

STEVENS MEDIA HOUSE

MARKETING PORTFOLIO

Hey, You!

I'm Micaela Stevens, founder of Stevens Media House and a strategy-obsessed marketing director with 12 years of experience growing purpose-driven companies.

I was born in Hong Kong, raised across Asia, and had a passport before I could toddle. That global perspective shaped how I approach brand-building: with cultural insight, adaptability, and a sharp instinct for what resonates with whom.

I specialize in turning scrolls into action through conversion-savvy storytelling for women-first businesses set on making an impact. Branding, launch strategy, web design, content creation, social media, and public relations: I bring the same clear plan, creative edge, and receipts to prove it.

At the core is strategy that helps change-makers lead louder, with confidence.

Done playing small? I thought so. So let's get to it.



Micaela Stevens

FOUNDER + CREATIVE DIRECTOR,
STEVENS MEDIA HOUSE

EDUCATION

Master's Degree from the University of Southern California Annenberg School for Communication and Journalism, the country's top communications school, where I continue to guest lecture.

EXPERIENCE

I've built campaigns for billion-dollar brands and positioned local businesses to punch above their weight. I've worked with whistleblowers taking down corrupt healthcare systems, and with leaders trying to rebuild what those systems broke.

I've helped shape content in boardrooms of global companies and at the strategy tables of grassroots advocacy groups alike - work that gets attention, moves people, and creates change. When the message matters, I know how to make it land.

After years inside top agencies building visibility for others, I launched Stevens Media House to bring that firepower to women-first brands. Because impact isn't optional, and the right strategy makes sure no one misses it.

PROFICIENCIES

Adobe Creative Suite (Photoshop, InDesign, Illustrator), Canva, WordPress, Wix, Squarespace, Showit, Meta Business Suite, Flodesk, Dubsado, Later, Rella, Notion, TalkWalker, Cision, Muck Rack.

Who We Work With

PURPOSE-DRIVEN AND WOMEN-CENTERED

You're a female entrepreneur, brand founder, or organization with a mission rooted in empowering women, solving a problem that matters to women everywhere. Wellness, beauty or self-expression, advocacy, education, or whatever your lane, you lead with intention and you're committed to making a lasting, positive impact.

GROUNDED AND GROWING

You've built a strong foundation, and now it's time to grow. You want more than just pretty content. You're seeking strategic storytelling, meaningful brand positioning, and authentic connection with your audience. You're here to scale with substance.

COLLABORATIVE AND VISION-ALIGNED

You value partnership and trust expert insight. You're open to bold ideas, honest feedback, thinking outside the box, and doing things differently when it means better results. You want a team that's as passionate about your mission as you are, and that's exactly what we bring.

Our Approach

We amplify the voices of women and the brands that champion their emotional, physical, mental, social, and financial well-being: women-led or built with women in mind.

We work with service providers, product-based brands, and advocacy organizations that exist to create real impact, each with a custom strategy built for its specific business. Smart, bold marketing that builds visibility, drives demand, and earns brand authority.

Oh, and we donate 3% of our annual profit to immigrants' rights and women's rights orgs. If that resonates with you, you're in the right place.

When every client is aligned with that mission, the work moves faster, hits harder, and creates results that actually matter.

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Our Expertise

A brand can be everywhere and still sell nothing. Our Seen & Sold Method™ closes that gap: brand clarity, visual alignment, strategic content, and visibility optimization, built as one system so that being seen actually means getting sold.

BRANDING

We build brands with backbone: visuals, messaging, and tone, all aligned to make sure your brand hits hard, turns heads, and owns its space. You're not here to blend in, and we make sure you don't.

LAUNCH STRATEGY

Every launch is a first impression you don't get to redo. We build the timeline, rollout, and positioning that make sure yours lands right the first time, and keeps working long after opening day.

WEB DESIGN

We design sleek, chic, high-converting sites that feel like you and work like hell. Every page is built to guide, engage, and move people to take action.

CONTENT CREATION

"Forget filler content. We create sharp, scroll-stopping assets that actually connect. Bold visuals, punchy captions, and storytelling that makes people care. Your content should pull weight. We make sure it does.

