

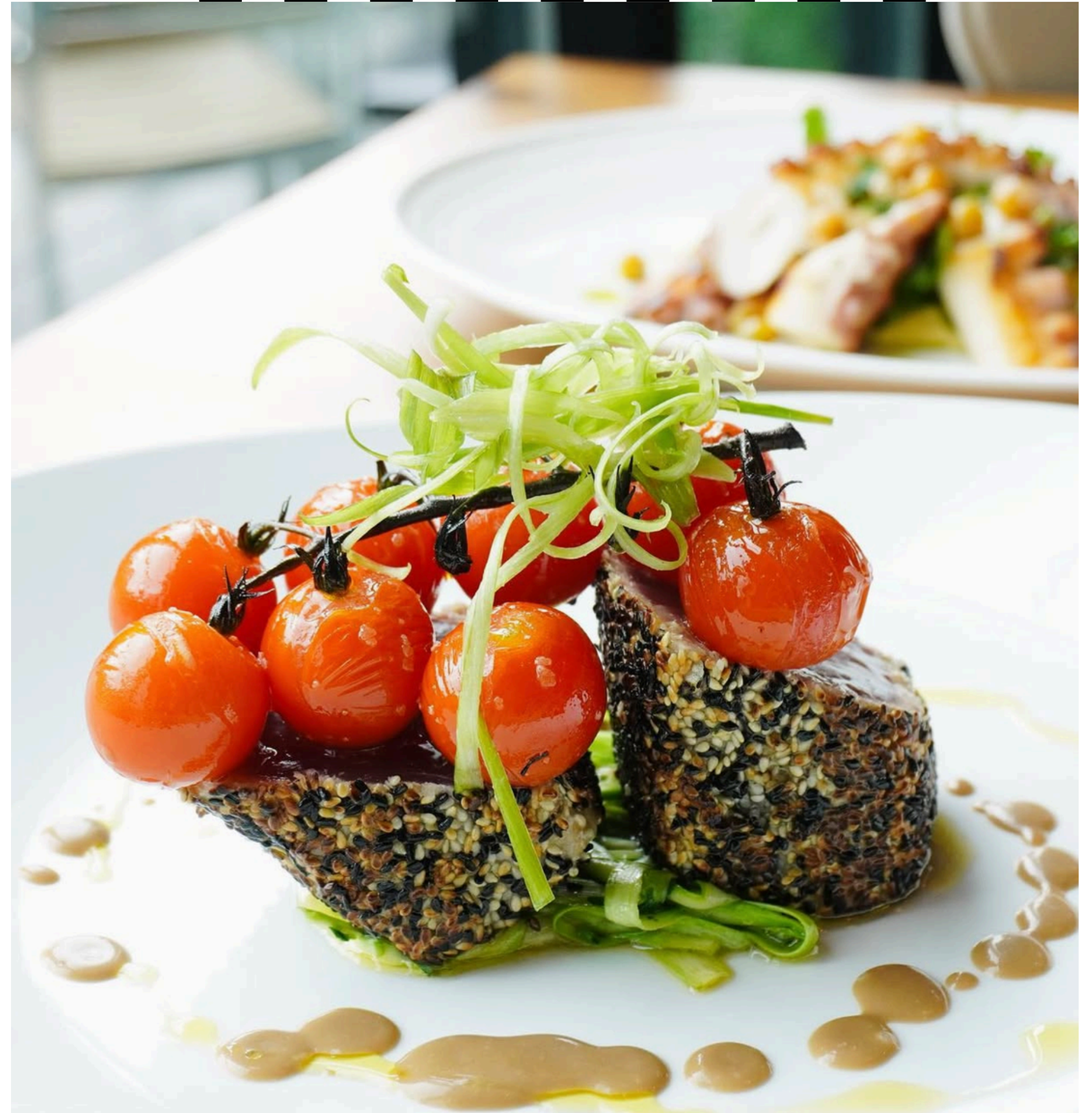
bo bean creative

Social Media Portfolio



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ABOUT ME

Hi 🙋 I'm Kristine (bo bean)!

I am a Chicago-based **visual storyteller** and my medium of choice is photography. For the past ten years, I have used my bold creative style to elevate 'mom & pop' brands' social media content, increase their engagement and strengthen brand identity.

My approach is to capture a 360 snapshot of brands, from behind the scenes stories to the final product. I thrive in collaborative environments and geek out on being able to take an idea from concept to execution. *Let's start creating together!*

ABOUT ME: SKILLS & SOFTWARE

- ✿ Photography, Graphic Design and Videography
- ✿ Facebook, Instagram, LinkedIn and TikTok
- ✿ Adobe Creative Suite, Canva and Edits
- ✿ Later, Hootsuite and Sprout Social
- ✿ Social listening, social strategy and social management
- ✿ Brand identity development and awareness
- ✿ Creative project management
- ✿ Focused on collaboration and adaptability
- ✿ Attention to detail and multitasking
- ✿ Real-time photo and video event coverage

5-7%

average monthly engagement rate

10 years

of experience

11 brands

managed by me

OFFERINGS



Content Creation

I produce elevated content using high-res original photography, video and graphic design.



