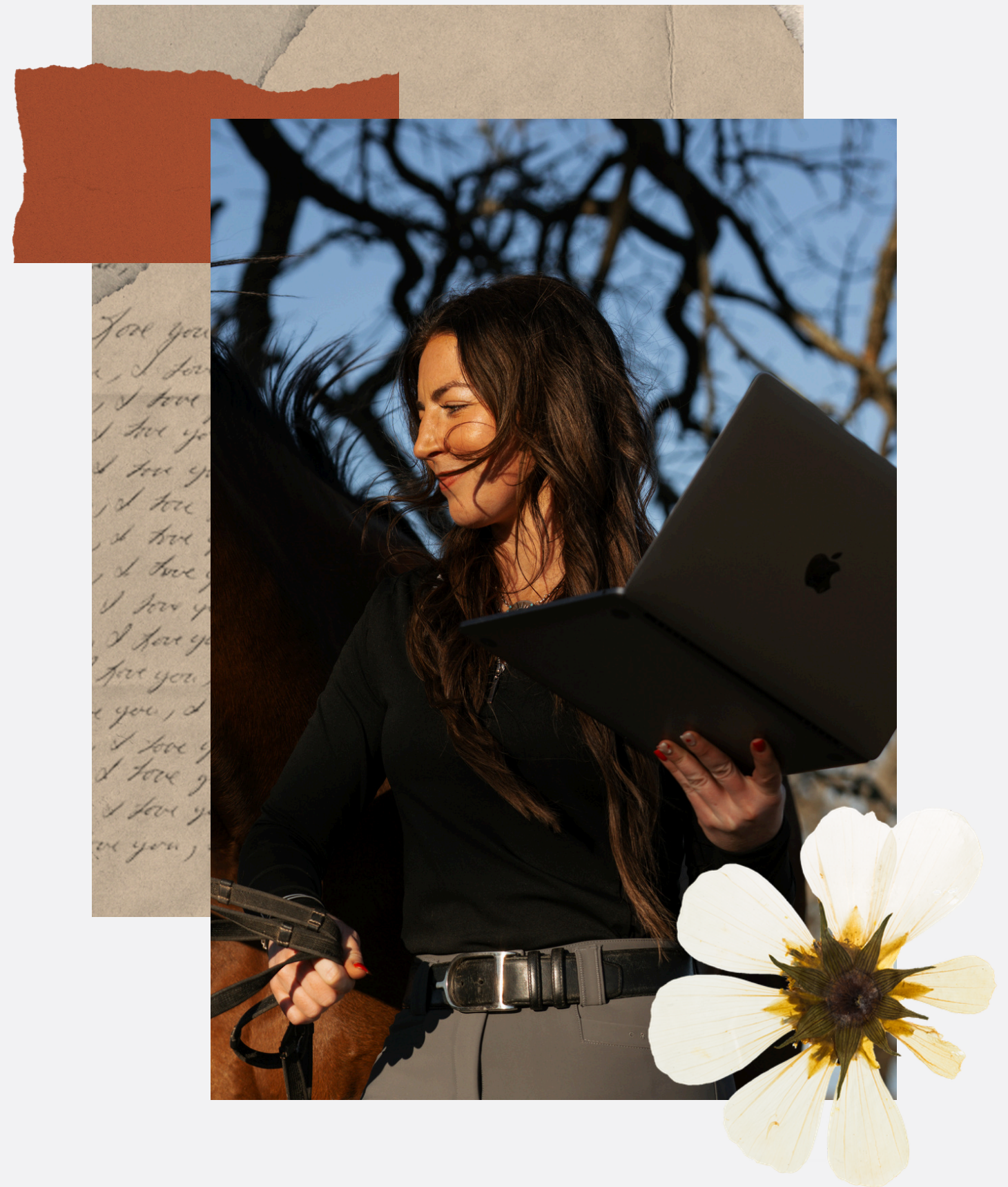


Social Media Marketing Professional

# MACKENZIE MORAN

*portfolio*



# LET ME INTRODUCE MYSELF

Hey there! I'm **Mackenzie**, the founder of Revival Marketing.

I started Revival Marketing because I saw a gap in the equestrian industry that I knew I could help fill. Growing up across multiple disciplines, I watched incredibly talented businesses deliver excellence in person while falling behind digitally. They were exceptional at what they did, but unless you experienced them firsthand, *you would never know it.*

Many equestrian brands did not know how to translate their reputation, passion, and professionalism into an online presence that reflected it. Were there companies that could help? *Sure.* Did those marketing professionals understand horses? *Unlikely.*

With a background deeply rooted in the equestrian world, *I understand the culture*, the competitive environment, and the psychology behind the intricate community. I also understand digital strategy. I bridge the gap between industry knowledge and structured online positioning.

Because in this industry, reputation matters. Let me help your digital presence reflect it.



# WHAT'S IN MY TOOLBOX?



metricool



WORDPRESS



CapCut



Canva



Google Ads



Divi



IMPULSION.IO



mailchimp



Airtable

Instagram

facebook



# MY PHILOSOPHY

Marketing should never feel chaotic, reactive, or trend-chasing. It should feel aligned. Every post, caption, reel, and campaign should serve a purpose and reinforce positioning.

I understand that especially in the equestrian industry, trust and credibility are everything. Marketing is not about being loud. It's about being consistent, clear, and positioned correctly.

I focus on:

Alignment between brand experience and digital perception.

Education over exaggeration.

Authority without arrogance.

Soft selling over aggressive pushing.


