

STEVENS MEDIA HOUSE

MARKETING PORTFOLIO

Hey, You!

I’m Micaela Stevens, founder of Stevens Media House, a brand and marketing partner for wellness, beauty, and lifestyle brands. We report on sales, bookings, and buyer interest.

I’ve spent 11 years in marketing, inside top agencies, building campaigns for billion-dollar brands and positioning local businesses to punch above their weight. I was born in Hong Kong and raised across Asia, so I learned early that the same message lands differently depending on who hears it.

Here’s what I kept seeing: brands paying four vendors for brand, web, social, and ads who never talk to each other, so the story changes on every channel. Someone on the team spends her week holding it all together, and nobody can say what social sold last quarter.

Stevens Media House brings it all under one team. We build the brand, the content, and the path to purchase together, then report on what sold. For some brands that’s revenue. For others, it’s bookings, wholesale accounts, or retail buyers reaching out first. Vanity metrics go at the bottom.



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

Across 90+ clients, I've built campaigns for a $1.1 billion wellness brand, shaped content in the boardrooms of global companies, and helped local businesses compete with brands far bigger than they are

After years inside top agencies, I started Stevens Media House to give growing brands that level of strategy without four separate vendors. Our team is behind results like these:

- 34% year-over-year revenue growth for a women's retailer, on organic social alone
- 79 New York dispensaries in 16 months for a brand-new cannabis company whose look and voice we carried across shelf, site, and social
- A cocktail syrup launch that beat its founder's sales expectations, with no paid ads
- 35% booked within six months for a med spa's new injector, when 15 to 20% is typical
- A six-figure liquor brand sponsorship from one influencer event for an LA members club

SPECIALTIES

Brand strategy and messaging, launch strategy, content strategy and production, creative direction, social media, web design, SEO, and PR. Fluent in Adobe Creative Suite, Canva, Shopify, Klaviyo, Meta Business Suite, WordPress, Showit, Squarespace, and more.

Who We Work With

LAUNCHING OR SCALING

You're the founder or marketing lead of a wellness, beauty, lifestyle, cannabis, or hospitality brand, either preparing a funded launch or growing one that's already selling. Either way, you have a marketing budget and want it working toward a plan that increases sales.

STRETCHED ACROSS VENDORS

You have people on content, ads, PR, email, or the website, and nobody owns how it all fits together. Your team keeps asking for assets, the brand looks different on every channel, and the last agency's report couldn't say what sold.

GOOD HUMANS

You're purpose-driven, values-led, and fun to work with. You trust experts, give feedback on time, and think in quarters. You care how your brand treats people, and so do we.

STEVENS
MEDIA HOUSE

Our Approach

SEEN & SOLD ®

A brand can be everywhere and still sell nothing. Our Seen & Sold® method closes that gap in four steps, always in this order: brand clarity, visual alignment, strategic content, and visibility optimization. Seen means being found and remembered. Sold means a buyer is already convinced by the time they check out, book, or place an order.

Strategy comes first, every time. Before a single post goes out, we lock your positioning, research your buyers, and plan backward from the sale, so every channel tells the same story.

We can run your marketing end to end, or step in as your fractional CMO alongside your in-house team. Either way, you get one plan and one set of numbers everyone answers to.

Every year, 3% of our profit goes to organizations advancing women's rights.

Our Expertise

BRANDING

We find the reason your buyer chooses you over everyone else, then build the message, visuals, and voice around it everywhere your brand shows up.

LAUNCH STRATEGY

Every launch is a first impression you don't get to redo. We plan backward from the sale and build the audience months ahead, so launch week has people waiting to buy.

WEB DESIGN

Sites that look like your brand and move visitors to buy or book, with copy optimized for Google, Instagram search, and AI assistants like ChatGPT.

CONTENT CREATION

Photo, video, and copy built on buyer psychology, answering the doubts people have right before they buy. Made in your voice to run on social, ads, email, and the shelf.

SOCIAL MEDIA MANAGEMENT

A strategy behind every post, a community that grows, and a monthly report that leads with sales, bookings, and buyer interest. Likes go at the bottom.