Social Media Management

I develop content calendars, strategize, write post copy and post content to your feed.



All of the Things!

I will manage your account 100%, from UGC to content calendars. Leave it all to me!

HAIR

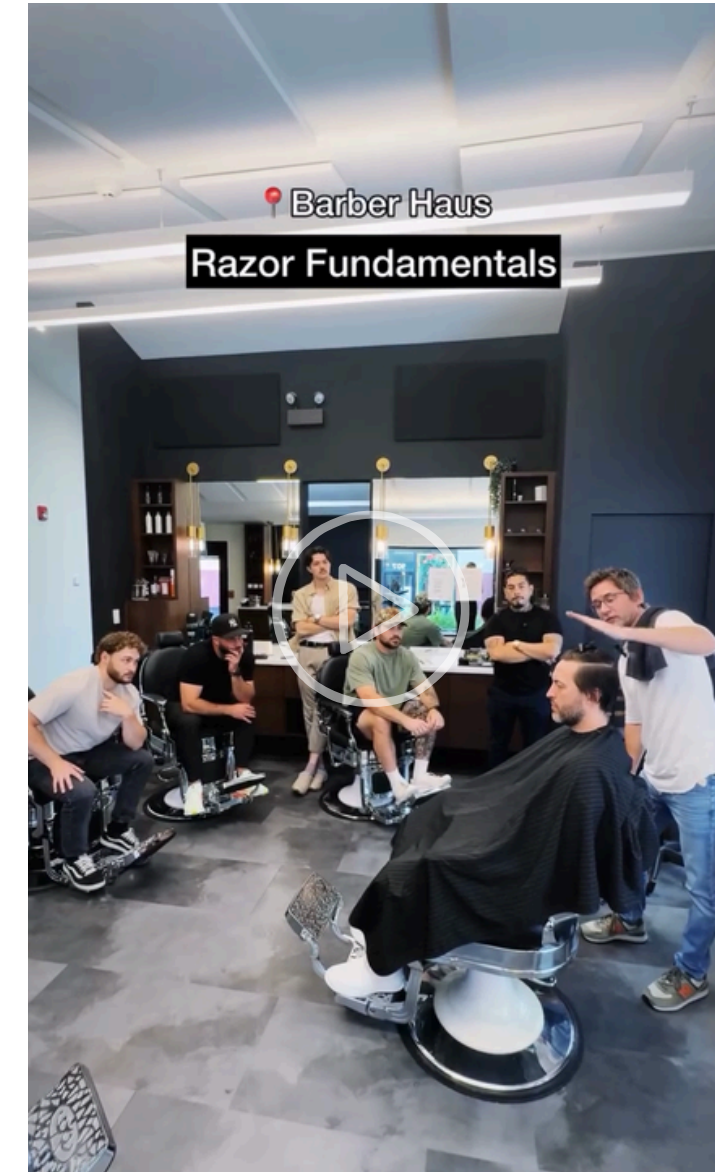
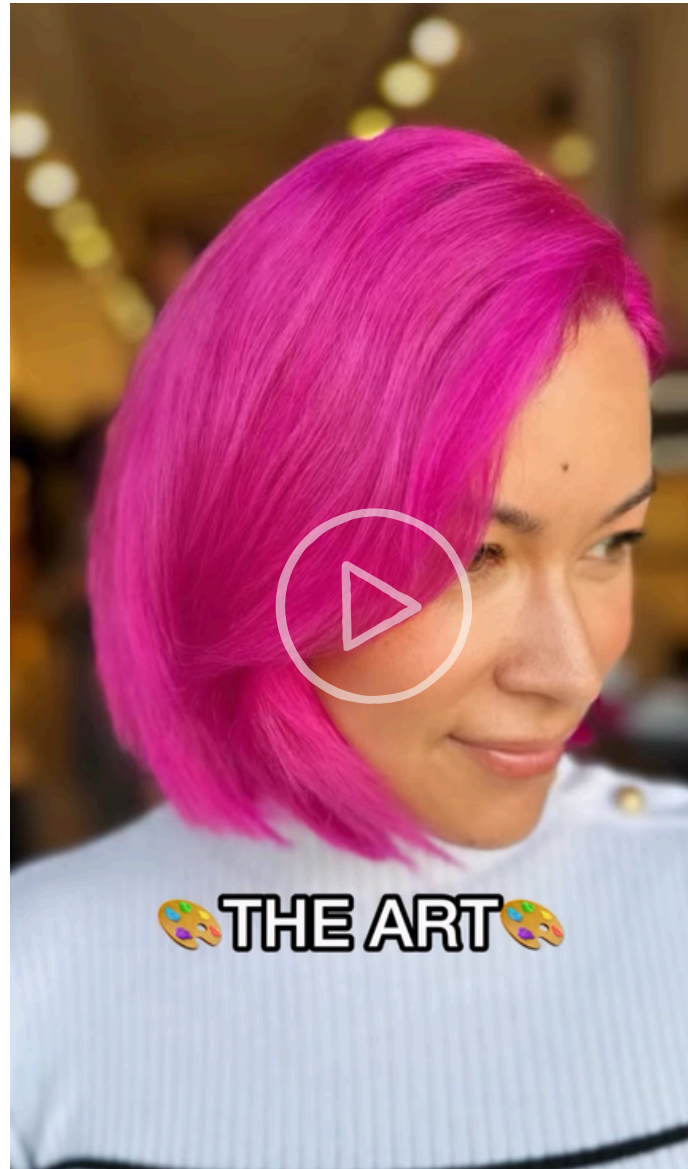
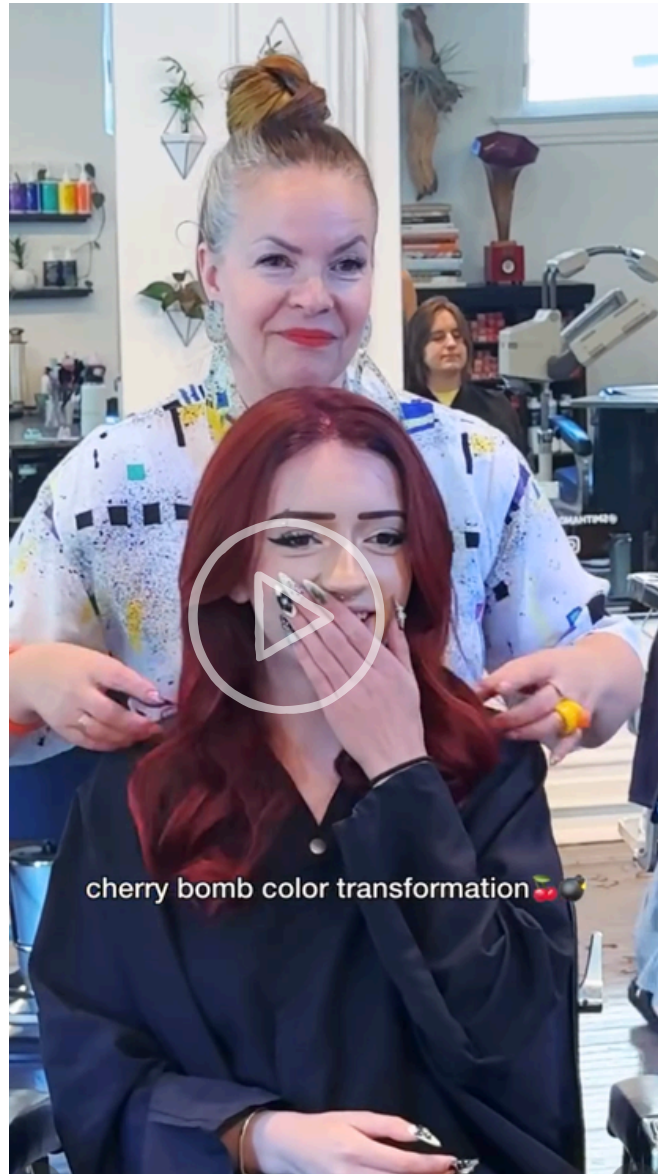
I capture images and video in salons and at off-site locations for events and photoshoots.