And most importantly, **I believe that digital presence should match the level of excellence happening behind the scenes.**



# MY SPECIALTIES



Social Media  
Management



Graphic  
Design



E-Mail  
Marketing



Photography  
&  
Videography



Paid  
Advertising



Website  
Design



Brand  
Strategy &  
Positioning



Community  
Building



Platform-Specific  
Strategy



Equestrian-  
Industry  
Marketing



Event  
Management



Photo &  
Video Editing

LET'S LOOK AT

*My History*



# OPENING UP MY HISTORY BOOK



## Durr Eventing

*Social Media & Barn Manager  
August 2020-November 2022*

- Produced and managed content for Instagram and Facebook
- Increased social media activity by 50%
- Implemented new systems that improved workflow, organization and productivity.
- Negotiated and managed sponsorship agreements with equine-related athletes
- Mentored and trained five team members with a high level of success

## Global Image

*Website Designer & Marketing Manager  
October 2023 - Current (Part-Time)*

- Produced and managed content for Instagram and Facebook
- Designed and managed a website built on Wordpress
- Traveled to foreign countries to capture content, and presented a "End of Trip" video to attendees
- Photographer/Videographer at incentive events

## Revival Marketing

*Founder & Managing Director  
October 2023 - Current*

- Founded and scaled a full-service digital marketing agency serving service providers, and equine-industry brands
- Led end-to-end marketing strategy
- Planned, created, and scheduled content for Instagram, Facebook, TikTok, and YouTube
- Directed creative concepts for campaigns, product launches, and promotional initiatives

College Student



**B.S. in Business Management - purdue (Honors)**

Digital and Social Media Management



**Digital & Social Media Marketing**

5 Years of Experience



**Equestrian Industry Expertise**

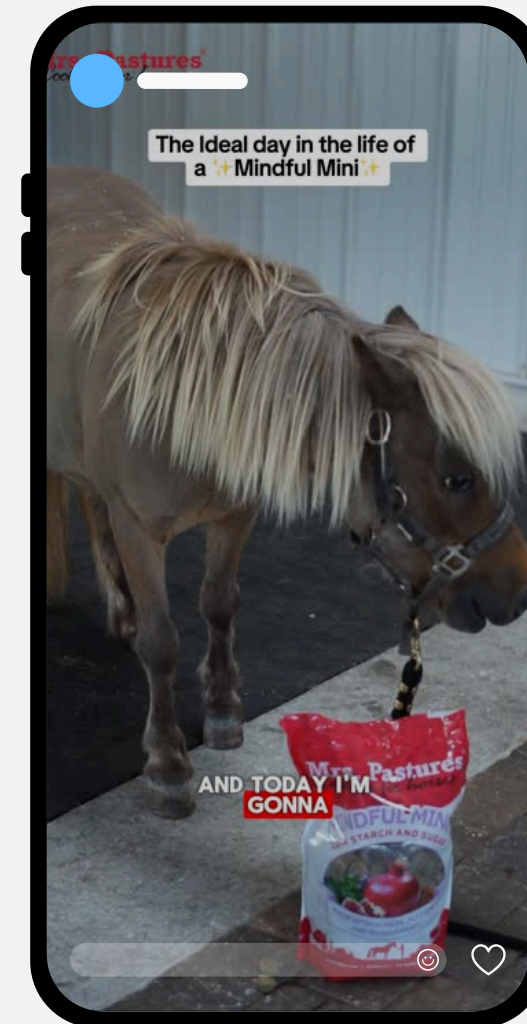
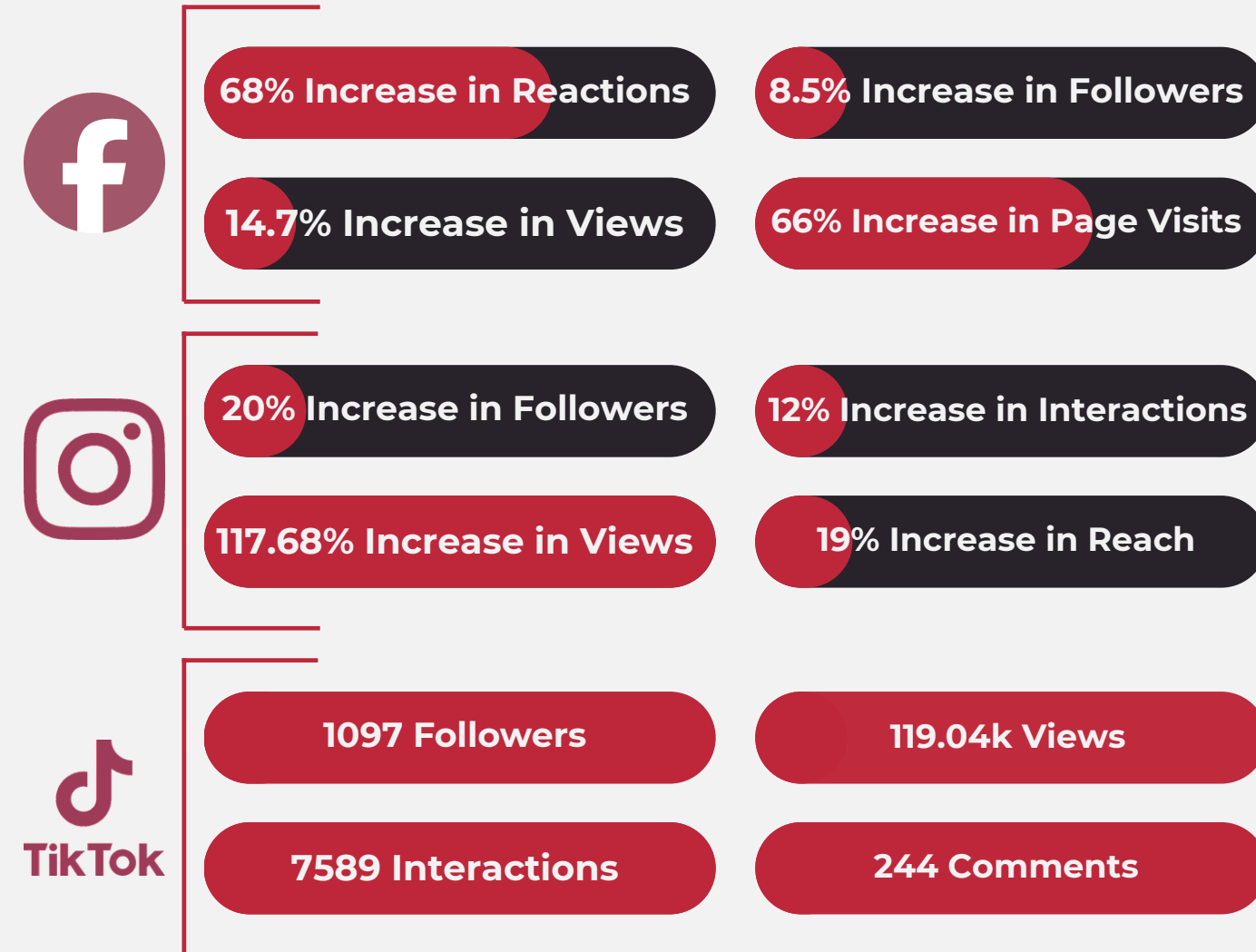
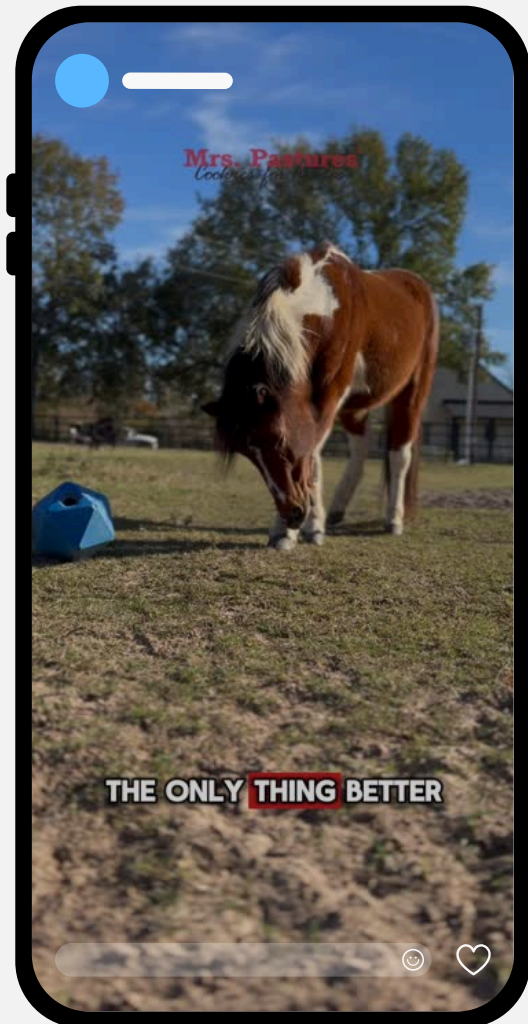
Ranging in both English and Western Disciplines

