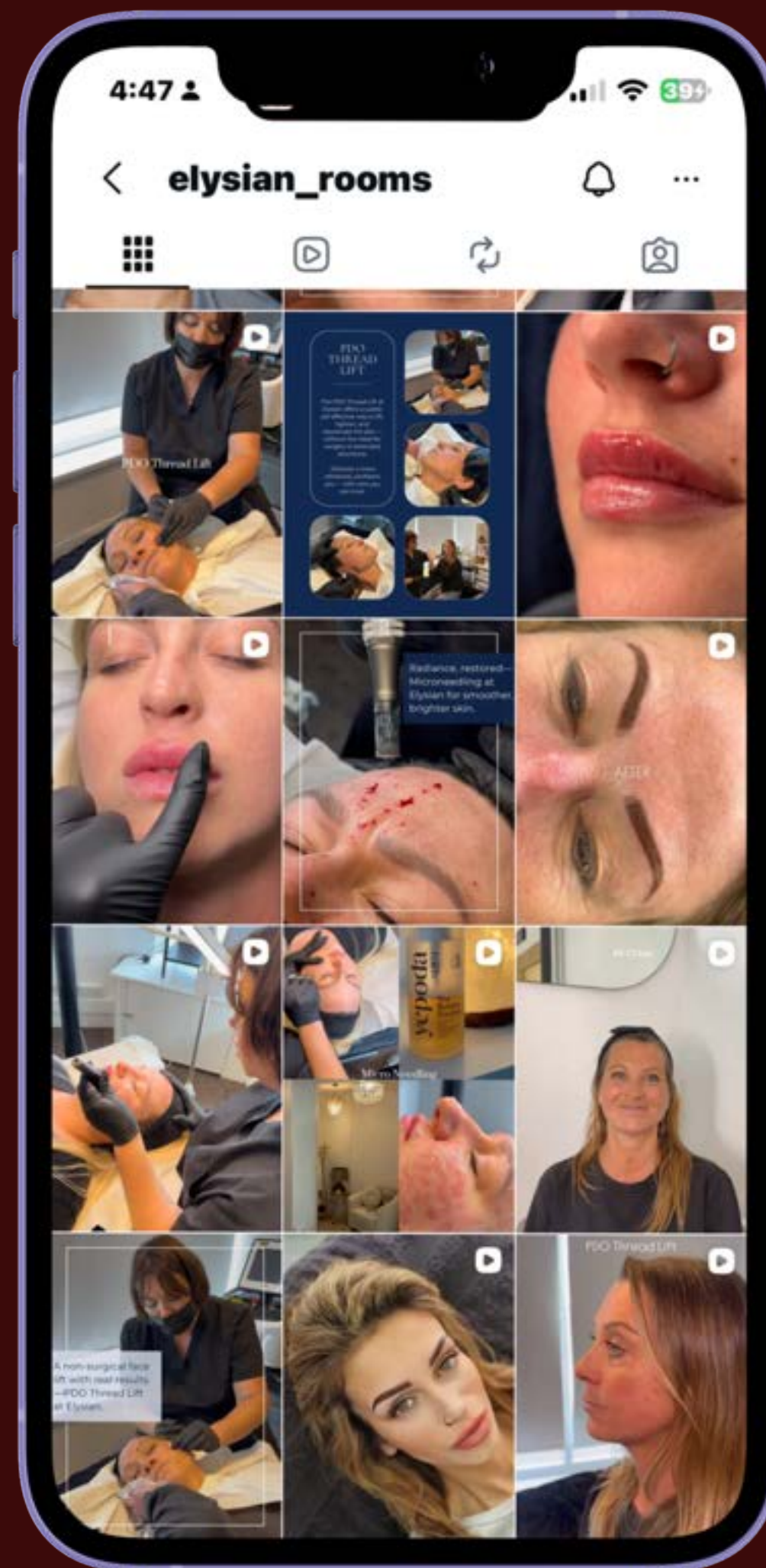
AESTHETIC CLINIC & BEAUTY ROOMS

THE PROJECT

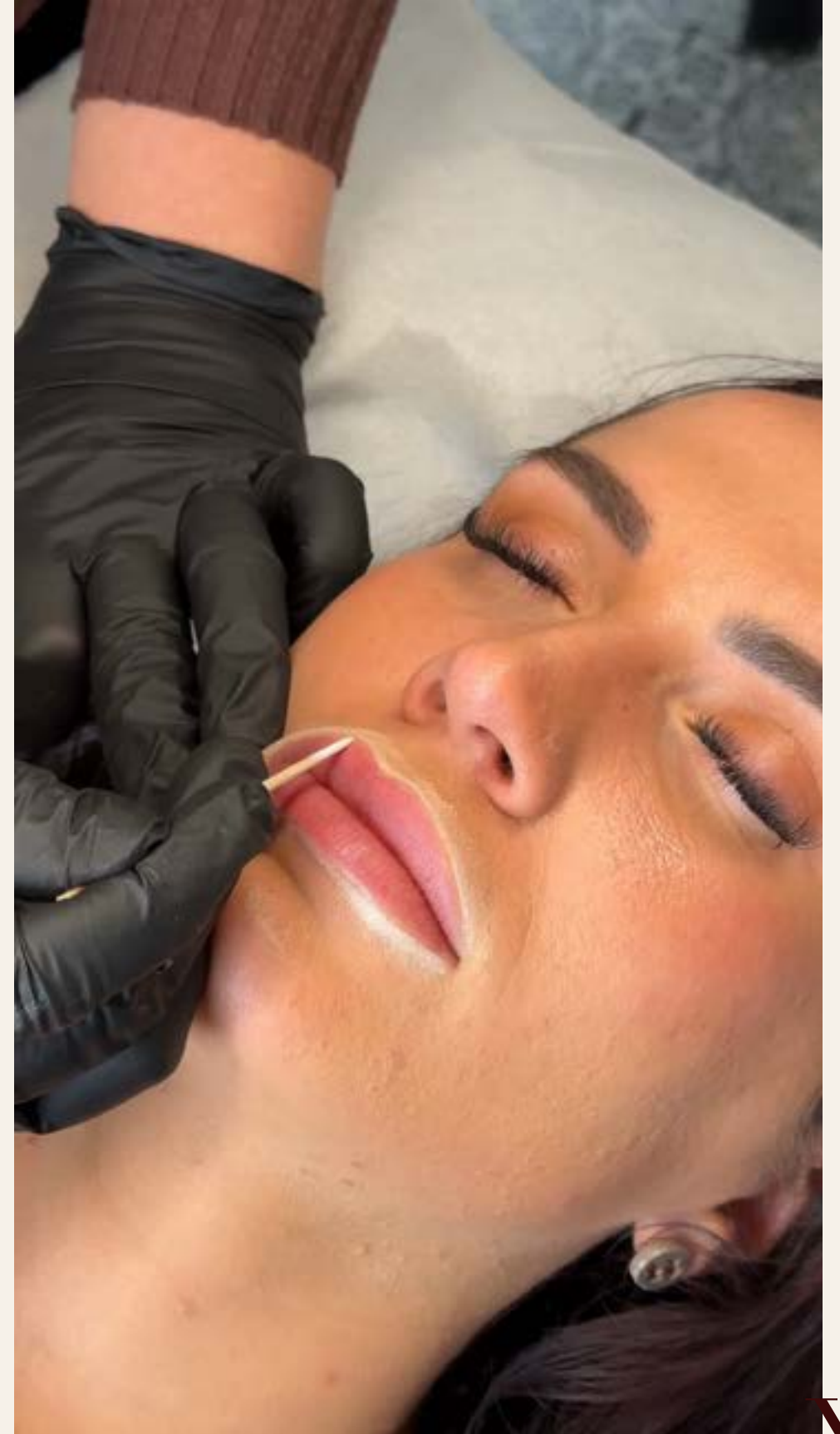
I have worked closely with Elysian Aesthetics for over a year, supporting the business through its evolving brand identity and ongoing digital marketing. This has included refreshing the branding, website development, design support, and creating social media content to showcase the services offered.