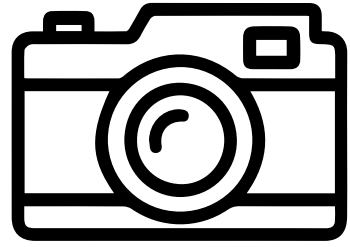
Content ranges from daily salon happenings, to hair transformations and product recommendation graphics.



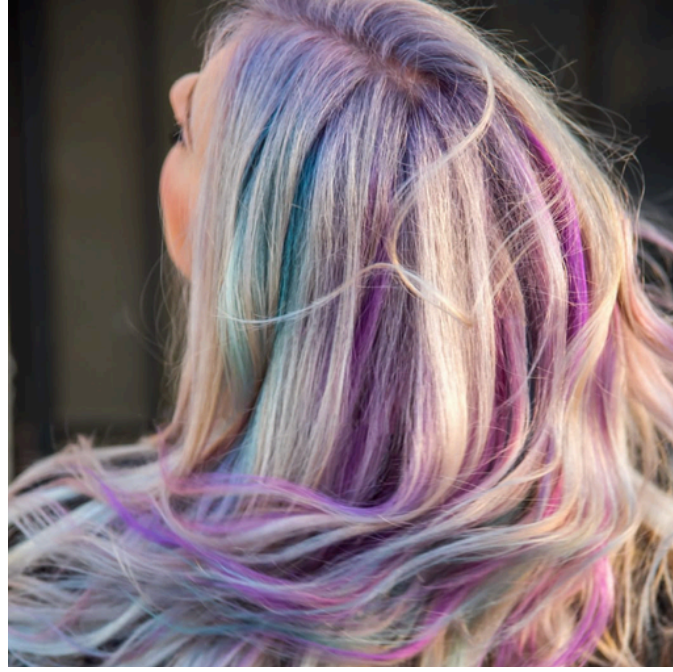


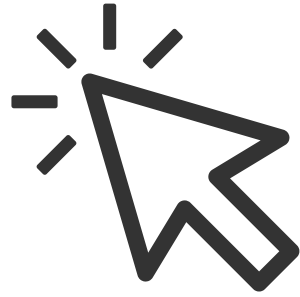
HAIR: VIDEOS



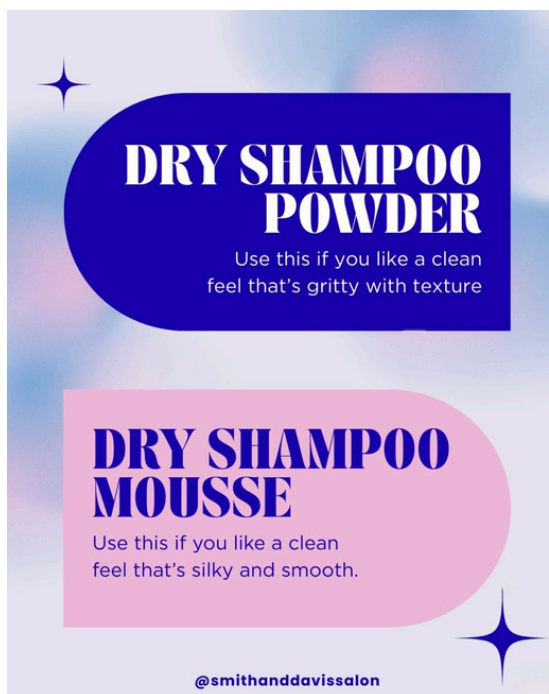
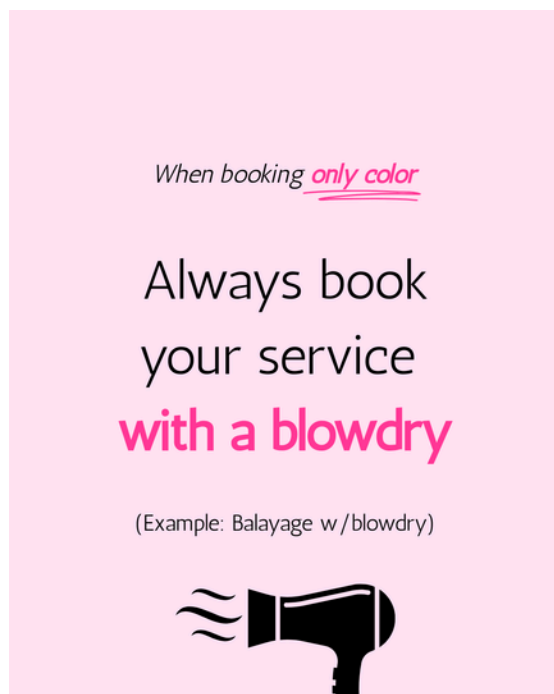