SOCIAL MEDIA MANAGEMENT

We build authority, momentum, and serious brand energy with a strategy behind every post and a community that actually grows. The result: comments, saves, shares, and yes, likes too. But most importantly: revenue growth.

PUBLIC RELATIONS

Press doesn't happen by accident. We pitch, position, and place your story in front of the outlets and audiences that actually matter to your growth.

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Brand

LOON’S LIBATIONS: CRAFT SYRUP E-COMM (2026)



LOON´S
LIBATIONS

Loon's Libations started as an idea, a name, and flavors that founder Caroline Grothe had spent a decade perfecting behind the bar. No logo, no packaging, no typography, no color palette: nothing built around it yet.

We built the direction and full brand system from there: messaging, visual identity, colors, typography suite, packaging, and recipe cards. The loon became the mark itself: a hand-drawn line illustration tied directly to the name, carried across every label and box. A deep indigo-and-muslin palette with jewel-toned accents gave the line a bar-cart feel instead of a grocery-aisle one. Messaging built around no wrong pour and connection, bottled, set the tone for a craft syrup brand made for cocktails and mocktails.

One idea. Now a brand built to compete from day one.

LOON´S
LIBATIONS

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Rebrand

AWARDS WATCH: ENTERTAINMENT NEWS (2026)





AwardsWatch had 12+ years of real credibility, real traffic, and real studio relationships. What they didn't have was a brand that said any of it. Publicists and readers still treated the company as an awards season stop, not the year-round entertainment authority behind the coverage.

We rebuilt the brand from the strategy up, starting with the name itself: AwardsWatch became Awards Watch, a small shift that signaled a bigger one. From there: a new positioning statement, a messaging framework and tagline built to showcase entertainment news over awards-only coverage, a custom logo and brand mark, and a jewel-tone Art Deco identity to match.

Now the brand finally tells the story its coverage already has.







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Brand

ATLAS BEAUTY: BEAUTY EDUCATION (2025)





Atlas Beauty came to us with a bold mission: to build a brand that could unite two powerful offerings: professional beauty services and a beauty school designed for people rebuilding their lives and seeking new career paths. We crafted a full brand ecosystem from strategy to storytelling to design, anchored in real transformation and second chances. Now, their identity reflects what they do and why it matters.

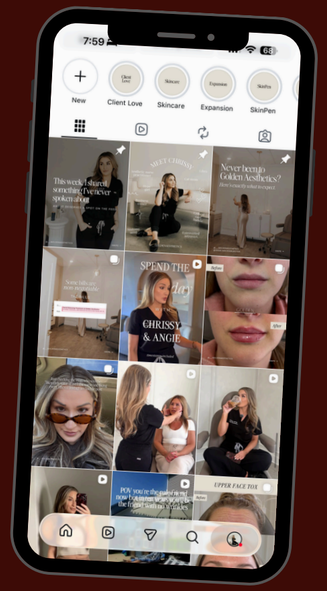
Scope: Brand overview, vision + mission, core values, brand personality, brand pillars, tagline options, key messaging, founder's story, audience profiles, student/client archetypes, logo suite, color palette, typography, tone of voice, and branded collateral.

