



Tara Sturges

PORTFOLIO

[simplyedgy.com](http://simplyedgy.com)

# About Me

I am a Social Media Marketing professional based in Florida. I have experience in all things social media marketing including: managing social channels, marketing emails, website design, logo design, video shooting, & editing. I have a background in helping small businesses achieve their social media marketing goals. I would love to work with businesses of any size & can't wait to see what we can do together!





# Tasks

- Caption Writing
- Copywriting
- Newsletters
- Graphic Design
- Instagram Posts
- Instagram Stories
- Menu Design
- Instagram Reels
- Video Editing
- Website Design
- Logo Design
- Marketing Emails
- Social Media Campaigns
- Event Planning



# Work Experience

## Golf & Body NYC

### Social Media Marketing Manager

From January 2019-April 2020 I built social media channels from the ground up. Was able to work with 3 departments to come up with monthly social media calendars. Self shot and edited videos for Instagram & YouTube.

## Simply Edgy

### Freelance Social Media & Marketing

Founded in 2021, I help small business owners to create their social media profiles & manage them, logo design, website design, flyers for events, ecards, & marketing emails. As well as lessons on Canva.



# Achievements



eCornell

Social Media Marketing Certification (Fall 2021)



Golf & Body NYC

Gave a company wide Social Media Seminar (May 2019)

Grew Instagram account by 237%

# Who I have worked with



@forkfulofgoodness



@sherringart



Judith Grodowitz, Alexander  
Technique teacher



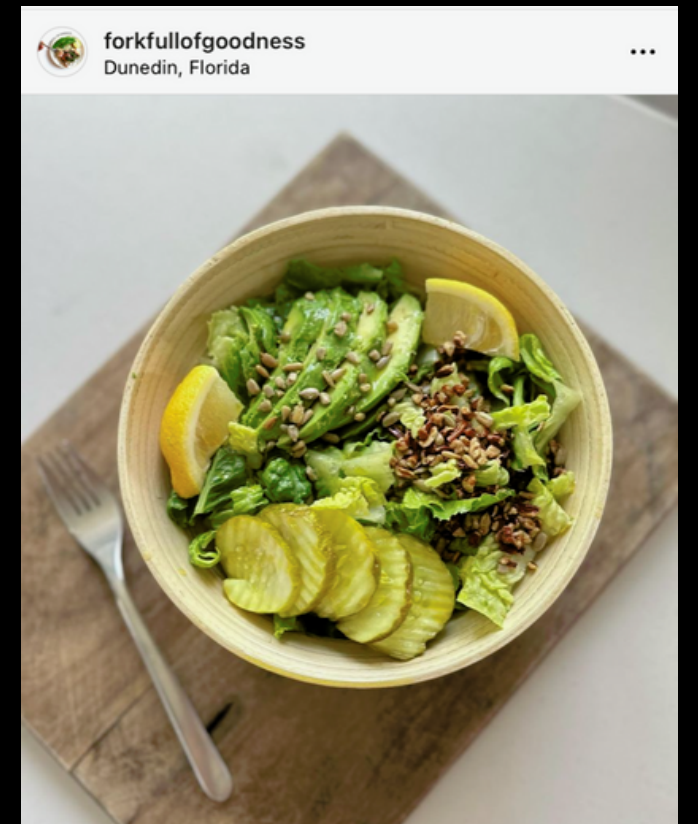
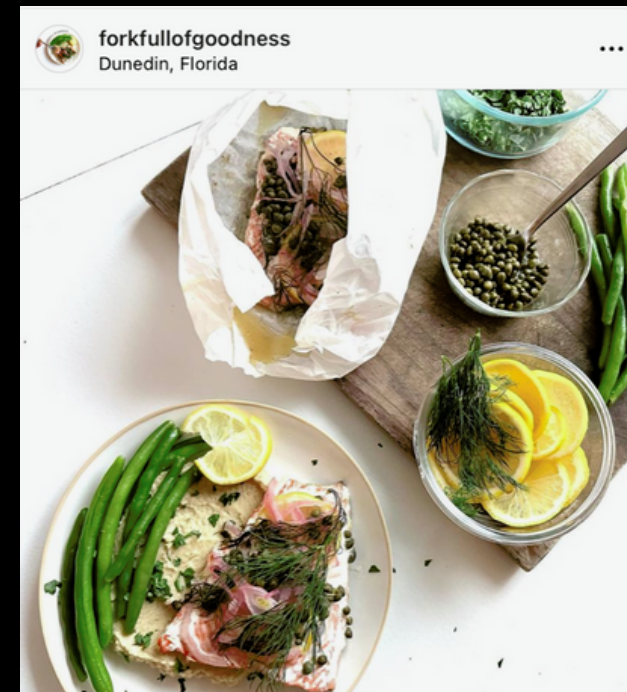
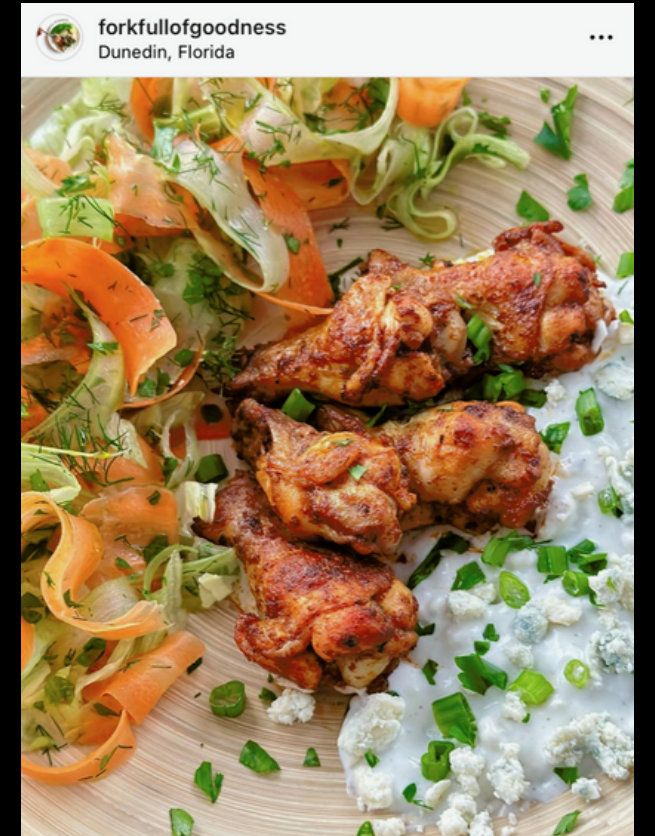
Michele LoPresti, Chartwell Law