HAIR: IMAGES





HAIR: GRAPHICS

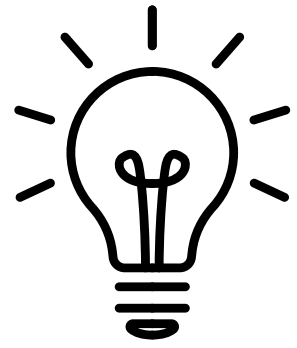


NON-PROFIT

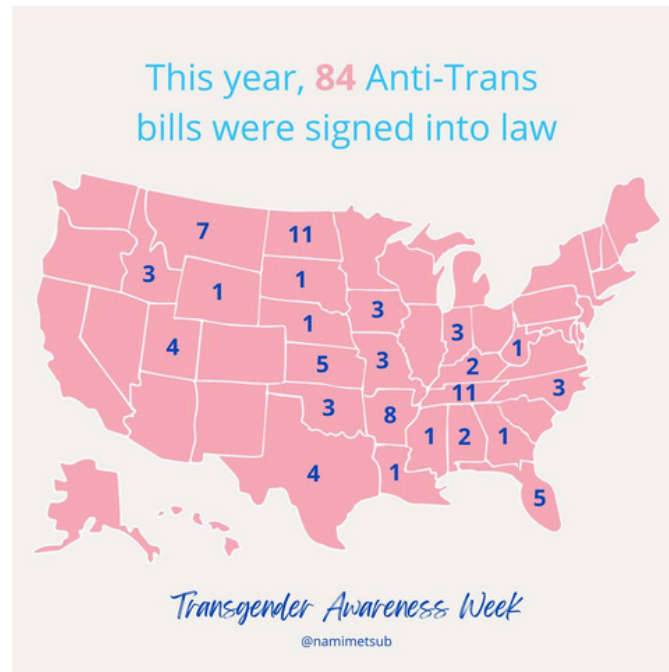
I design easy to comprehend infographics using helpful information and capture documentary-style imagery spotlighting the organization.

Content ranges from organizational information, to helpful tools to deal with mental health struggles, and images of daily happenings. I really lean into the human experience when producing non-profit content.





NON-PROFIT: INFOGRAPHICS



Some excerpts from the bills...

Arizona HB1700
Banning books in schools that validate concepts of gender or pronouns

2. A parent who objects to a book that is available to students in the school [...] may request that the [...] institution remove the book [...] because the parent finds the book to be lewd or sexual in nature, to promote gender fluidity or gender pronouns or to groom children into normalizing pedophilia shall submit the book to the department of education

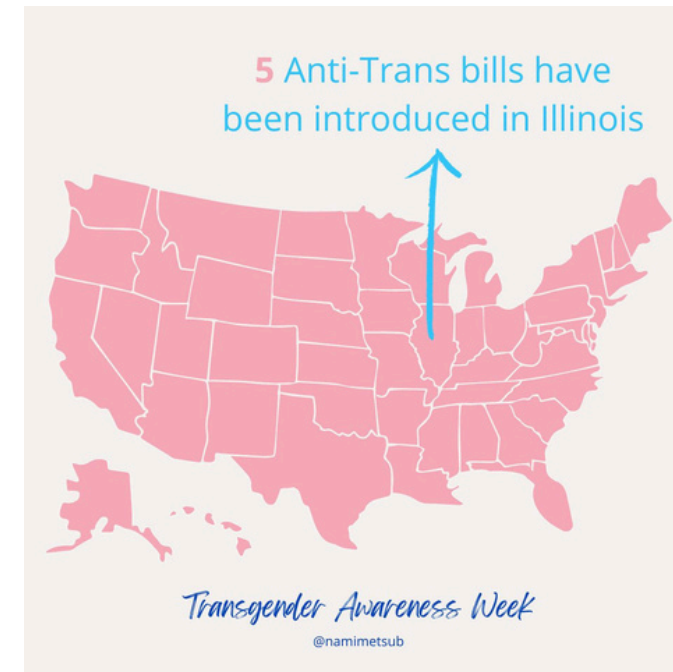
Education

OK SB129
Felony charges for providing gender-affirming care to people under 26 years

1. A physician or other healthcare professional found to have knowingly referred for or provided gender transition procedures to an individual under twenty-six (26) years of age shall, upon conviction, be guilty of a felony.

8. 1. Any referral for or provision of gender transition procedures to an individual under twenty-six (26) years of age is unprofessional conduct and shall [...] result in immediate revocation of the license or certificate of the physician or other healthcare professional.

Healthcare



Every **11 minutes** one person dies by suicide.

- ### SIGNS OF SUICIDE
- Giving away possessions
 - Loss of interest in things they care about
 - Feeling hopeless, desperate or trapped
 - Looking for ways to attempt suicide
 - Talking, writing or drawing about death
 - Behaving recklessly, displaying anger, irritability and violence

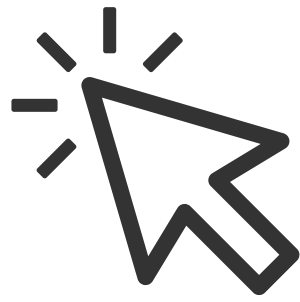
Tips for starting a conversation on suicide

- Listen openly and let them tell you about their feelings and worries.
- Do not wait for them to start the conversation.
- Choose a time to talk. Speak in a calm and straightforward manner.
- Watch their reactions and slow down or restate if they become confused.

SUICIDE AND CRISIS LIFELINE

9888

Available 24/7/365 for anyone who needs help. You can call or text.



NON-PROFIT: GRAPHICS

ASK A FAMILY SUPPORT SPECIALIST

@namimetsub

The Met Sub Club

Open 24/7 / Abierto 24/7

Nonjudgemental conversation / Conversación sin prejuicio

Daily wellness groups / Grupos diarios de bienestar

Bilingual Spanish Support / Apoyo bilingüe en español

Educational Support / Apoyo Educativo

100% FREE / 100% GRATIS

Today's Special: Mental Wellness

Especial de hoy: Bienestar mental

SAY THIS ✓
They died by suicide.