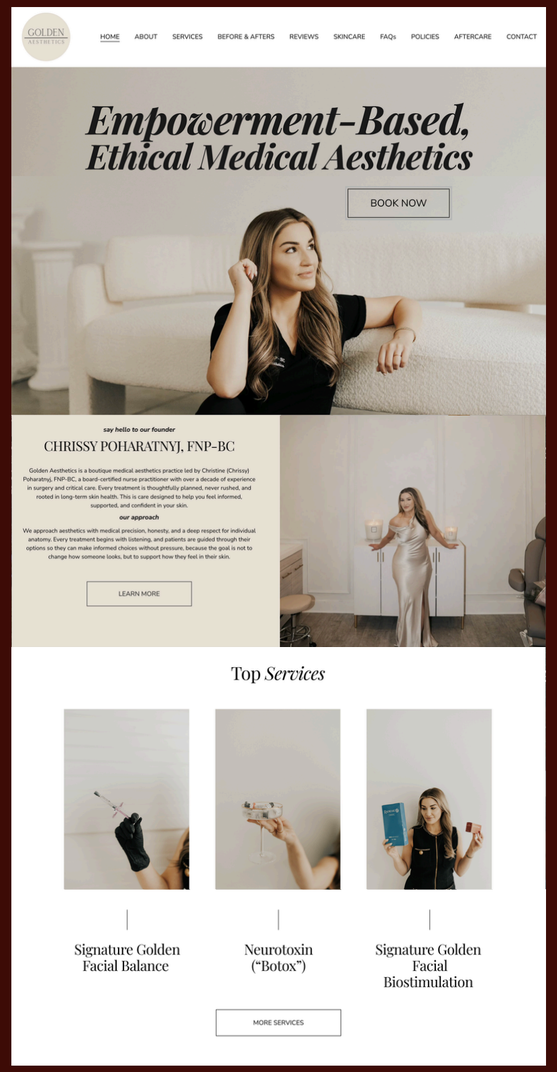
Now, their brand speaks for them...clearly, powerfully, and with purpose.

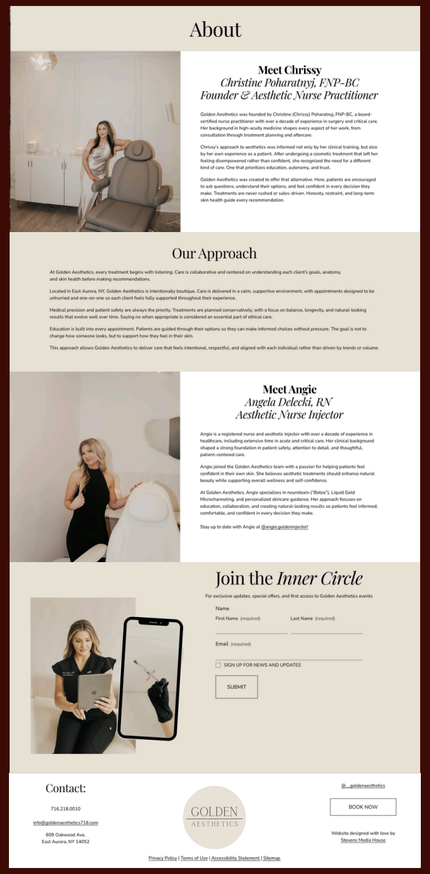
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Rebrand + Web

GOLDEN AESTHETICS: MEDICAL AESTHETICS (2026)













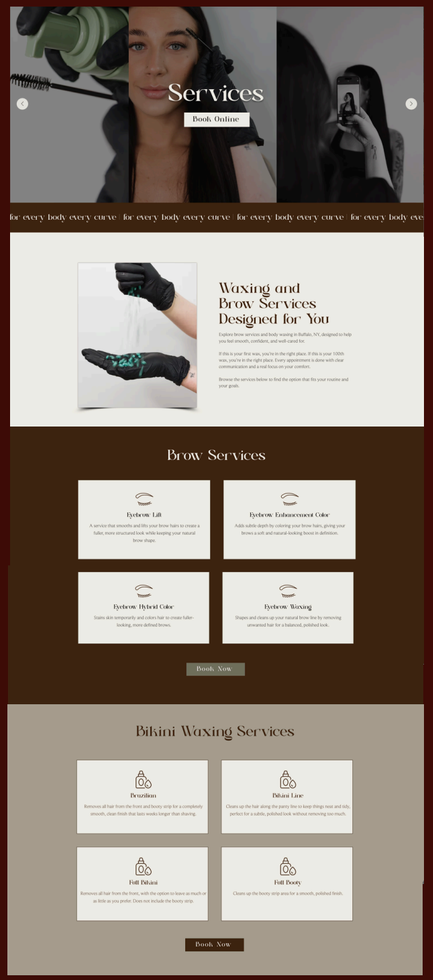
Golden Aesthetics' website, content creation, and social media were already under our management, but when owner Christine Poharatnyj, FNP-BC, decided to invest in redesigning her space and bringing on a team, the brand needed a look to match it.