MYWORK

*& Results*



# Mrs. Pastures® Cookies for horses



## March 2025 - Current

I lead the complete social media marketing strategy, brand positioning, and content execution for Mrs. Pastures®, driving audience growth and engagement across Facebook, Instagram, and TikTok. I develop and execute promotional campaigns, product launches, and seasonal initiatives, including building and scaling the brand's TikTok presence from the ground up.

# Mrs. Pastures<sup>®</sup> *Cookies for horses*

## Case Study

March 2025 – Current

### Overview

Mrs. Pastures is a well-recognized equestrian brand with strong product awareness and loyal customers. While brand recognition was established, the opportunity existed to deepen audience engagement, strengthen storytelling, and position the product as an intentional part of a rider's daily routine rather than a one-off feature.

### Objective

The objective was to increase engagement, strengthen brand relatability, and create content that felt authentic and community-driven while maintaining consistent product visibility. The goal was not to oversell, but to integrate the product naturally into the lifestyle of competitive riders.

### Problem

The brand had strong product recognition, but its social presence lacked intentional storytelling and strategic positioning. Content was visible, but it was not consistently converting attention into deeper engagement or reinforcing the brand as part of a rider's daily lifestyle.

### Strategy

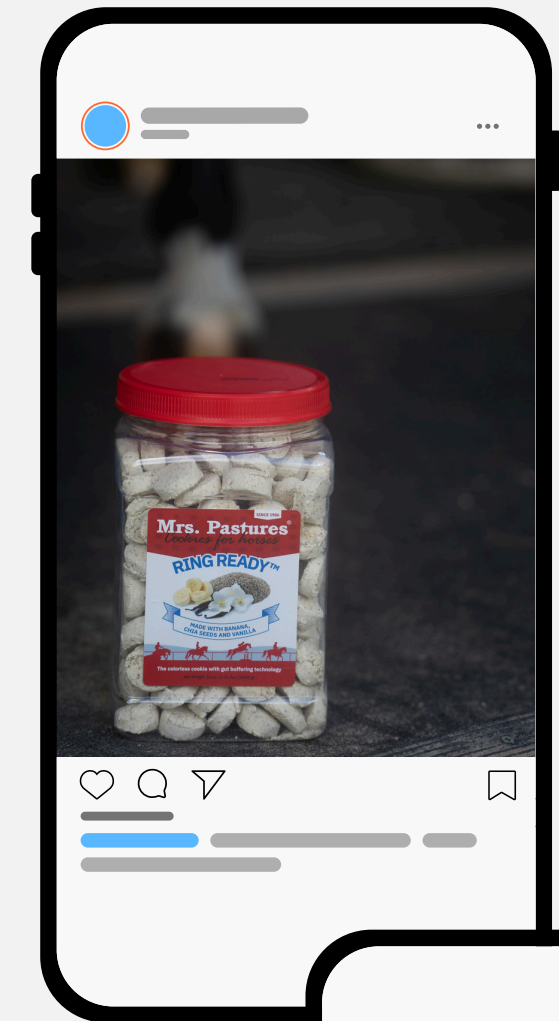
Content pillars were refined to balance education, community, lifestyle, and product visibility. Messaging shifted toward conversational, rider-focused captions that reflected real barn life. Visual direction emphasized show environments and daily routines to reinforce authenticity. The product was positioned as part of a consistent routine rather than a promotional highlight, allowing for a softer but more strategic sales approach.