NOT THIS ✗
They committed suicide.

@namimetsub

How are you feeling?

Burntout, Overwhelmed, Exhausted, Stressed, Worried, Frustrated

@namimetsub

Overdose Awareness Day

Overdoses are the leading injury-related cause of death in the United States

@namimetsub

Tips to stress less

- Get more physical activity
- Minimize your screen time
- Practice mindfulness or meditation
- Eat a well-balanced diet
- Make time for hobbies

@namimetsub

NATIONAL COMING OUT DAY

Está bien no estar bien

@namimetsub

namicomunicate

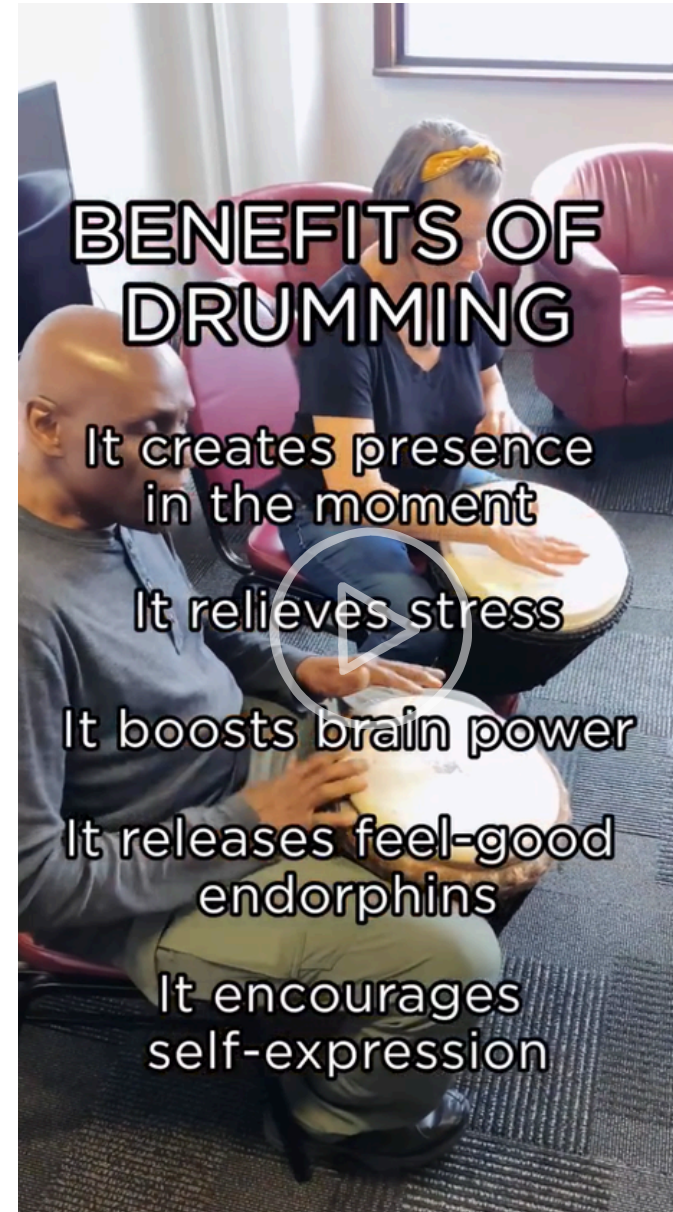
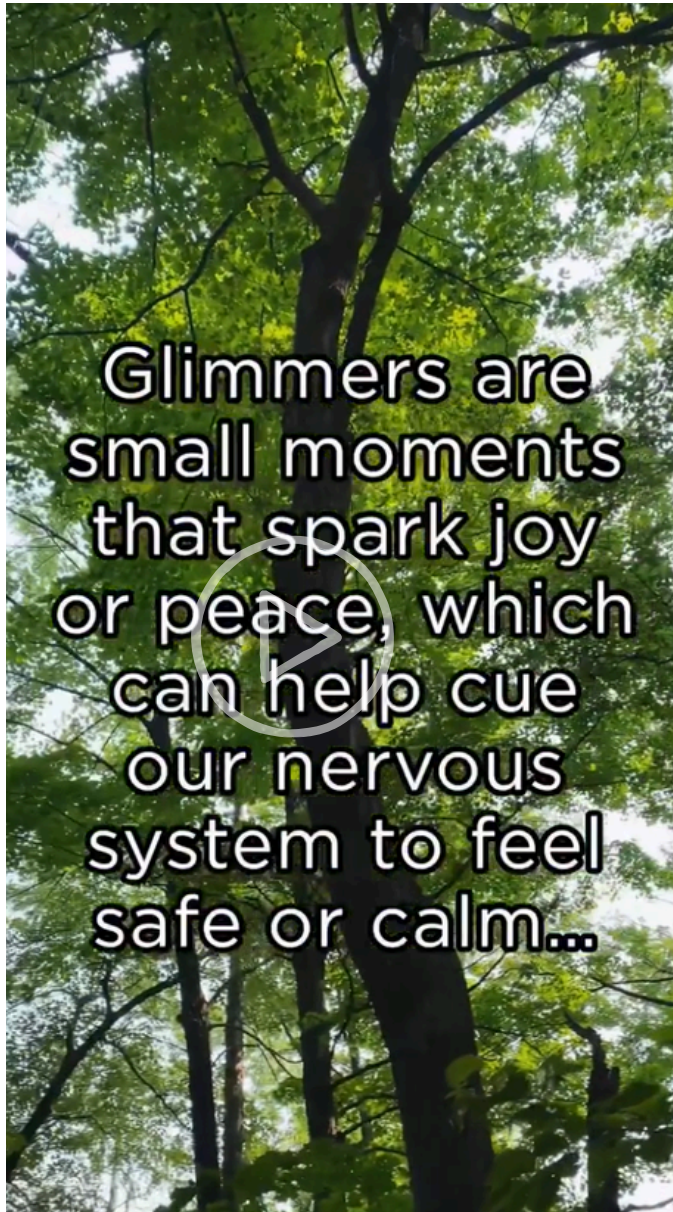
The falling leaves may symbolize loss, but they also represent the possibility of transformation. Embrace the changes in your life as opportunities for growth.