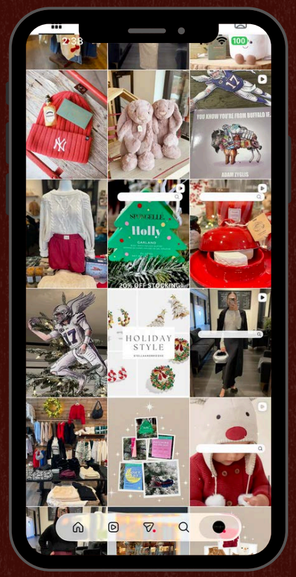
PUBLIC RELATIONS

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

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Content + Social

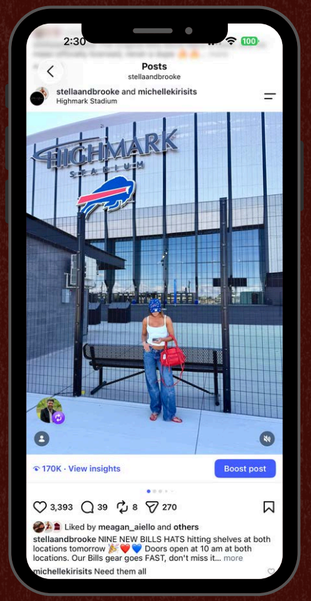
STELLA & BROOKE | WOMEN'S RETAIL (MARCH 2025 - SEPT 2026)

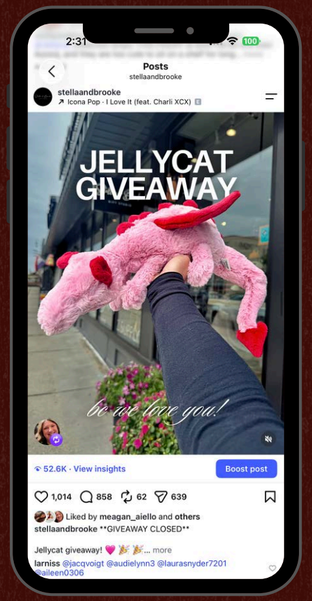


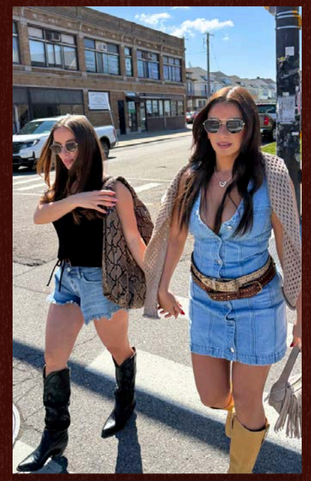
BEFORE



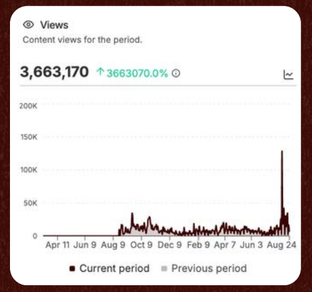
AFTER

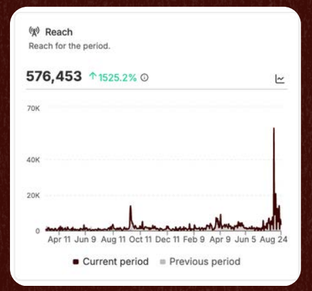


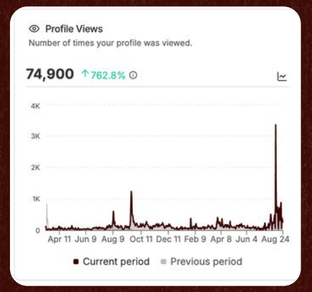












+34% Overall Revenue Growth (Year-over-Year)

+35% East Aurora Holiday Revenue (YoY)

+44% East Aurora Net Sales (First Half of 2026, YoY)

+1,525% Reach Growth (vs. prior period)

+196% Follower Growth (3,550 → 10,500)

12% Engagement Rate (retail average: 1 to 3.5%)

Stella & Brooke grew revenue 34% year over year with zero paid ads. Before our team started, their two retail locations had no time to manage social. Posts 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. Every post was built around how the customer decides to buy, and both locations read as one brand.

Products started selling out within 24 hours of a post. Content earned more than 3.6 million views, engagement reached 12% against a 1 to 3.5% retail average, and non-follower interactions climbed to 48%, up from 8%. Followers nearly tripled, making it one of the most engaged women's retail accounts in Western New York.

By the time we handed it off, the system was built to run in-house: the content pillars, shoot plans, and templates their team now uses on their own.