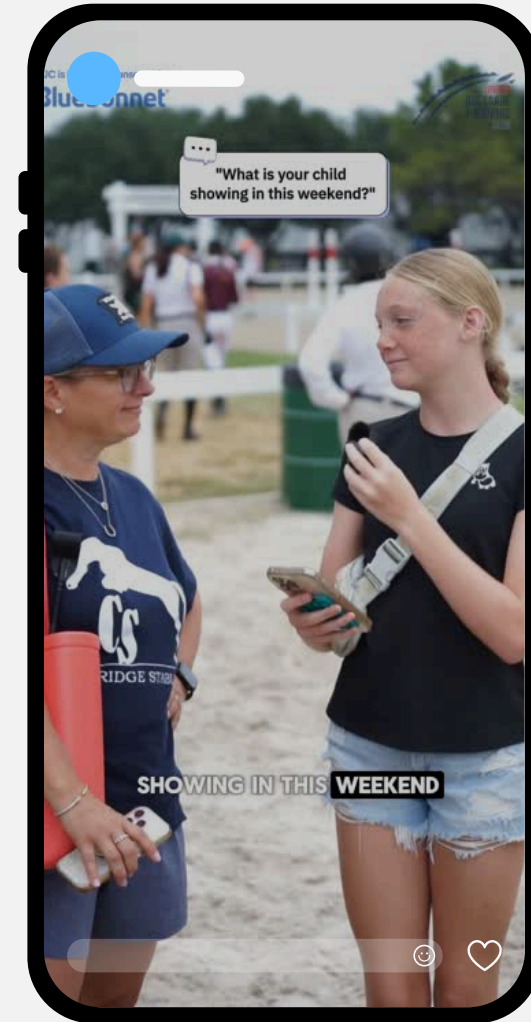
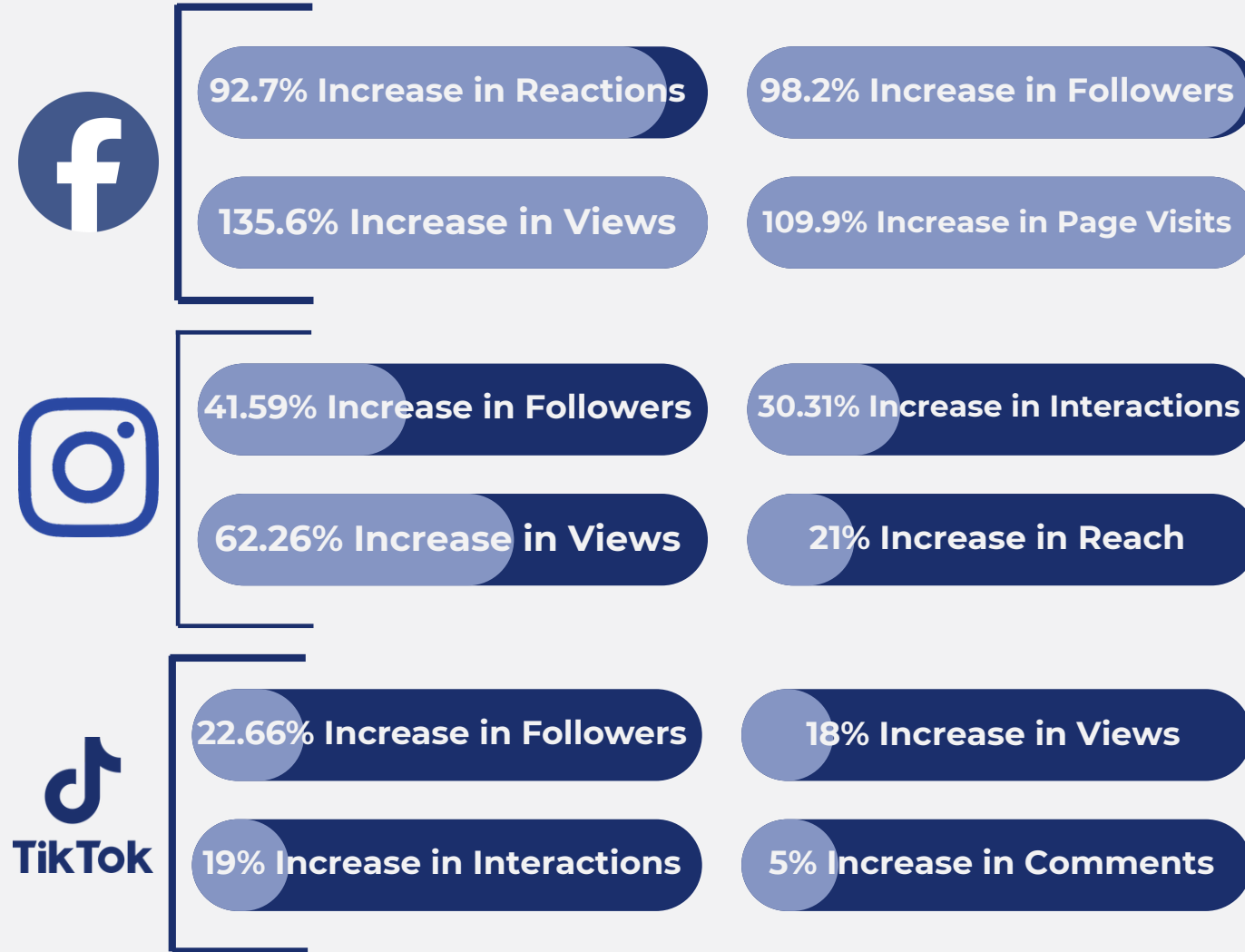
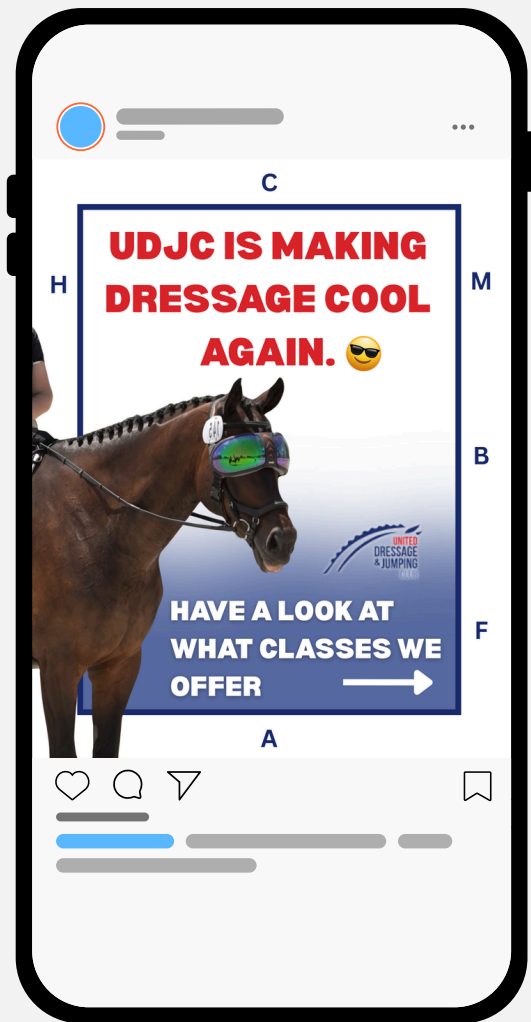
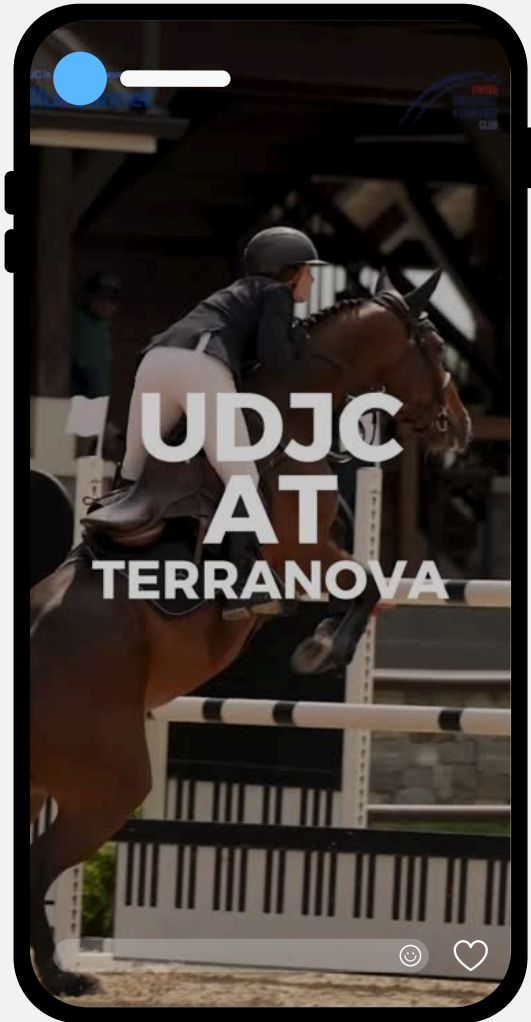
### Execution

Content included lifestyle-based reels, routine-driven feed room moments, competition-day integrations, and captions centered on timing, reward, and rider experience. Visual consistency was strengthened across posts, and messaging was aligned to maintain warmth while reinforcing brand recognition.

### Result

The strategic shift resulted in increased engagement, stronger audience interaction, and improved cohesion across the brand's digital presence. Educational and routine-based posts generated higher saves and shares, and the brand's social platforms now reflect a more intentional and aligned identity.