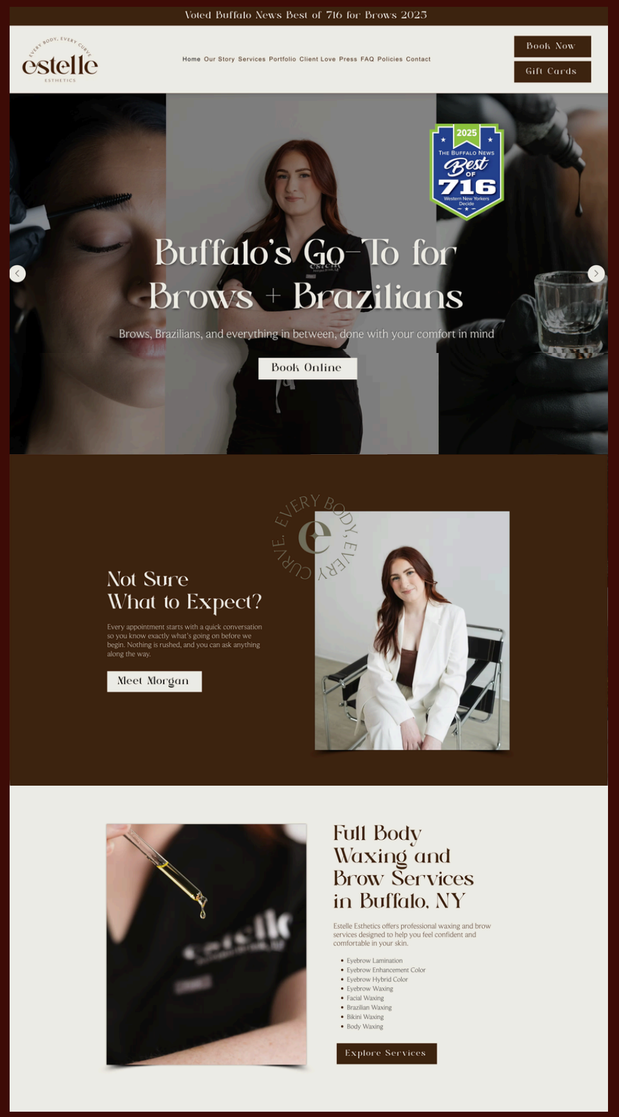
We upgraded Golden's typography, color palette, imagery, template system, and website design around the new space, and rewrote every page of web copy from scratch, optimized for SEO, GEO, and AEO, so patients find her no matter how they search: typing into Google, asking ChatGPT, or scrolling an AI-powered results page.

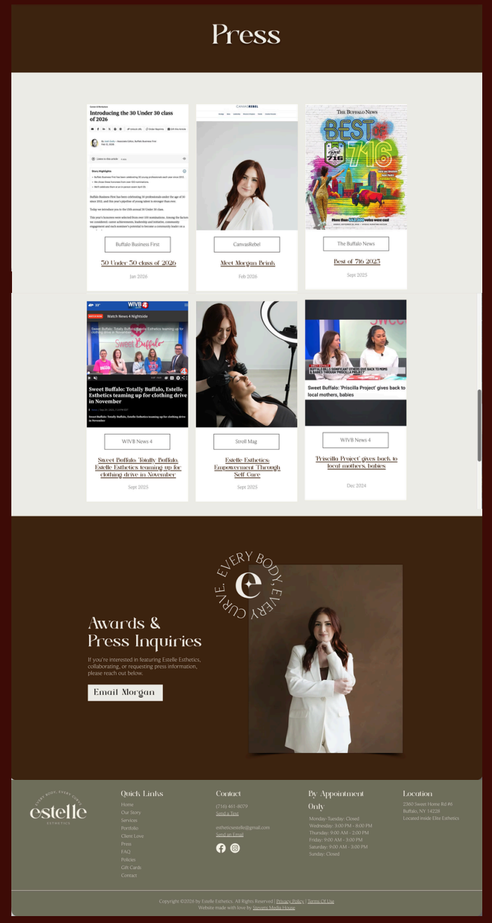
Every layout decision now carries the same polish as the renovated suite itself.