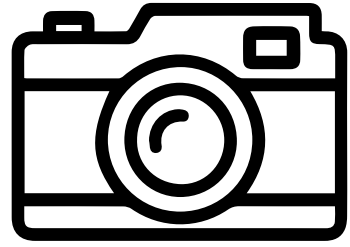
NAMI is a safe space

@namimetsub

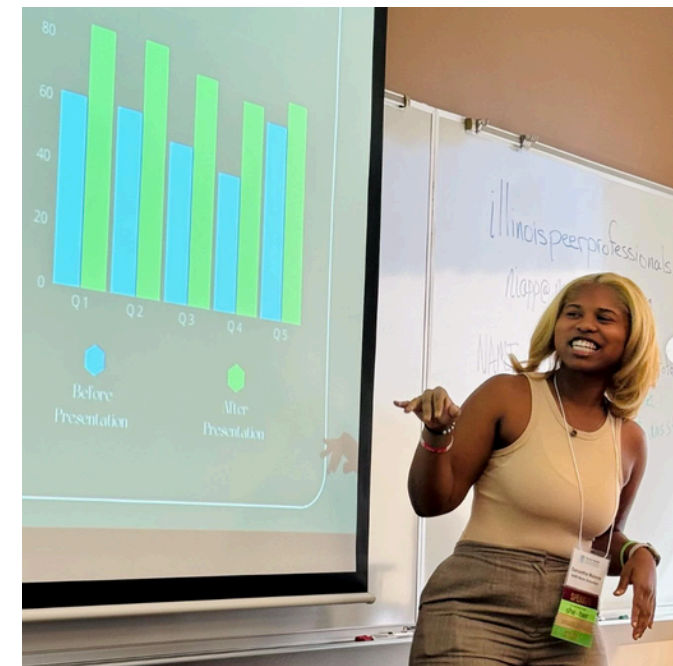


NON-PROFIT: VIDEOS





NON-PROFIT: IMAGES



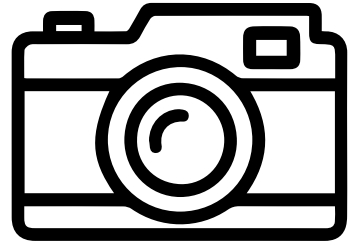
FOOD & DRINK

I document images and videos* in bars and restaurants.

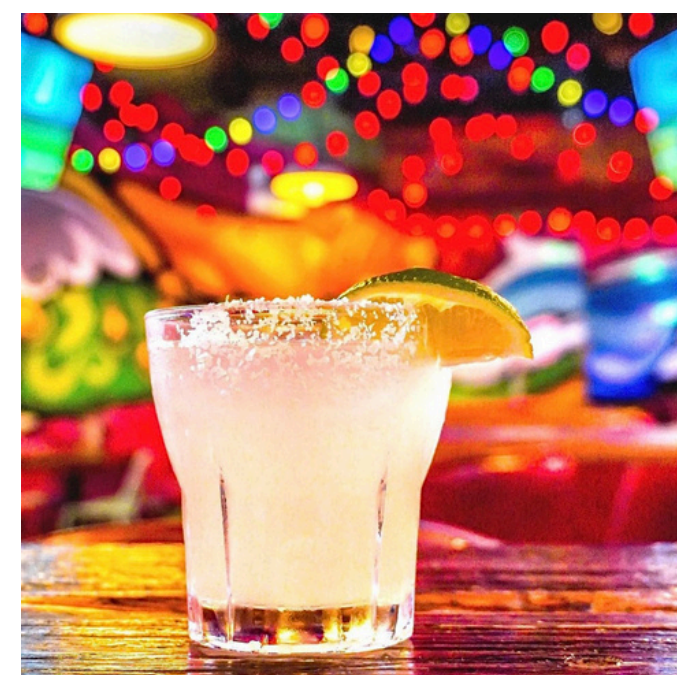
Content ranges from behind-the-scenes food prep, to finished dishes and lifestyle photo and videos. I prefer to lean into the storytelling aspect of food, by focusing on the whole process and not just the final product.