## August 2025 - Current

I direct branding and digital marketing for a national equestrian show organization, supporting multi-state circuits, championships, and educational programs. My role centers on social media management, educational content creation, and email marketing oversight.



# Case Study

## August 2025 - Current

### Overview

UDJC is a rapidly growing equestrian show organization with a strong in-person presence and loyal community. While the shows themselves created an exceptional rider experience, the digital presence needed to better reflect the energy, professionalism, and community atmosphere that existed on the show grounds.

### Objective

The goal was to translate UDJC's in-person culture into a cohesive online identity, increase engagement across platforms, strengthen brand credibility, and position UDJC as both professional and welcoming within the competitive equestrian space.

### Problem

Strong in-person brand presence but inconsistent digital voice

### Strategy

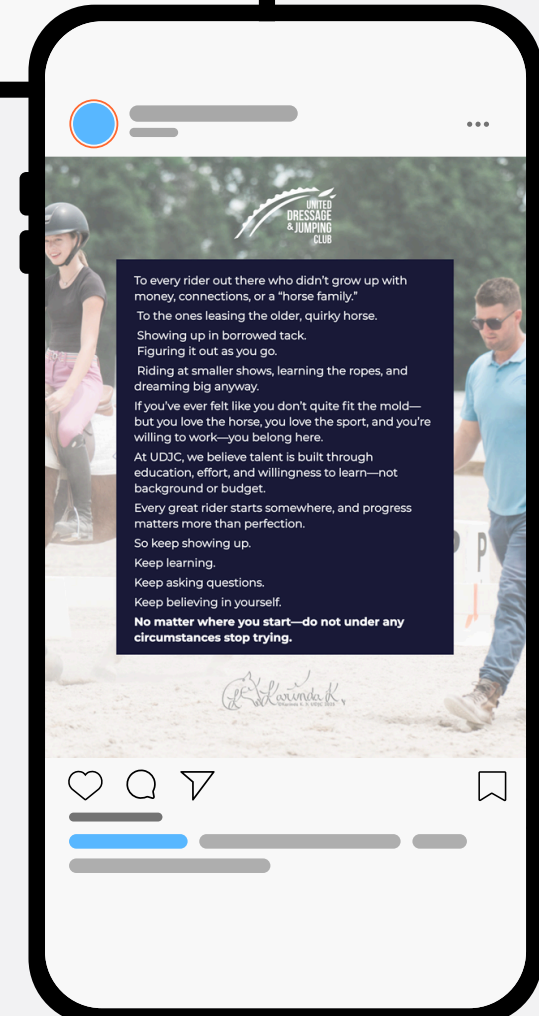
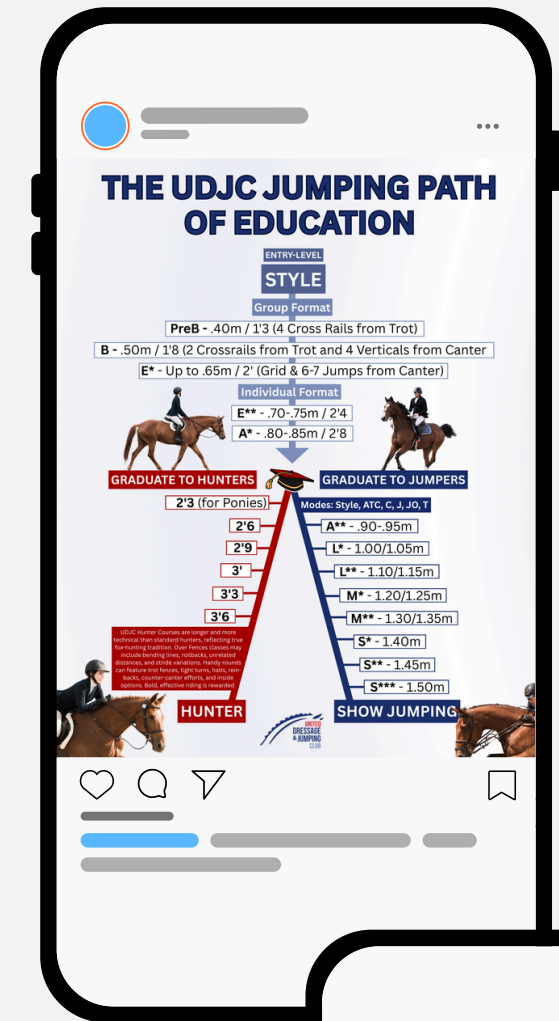
The strategy began with clarifying content pillars to ensure every post had purpose and direction. Messaging was intentionally shifted toward community-first captions that highlighted riders, judges, and the shared experience of showing. Rather than focusing solely on show logistics and announcements, content was restructured to emphasize belonging, encouragement, and education. Judges were positioned as approachable experts by featuring their feedback and insights, which elevated authority while maintaining warmth. Visual consistency and tone alignment were refined to create stronger brand cohesion across all platforms.

### Execution

Content included rider spotlight posts, judge feedback highlights, behind-the-scenes show moments, reminder posts with elevated copy, and educational snippets that reinforced UDJC's value beyond competition. Captions were written to feel inclusive and supportive while still maintaining professionalism. Video content was leveraged to showcase the show atmosphere and create social proof through real rider participation and reactions.