MY ROLE

- Social media management and content creation
- Website development and design support
- Branding and creative direction
- Video content and reels



ELYSIAN



Business & Babies

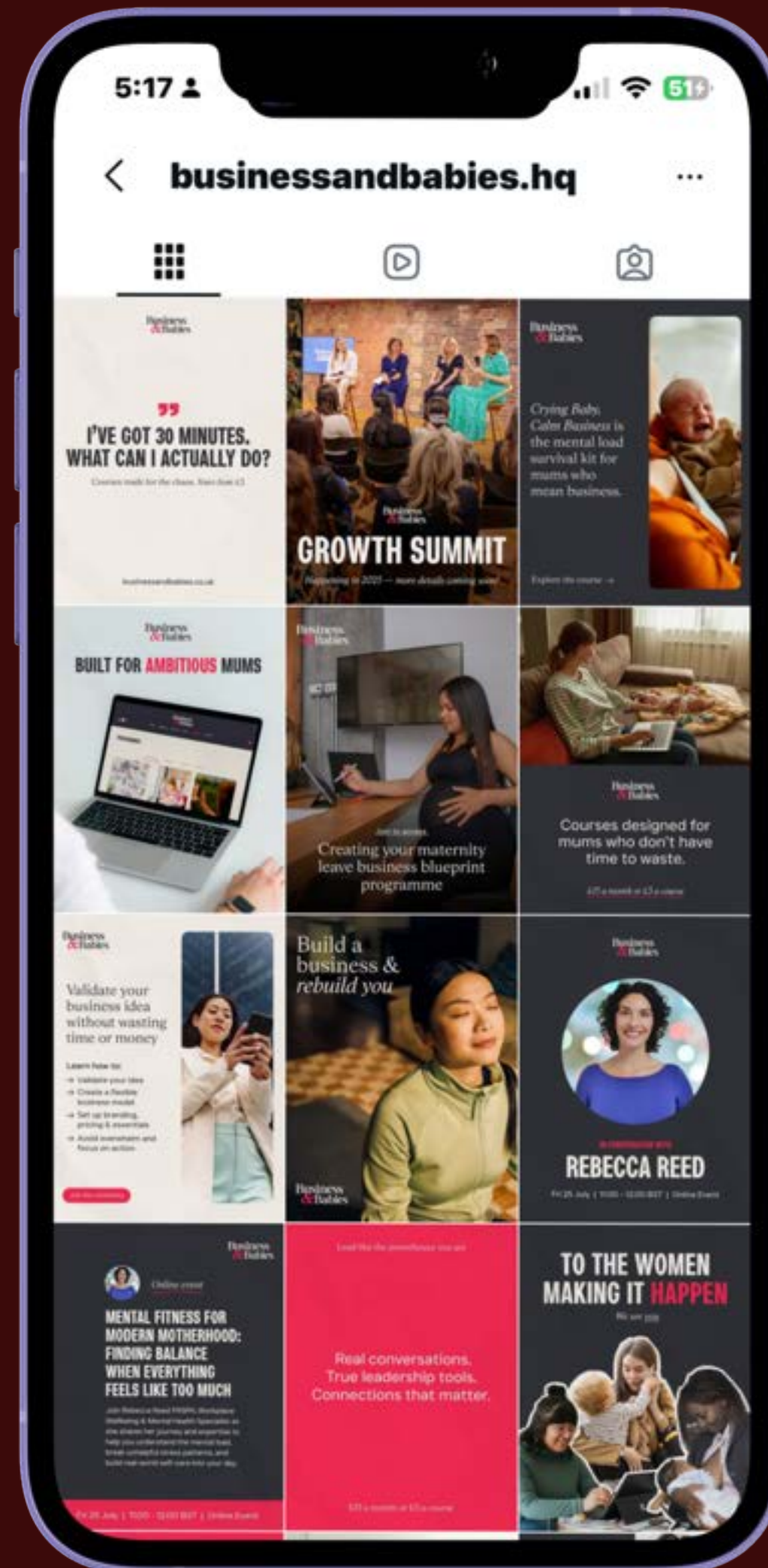
Business & Babies

THE PROJECT

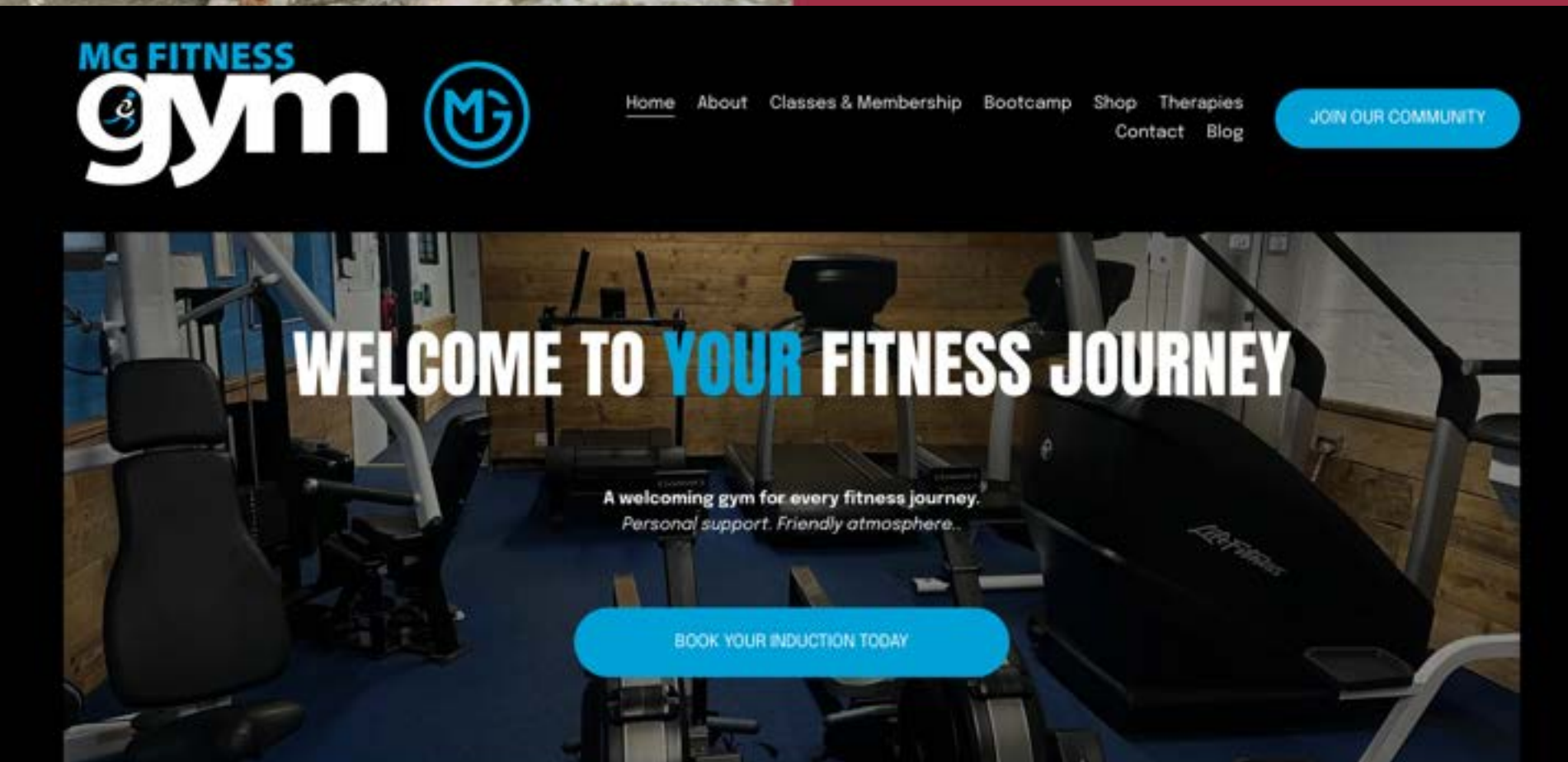
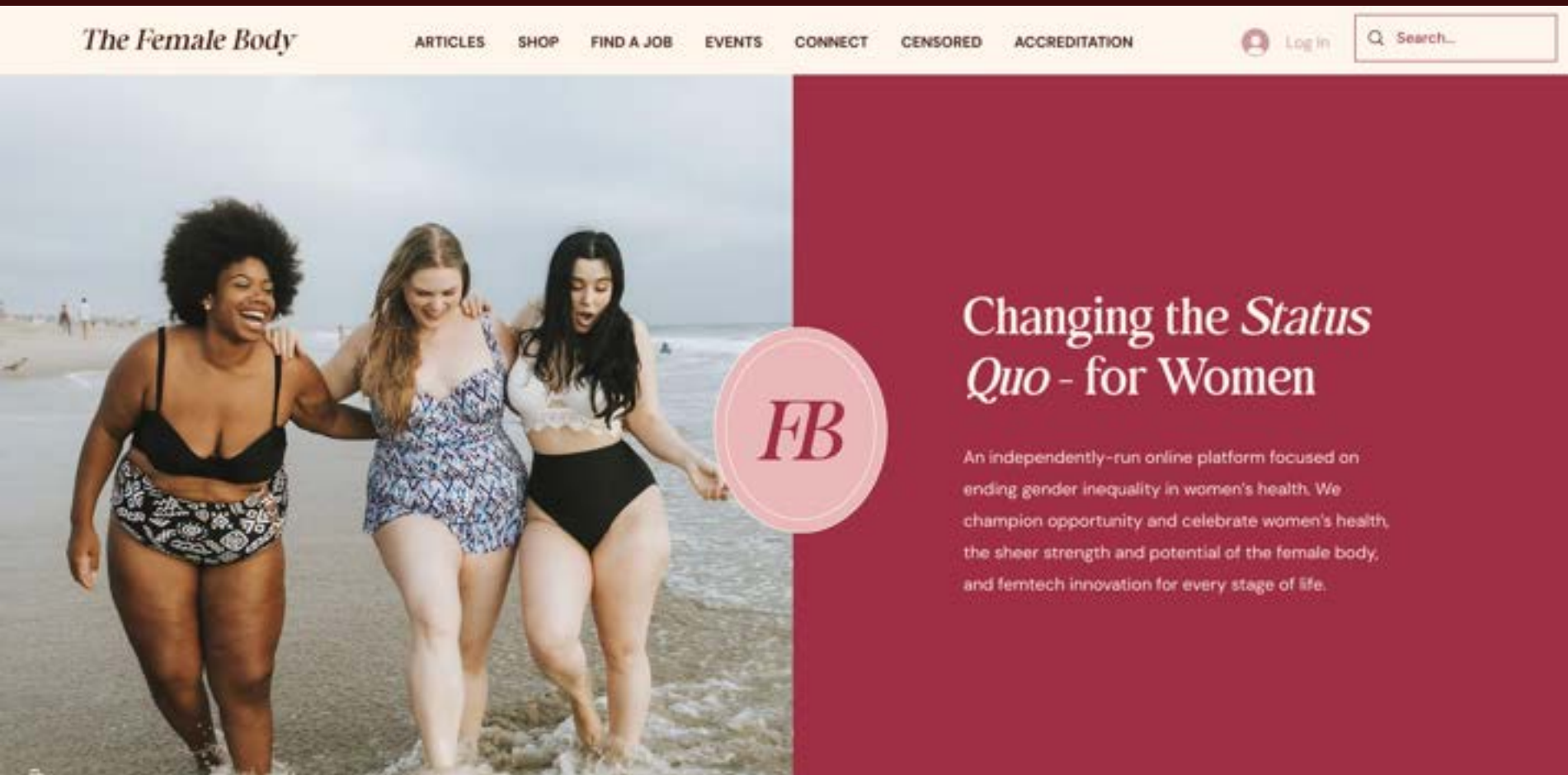
I supported Business & Babies during the brand's early growth, including the brand's launch conference at The Conduit in London. I helped with social media posts, overall marketing and the presentation on the day and created video content from the event.

MY ROLE

- Social media content and management
- Event marketing support
- Video content creation
- Creative design



WEB & BRAND DEVELOPMENT



The Reformer Room

reformer pilates studio



Your Pilates Morning Routine

- Journal for 5 minutes once - set 3 goals for today
- Cold water or ice on your face to wake up your senses
- Enjoy a pre workout snack
- Head to your Reformer class - stretch and tone your muscles
- Grab your post-class matcha or coffee
- Start your day feeling grounded and energised



BESPOKE FOR YOU



I believe every brand has its own story, and no two businesses are ever at the same stage of their journey. That's why I don't believe in a one-size-fits-all approach to digital marketing.

Whether you're just starting, growing your business or taking your product or service in a new direction, I want to create something that reflects the stage of your brand journey.

With no pre-made template, everything including budget, scope, content and strategy, is tailored to your individual needs.

A genuine, collaborative approach to bring your ideas to life in a way that feels authentic to you and your brand.

Yasmine x

CONTACT

ymldigital1@gmail.com

07503 747522

ymldigital.co.uk

IG: [@ymldigital](https://www.instagram.com/ymldigital)

YML
DIGITAL



Thank You