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Product Launch + Content + Social

REVIVAL: FARM. LAB. MARKET | CANNABIS
(OCT 2024 - OCT 2026)

79 New York dispensaries within 16 months of launch

Inbound wholesale accounts won through Instagram



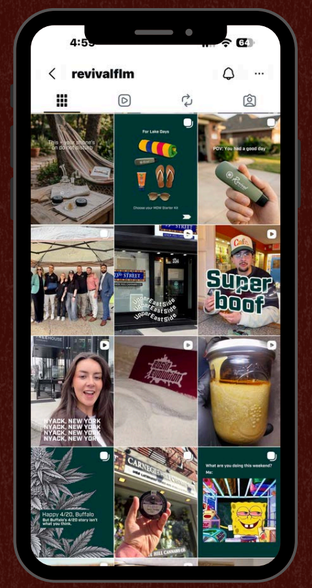














Revival Gems reached 79 New York dispensaries within 16 months of launch, and several of those accounts started with a buyer finding the brand on Instagram. When our team started on their digital strategy in 2024, Revival: Farm. Lab. Market. was a brand-new cannabis company in a crowded, tightly regulated category, with zero consumer recognition, no photography, and no sales materials for dispensary buyers.

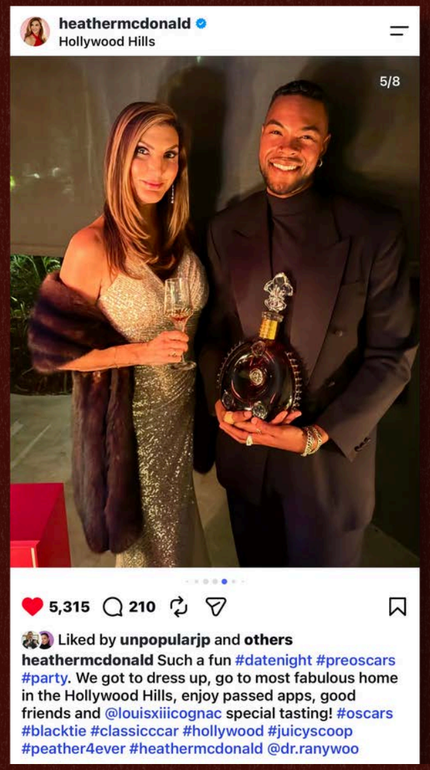
Its first line, four edible tablets called Charge, Flow, Drift, and Ignite, needed to read as one family on a dispensary shelf and one brand in a wholesale pitch. We creative-directed the product shoots and built UGC to support them. Our sales sheets went into buyer meetings, our product cards and displays stood at the point of sale, and our social gave budtenders and shoppers a reason to ask for it by name.

Once it was on shelves, we filmed content inside partner dispensaries to send shoppers through their doors, which made Revival a brand stores wanted to work with. Stores asked for more displays, and shoppers came in asking for Revival. Our part was the brand assets that went into every store, and they kept working after the product got there.

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Full-Service Marketing

THE SUPPER CLUB | PRIVATE MEMBERS CLUB
(FEB 2021 - SEPT 2023)











Andre Drummond, New York Knicks center, and Mike Boornazian, actor

$100K Sponsorship from a liquor brand drawn in by our influencer campaign

Sold Out Chicago founding memberships

1 Million Potential audience reach across two influencer events

After seeing the influencers and celebrities our team brought to one event, a liquor brand signed on as a $100,000 sponsor of The Supper Club. Our team worked as the club's marketing department, owning the content and partnerships behind its two biggest revenue streams: $10,000-a-year memberships and brand sponsorships.

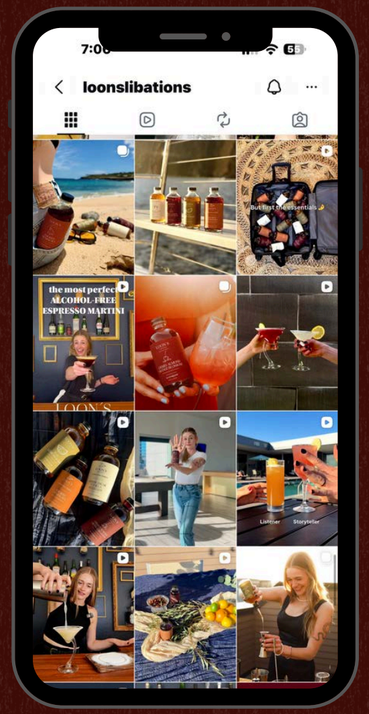
For memberships, every post and email had one job: make the right person want in. We ran social end to end, covering on-site capture and live Story coverage of every event, and brought influencers and celebrities into the room so prospective members could see what membership felt like before they ever walked through the door. When the club expanded to Chicago, we launched the new chapter with a rooftop event and six local influencers who posted the next day, and the founding memberships sold out.