Golden 2.0, online and in the room.

Web ESTELLE ESTHETICS: WAX + BROW STUDIO (2025)







Estelle Esthetics had already built real credibility, voted Buffalo's Best of 716 for Brows and featured across local press and TV, plus a new brand identity to match it. Her old website reflected none of it: corporate and generic, plenty of white space, no trace of her actual branding, nothing that felt like the studio Buffalo already knew.

We rebuilt the site around her new branding and the reputation that earned it: UX, layout, mobile optimization, and copywriting, along with SEO, GEO, and AEO optimization, so new clients find her across search engines, AI assistants, and the results pages built by both.

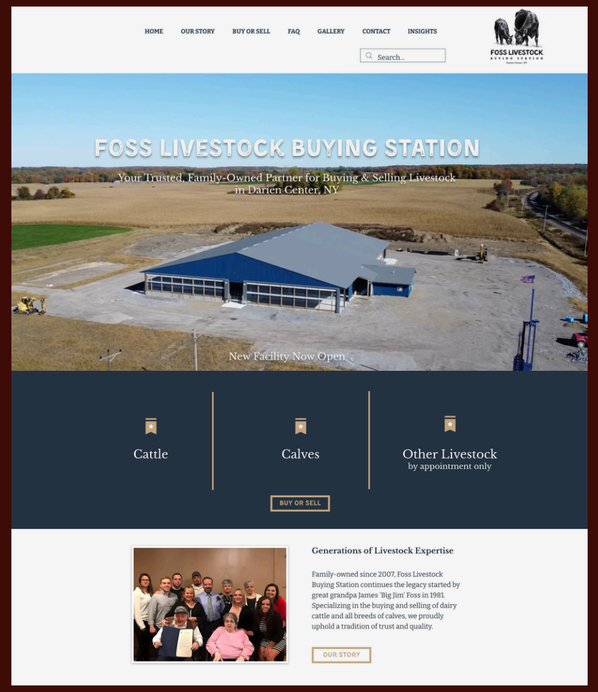
Every page, including the booking flow, was designed to move visitors straight to an appointment.

The site finally matches the reputation and the brand behind it.

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Brand + Web

FOSS LIVESTOCK: AGRIGULTURE (2024)







FOSS LIVESTOCK
BUYING STATION
Darien Center, NY

Despite decades of success and trusted relationships in the farming community, family-owned Foss Livestock had no digital presence: no website, no online visibility, and no easy way for new customers to learn about their second facility or contact them.

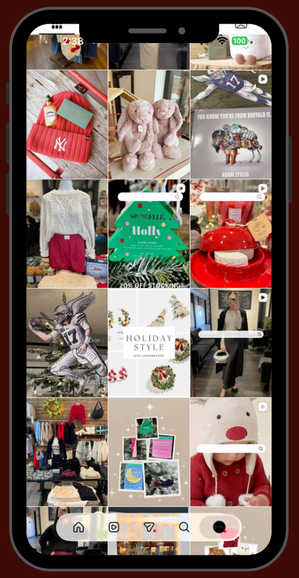
As the industry evolved and younger generations turned to Google before calling a broker, Foss Livestock risked falling behind.

We upgraded their logo to mark this new chapter and created their first-ever website: a clear, trustworthy platform that introduces the new Western New York location, shares their family story, and makes it easy for farmers to connect. Grounded in values like integrity and animal welfare, the site brings a longtime industry leader into the digital era.