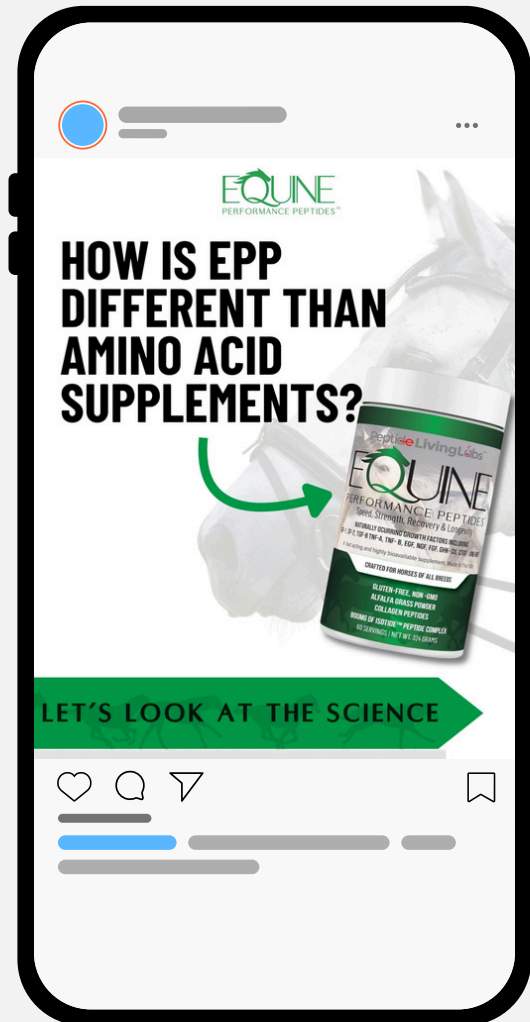
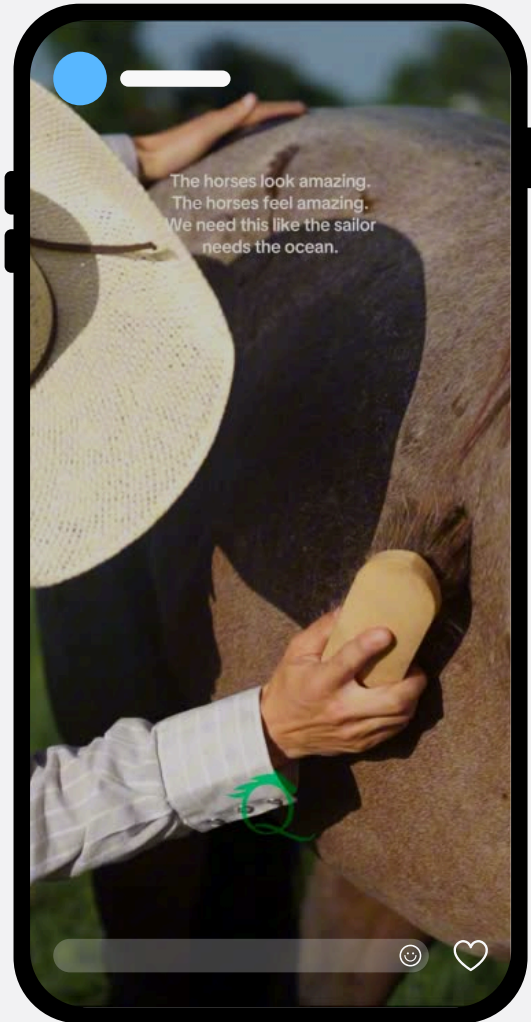
### Result

The shift toward intentional messaging and structured content pillars resulted in increased engagement and stronger community interaction. Audience participation in comments and shares improved, and the brand's online presence became more aligned with the high-quality experience offered at the shows. UDJC's digital identity now reflects the professionalism, encouragement, and competitive integrity that define the organization in person.



# EQUINE

PERFORMANCE PEPTIDES™



603% Increase in Reactions

34.99% Increase in Followers

130.71% Increase in Views

179.48% Increase in Page Visits



50.12% Increase in Followers

1,864.71% Increase in Interactions

1,132.1% Increase in Views

2,150.31% Increase in Likes

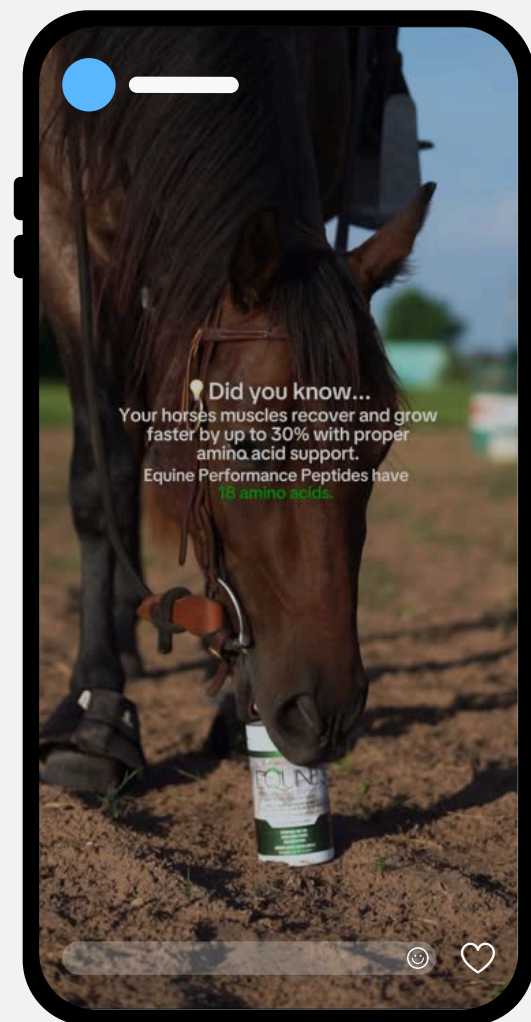


3,483 Followers

546.5K Views

38.05K Interactions

331 Comments



## May 2025 - Current

I direct marketing and brand education for Equine Performance Peptides, leading content, campaigns, and educational initiatives that position the brand as a trusted, science-backed equine supplement company.