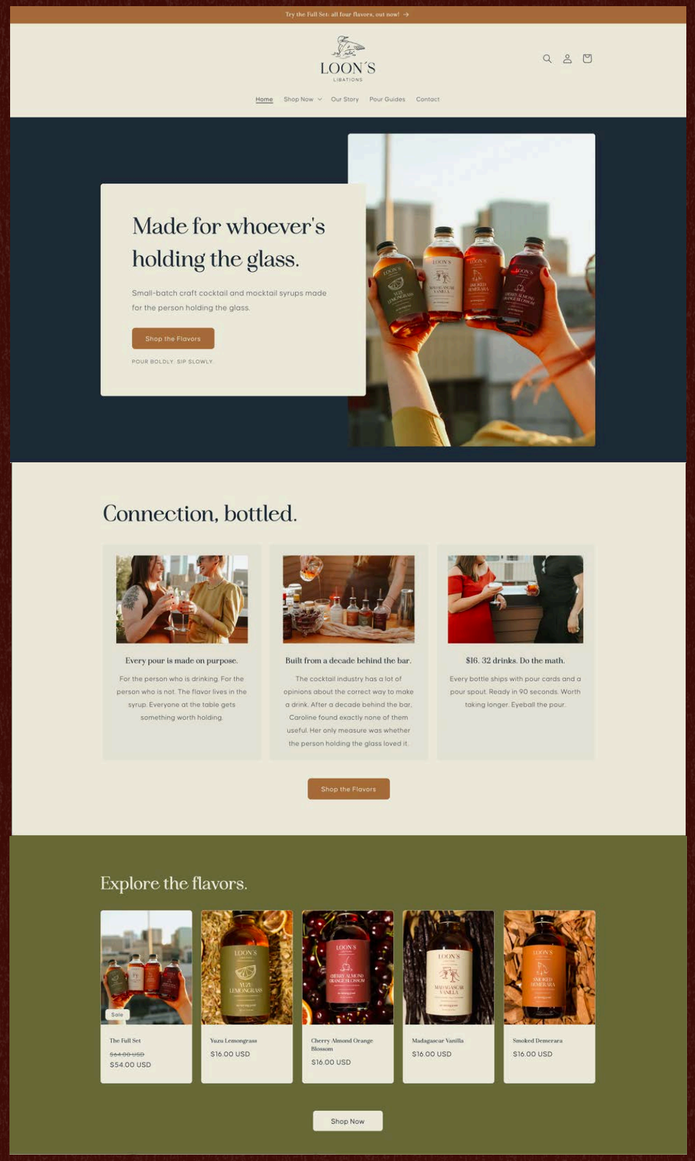
For sponsors, we built the decks that sold new partnerships and delivered for the ones already in place. The Truman Capote Halloween Ball with the Waldorf Astoria Beverly Hills produced 105 pieces of content and 65 tags to the hotel, and monthly newsletters and a holiday gift guide kept partners in front of members all year. Brand partners included Maestro Dobel, Ruinart, Sipsmith, Louis XIII, Beam Suntory, Maker's Mark, and 1 Hotel South Beach.

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LOON’S LIBATIONS | CRAFT SYRUP E-COMM (APRIL 2026 - CURRENT)

Brand + Launch + Social













LOON´S
LIBATIONS

Loon’s Libations beat its founder’s launch sales expectations with zero paid ads. It started as an idea, a name, and flavors Caroline Grothe had spent a decade perfecting behind the bar, with no brand and no plan to sell it yet.

Our team started with strategy. We built customer archetypes and a voice framework, helped choose the four launch flavors, and planned the full launch around who would buy and why. From there, we built the brand: messaging, visual identity, label design, and Pour Cards. Every creative choice, including the hand-drawn loon mark and the jewel-toned palette, was made to feel like a gift-worthy bottle on a bar cart.

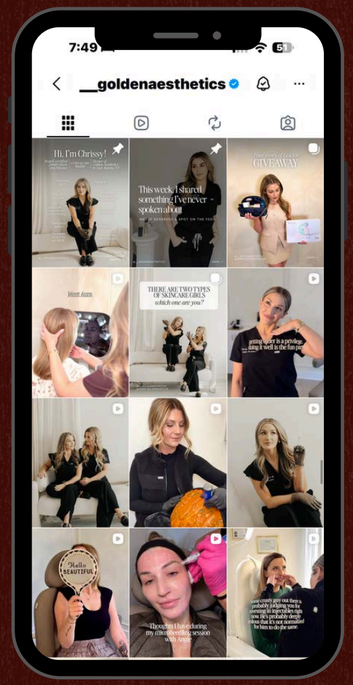
Then we ran the launch as one system. Our team creative-directed the photoshoots, filmed content with Caroline, and produced a rooftop launch party shoot. We built the Shopify site, set up Klaviyo welcome and nurture flows to turn first-time visitors into buyers, and ran Instagram, Pinterest, and email together, with creator outreach to build reach before launch day.