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Content + Social

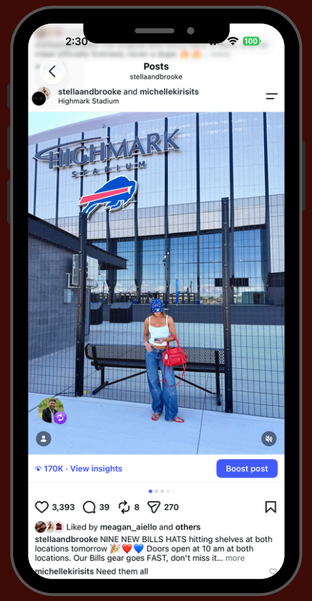
STELLA & BROOKE: WOMEN'S RETAIL (MARCH 2025 - CURRENT)

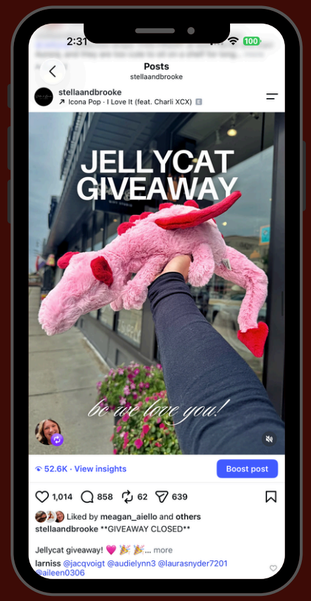


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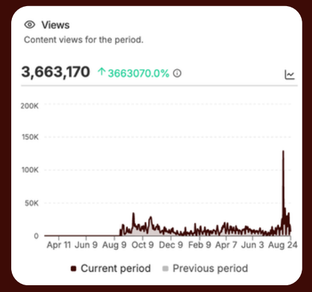
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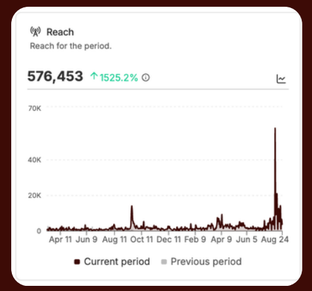


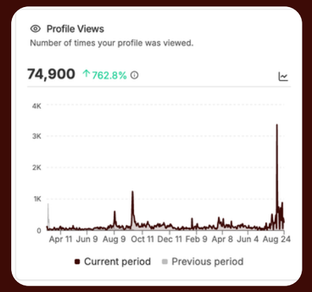












+182% Follower Growth

+347% Reach Growth (Year-over-Year)

+34% Overall Revenue Growth (Year-over-Year)

+44% East Aurora Net Sales (First Half of 2026, Year-over-Year)

+35% East Aurora Holiday Revenue (Year-over-Year)

Two retail locations and no time to manage either. Social ran reactive, product photos went up whenever there was room in the day, and nothing tied Instagram to how customers actually shopped.

We built one system: monthly styled shoots at both stores, five content pillars grounded in consumer psychology, giveaways and local partnerships to build reach, and proactive engagement to turn followers into shoppers.

A consistent visual identity ran across every post and every location, so the feed read as one brand instead of two stores figuring it out separately. Every post was built around how the customer actually decides to buy, not just what's on display.

That system took followers from 3,550 to 10,000 and turned two quiet feeds into one of the most engaged retail accounts in Western New York, with revenue up 34% year over year to match.

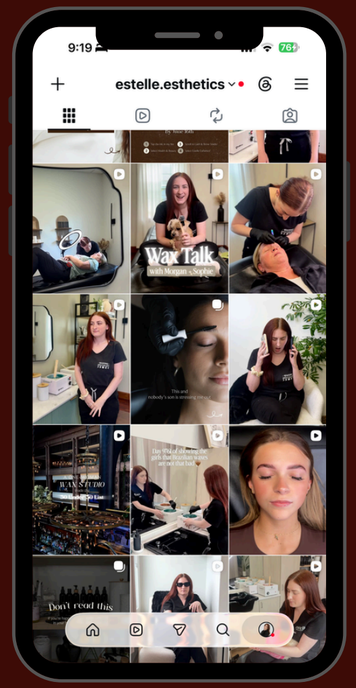
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Content + Social

ESTELLE ESTHETICS: WAX + BROW STUDIO (NOV 2025 - CURRENT)