*graphic design available



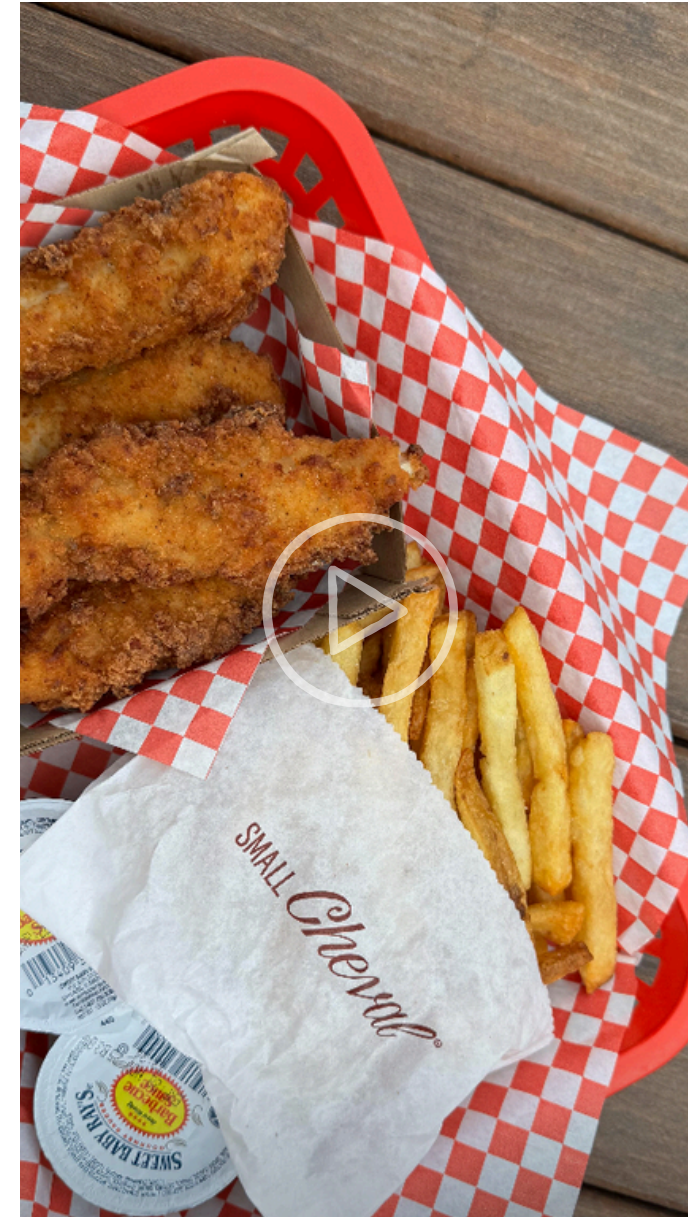


FOOD & DRINK: IMAGES





FOOD & DRINK: VIDEOS



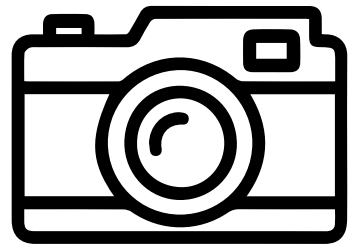
CANNABIS

I take high-res images* at cannabis grow facilities and on-location at various spaces.

Image subjects range from plants, to lifestyle product layouts and portraits of cannabis users.

*video and graphic design available





CANNABIS: IMAGES



CLIENT TESTIMONIALS

Stevie Smith

Owner, Smith & Davis Salon

"Beautiful content is one thing, Kristine delivers that AND the numbers behind it. Our brand has never looked better or performed stronger. She truly transformed our social content into something both visually striking and strategically smart."

Patrick Lewis

Owner, Edit Salon

"Kristine is an amazing addition to our team. She captures our salon's identity perfectly and consistently shares our story in unique ways. She has become an integral part of our salon's digital footprint, allowing us to attract new clientele."



LET'S CONNECT!

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