# Examples of Work

Instagram Posts: photography, captions, & styling.

[Click here for more!](#)





# Examples of Work

Golf & Body NYC –  
Marketing Flyers  
design, images,  
copywriting

**2019 NEW EQUIPMENT RELEASES**  
with Pete's Golf at G&BNYC

AT PETE'S GOLF, IT'S OUR JOB TO DETERMINE WHAT CLUBS WILL HELP YOU PLAY YOUR BEST. THE WAY CLUBS ARE BEING MARKETED BY THE MANUFACTURER MAY DIFFER FROM WHAT WE FIND.



**PRE-ORDER AND RELEASE DATES BY OEM:**

| OEM        | Product                                  | Pre-Order / Release Date |
|------------|--|--------------------------|
| CALLAWAY   | [WOODS] EPIC FLASH / EPIC FLASH SUB ZERO | (PRE-ORDER JAN 11)       |
|            | [IRONS] 2019 APEX & APEX PRO             | (PRE-ORDER JAN 11)       |
|            | BIG BERTHA OS IRONS/HYBRIDS              | (AVAILABLE NOW)          |
|            | [PUTTER] STROKE LAB PUTTERS              | (PRE-ORDER JAN 25)       |
| PING       | [WOODS] G410                             | (MARCH 1 RELEASE)        |
|            | [IRONS] G410                             | (MARCH 1 RELEASE)        |
| TAYLORMADE | [WOODS] M5 & M6                          | (PRE-ORDER JAN 18)       |
|            | [IRONS/HYBRIDS] M5 & M6                  | (PRE-ORDER JAN 18)       |
|            | [PUTTER] SPIDER X TOUR                   | (PRE-ORDER JANU 18)      |
| COBRA      | [WOODS] F9                               | (AVAILABLE JANUARY 18)   |
|            | [IRONS] KING CB/MB                       | (AVAILABLE NOW)          |