BEFORE



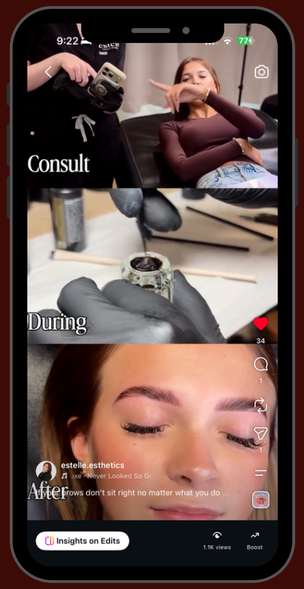
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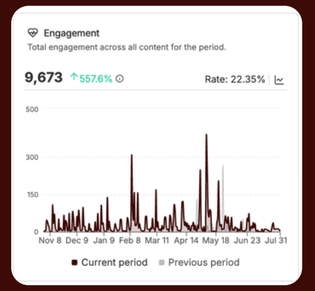


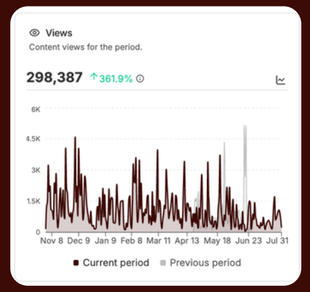


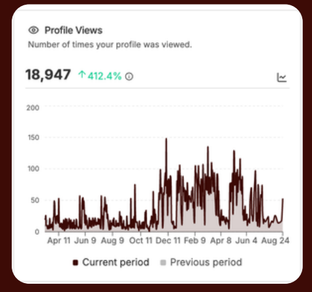












+230% Follower Growth *(1,136 → 3,782 followers)*

+586% Engagement Growth

22% Engagement Rate

+381% Content Views

+210% Profile Views

10 months in vs. 10 months before

Completely *booked out*

Running a growing studio solo left no time for a content system. Whatever went up went up whenever there was room in the day, with no strategy and no plan to turn followers into booked appointments.

We built one system: five content pillars grounded in education, real client transformations, and Morgan's own voice, paired with local community ties and proactive engagement to keep the account top of mind.

Every post and Story carried the same warm, judgment-free voice, so followers got to know Morgan before they ever sat in her chair. Content was built around what actually moves someone to book, not just what looks good in the feed (although that looks amazing, too).

Eight months in, her calendar was booked out enough that she had to raise her prices.

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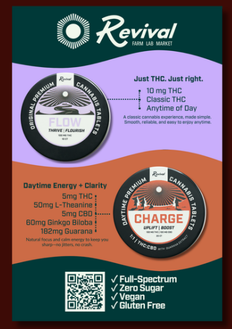
Product Launch

REVIVAL: FARM. LAB. MARKET (2025)





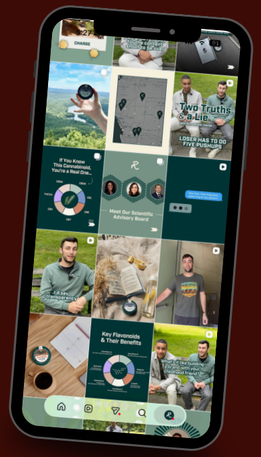


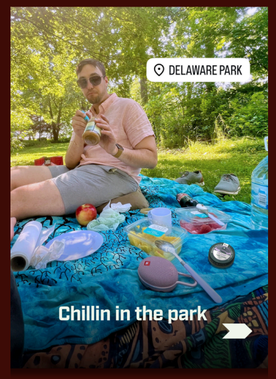












REVIVAL: Farm. Lab. Market. was a brand-new cannabis company entering a hyper-competitive, tightly regulated category with zero existing consumer recognition. Its first line, four edible tablets called Revival Gems, needed to read as one family on a dispensary shelf and one brand in a wholesale pitch, with no photography and nothing built yet.

We creative-directed the product photo shoots and built UGC to support them, then carried that same voice into pitch materials for buyers, in-store product cards and displays for shoppers, a NYS-compliant billboard, the e-commerce menu, and an ongoing social media strategy. Charge, Flow, Drift, and Ignite each read as its own product while still belonging to one brand.

In a year and four months, that strategy put Revival on the shelf in 75 New York dispensaries.

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Even More Results

THE NUMBERS SPEAK FOR THEMSELVES

WE MAKE DATA-DRIVEN DECISIONS AT STEVENS MEDIA HOUSE. CHECK OUT OUR STATS.