# Case Study

May 2025 - Current

## Overview

Equine Performance Peptides operates in a highly technical category that requires clarity, credibility, and compliance-conscious messaging. The challenge was to simplify complex peptide science while positioning the brand as innovative, trustworthy, and differentiated within the performance supplement space.

## Objective

The objective was to establish clear educational authority, differentiate peptides from traditional supplements, and build trust with performance riders without making exaggerated or medical claims. The focus was on communicating function and mechanism in a way that felt accessible and grounded.

## Problem

The product operates in a complex, technical category that can easily be misunderstood. Without clear messaging, peptides risk being perceived as just another supplement, or worse, as something unclear or overpromised. The challenge was educational clarity and differentiation. The brand needed simplified, compliant communication that built trust, authority, and understanding while avoiding exaggerated claims.

## Strategy

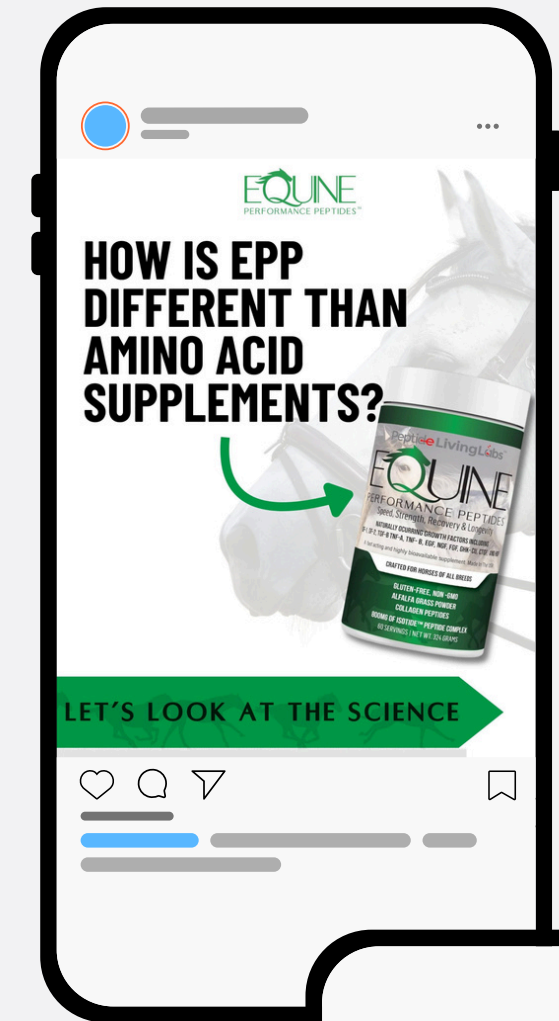
Core messaging was structured around the distinction between building materials and biological signaling. Content pillars centered on education, myth clarification, and performance recovery. Technical explanations were simplified into digestible language, and messaging was intentionally framed around support and optimization rather than treatment. A consistent authority-driven voice was developed to reinforce credibility.

## Execution

Content included educational reels explaining peptide signaling, carousel posts breaking down cellular communication, myth-based posts addressing common misconceptions, and barn-style talking videos to maintain relatability. Visuals and captions were aligned to maintain consistency while reinforcing the brand's innovative positioning.

## Result

Educational posts generated increased saves and engagement, and audience understanding of peptide differentiation improved. The brand achieved clearer positioning within the performance supplement market and established a more authoritative and structured digital presence.



# THE PROCESS



## 1. Inquiry

It begins with your inquiry form, that is easily found on the website. This allows me to understand your brand, goals, current challenges, and vision before we ever get on a call!

## 2. Discovery Call

We schedule a discovery call to discuss your objectives, expectations, and growth direction in detail. This is where we determine alignment and ensure Revival Marketing is the right strategic partner for your brand.

## 3. Proposal

Following the call, a customized proposal is developed outlining scope of work, deliverables, timeline, and investment. Everything is tailored just for your specific business.

## 4. Contract & Onboarding

Once approved, contracts are signed and onboarding begins. Yay! During this phase, access is granted, assets are collected, and brand materials are reviewed to prepare for strategy development.

## 5. Strategy Development

A comprehensive content and messaging strategy is built specifically for your brand. This includes content pillars, tone refinement, campaign direction, posting cadence, and positioning structure. Strategy always precedes content creation.

## 6. Content Creation

Content production begins once strategy is finalized. This phase typically spans one month to allow for intentional development, refinement, and alignment before launch.

## 7. Active Management

Once content is approved and scheduled, we move into active management. From this point forward, your digital presence operates with the Revival Marketing \*touch.\* You can be as hands-off or hands-on with this process as you wish. It's tailored to you, afterall! This can be a teamwork-style process, or a "Take this off my plate, I don't want to touch it," kind of vibe. Either way, that's totally fine by me! Everyone hires a social media manager for different reasons, and i'm here to accomodate with what you and your team desire for our partnership.

# LET'S GET *in touch!*

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713-870-1005



kenzie@revivalmarketing.co



Normangee, TX

Looking forward to hearing from you.

*xo Kenzie*