FITTINGS AVAILABLE MON/WEDS/THURS 11-7, FRIDAYS 8-4 AS OF 2/1

GOLF & BODY NYC

**WELCOME BACK!**

**JAMES LEITZ**  
PGA PROFESSIONAL & G&BNYC FEATURED ADVISOR



We are excited to welcome back James Leitz to the club! James is recognized as one of the world's experts in ball flight analysis and is the only professional to be named to both the **Top 50 Teachers** and **Top 50 Clubfitter** lists.

**COMPLIMENTARY SEMINAR**  
MONDAY, AUGUST 12TH 6PM

During this seminar, Members will get an inside look at how we use **Trackman, Swing Catalyst and Gears** to evaluate and improve the golf swing.



**PRIVATE INSTRUCTION**  
TUESDAY, AUGUST 13



Schedule your time to work with James to help improve your connection between the swing, utilizing Gears and TrackMan data and his topic of expertise, the D-Plane. **90 minute lesson slots will be available all day on August 13**

GOLF & BODY NYC

**DAVID ORR**  
PGA TOUR PUTTING COACH &  
G&B FEATURED GOLF PROFESSIONAL



BACK AT G&B SEPTEMBER 23RD & SEPTEMBER 24TH

David Orr, PGA Professional—specializes in putting and has worked with more than 50 touring pros worldwide. Among his PGA Tour clients have included **Justin Rose, Hunter Mahan, Daniel Berger, Jason Gore**, and DA Points, plus dozens more from the PGA, Web.com, LPGA, Canadian, and other professional tours!



**PUTTING CLINIC WITH DAVID ORR**  
MONDAY, SEPTEMBER 23RD AT 7PM

RSVP for yourself and a guest! In this hands-on clinic, David will present to members on how to maximize your putting game in an indoor environment. Number of attendees will be limited.

**DAVID WILL ALSO HAVE TIME SLOTS AVAILABLE FOR PRIVATE INSTRUCTION**  
MONDAY, SEPTEMBER 23RD  
TUESDAY, SEPTEMBER 24TH

Schedule at the Front Desk



# Examples of Work

Golf & Body NYC -  
Graphic Design for  
Instagram  
design, images,  
copywriting



GOLF & BODY  
— NYC —

## GET FIT FOR SUMMER

G&B'S CLUBFITTERS FROM PETE'S  
GOLF ARE HERE 5 DAYS A WEEK  
ALL SUMMER LONG

 **Pete's Golf**  
EST. 1979





GOLF & BODY  
— NYC —

SHORT TERM GOAL: **GET ASSESSED  
TO SEE WHERE YOU ARE**

MID TERM GOAL: **ESTABLISH A PLAN  
FOR THE SEASON: GET STRONGER,  
BECOME MORE MOBILE**

LONG TERM GOAL: **GO INTO THE  
NEXT SEASON MORE PREPARED,  
MAINTAIN YOUR PROGRESS  
THROUGH THE OFF SEASON**

#GOALS



# Examples of Work

Golf & Body NYC -  
Videos for YouTube  
& Instagram



click it!





# Examples of Work

What's Up TV UK -  
What's Up EXTRA  
produced item for YouTube  
duties included: location  
scouting, talent, finding host,  
assistant producer, shooting,  
& editing



click it! 

# Examples of Work

Logo Design -

@forkfulofgoodness - photoshoot, styling, editing, font choice

@sherringart - collaboration on colors, font, size, slight pop graphic behind, subtle but effective logo



# Contact me

631.603.9267

[sturgestara@gmail.com](mailto:sturgestara@gmail.com)

[simplyedgy.com](http://simplyedgy.com)

Clearwater, FL





Thank You

References available upon request.