+195%
FOLLOWERS

Grew Stella & Brooke's followers by 195% in one month.

+183%
ACCOUNTS REACH

Grew the unique number of accounts Stella & Brooke reached by 183% in one month.

+68%

Grew Golden Aesthetics' views by 68% in just one month.

+43%
CLICKS TO PROFILE

Increased clicks to Golden Aesthetics' profile by 43% in two months. *(An indicator that content is sparking interest in the brand)*

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Client Hall of Fame

REVIVAL: FARM.LAB.MARKET

GLOBAL WELLNESS BRAND VALUED AT $1.1 BILLION*

LEADING GENDER WATCH DOG ORGANIZATION*

STELLA & BROOKE

GOLDEN AESTHETICS

AWARDS WATCH

THE SUPPER CLUB

THE TOMPKINS COLLECTIVE

LOON'S LIBATIONS

ESTELLE ESTHETICS

GUILD EYEWEAR STUDIO

STEVENS
MEDIA HOUSE

Client Feedback



“We had nothing in mind as to what our website could be. We have a large agriculture business... we really just wanted to make it simple, and we trusted Micaela to make that vision for us, and she went beyond what we could ever imagine. Easy-to-use website, customers loved it... cannot recommend her more, she's incredible to work with. Extremely fast for what we needed.”

LEAH FOSS,
FOSS LIVESTOCK



“Micaela has changed my life and revived my business! My social medias have never looked better. I have seen immediate bookings and new clients finding me because of her hard work!

Her assistant is also amazing, my follower count and engagement has continued to rise exponentially because of them. I’d be lost without them. I’m always impressed by her graphics she makes for my business as well! If you’ve been waiting on hiring them, DO IT!!”

MORGAN BRINK,
ESTELLE ESTHETICS



“I've worked with Micaela across multiple projects in the consumer goods space.. Her ability to step into the brand voice, distill what makes a product compelling, and bring it to life is unmatched. Micaela nailed it every time. She’s sharp, strategic, and genuinely collaborative—exactly the kind of partner you want in your corner."

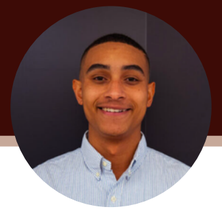
KASSI TOMPKINS,
FOUNDER, TOMPKINS COLLECTIVE

Client Feedback



“Working with Micaela has been amazing. She really took my vision and turned it into something better than I imagined. I get a ton of compliments on my branding, and the website really helped me attract the right kind of clients and I feel more confident showing up online. I highly recommend working with Micaela.”

BRITTANY MORRIS,
THE LASH REFINERY
BUFFALO



"As a cannabis startup, we knew how important it was to build a brand presence that could speak clearly—and compliantly—to both dispensaries and a diverse customer base, from curious first-timers to everyday enthusiasts. Micaela understood that instantly. She helped shape Revival’s voice across our social platforms, tailoring content for each audience while keeping everything aligned under one cohesive brand strategy. Every piece feels thoughtful, intentional, and on-brand. We've gotten a lot of compliments on how polished and professional everything looks, which, at this stage, means everything.”

ARMOND JUNE, REVIVAL:
FARM.LAB.MARKET



"Micaela’s talent for creating content that resonated deeply with our target audience was exactly what we needed. Her work aligned seamlessly with our mission, bringing our message to life in an impactful way."

GABY ANSON,
THE REPRESENTATION PROJECT

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85

OF CLIENTS TO DATE

Could you be next?

We've proudly partnered with 80+ brands, advocacy groups, and powerhouse entrepreneurs: each with a bold vision and a passion for impact. Every collaboration is rooted in trust, strategy, and shared purpose.

97%

JOB SUCCESS

97% of our clients hit or exceed their goals, and many come back for more. Why? Because we don't do cookie-cutter. We clarify your mission, build intentionally, and execute strategically.

This comes from working only with aligned, impact-driven brands and showing up with everything we've got.

READY TO LEVEL THE EFF UP?

Let's Work Together

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