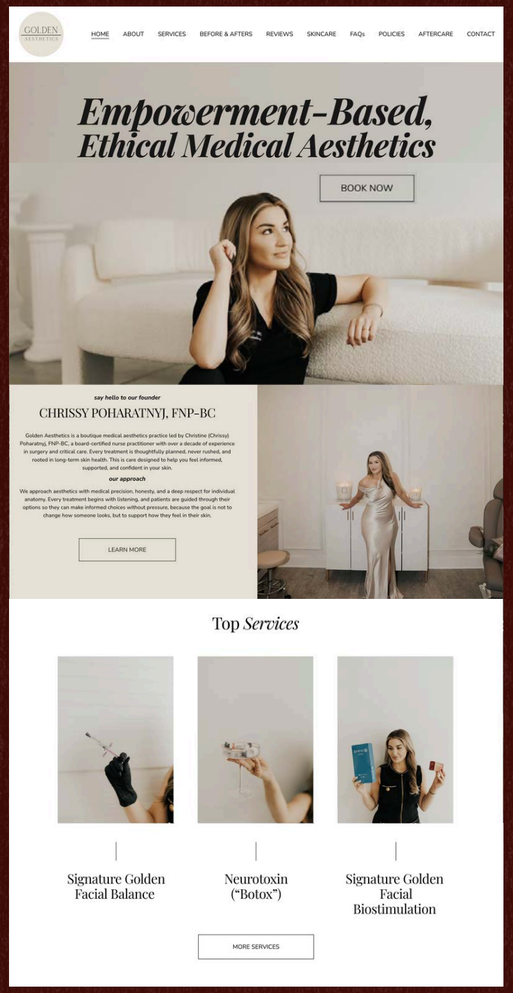
The launch turned into an ongoing retainer. Today our team runs Loon’s social and creator partnerships, building on the brand we launched together.

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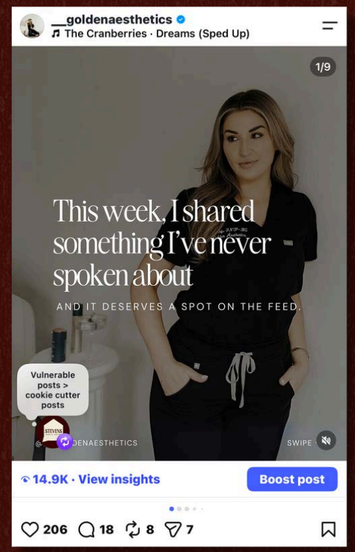
Full-Service Marketing

GOLDEN AESTHETICS | MEDICAL AESTHETICS
(2023 - CURRENT)









35% Booking rate for new injector, within six months (typical: 15 to 20%)

+1,200% Instagram profile visits since our team took over

+74% Link clicks to Golden's site and booking page

2.3x Email click rate vs. industry average

2.8x Email list growth since our first send

Golden Aesthetics' new injector was 35% booked within six months, compared with a typical 15 to 20%. Behind that result is a marketing system our team has built and refined since 2023, when we launched Golden's first professionally designed website. We took over Instagram in full in January 2025 and have grown the marketing alongside the practice through an expansion, a renovation, and new hires.

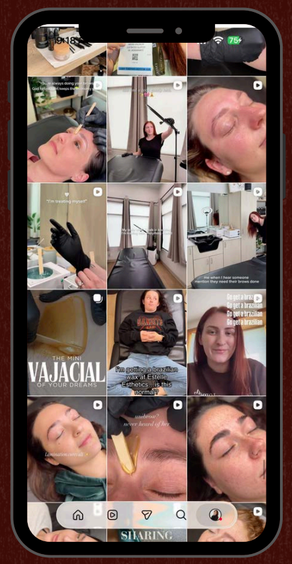
That system is built around Golden's revenue streams: treatments and the professional skincare line she's certified to sell. The plan starts with what brings in the most, then uses content, email, and ads to fill appointments and move product. Our team leads quarterly content shoots and social, runs email marketing and paid ads, and built a ManyChat DM system that turns Instagram into purchases.

When owner Chrissy Poharatnyj, FNP-BC, renovated her suite and grew her team, we rebuilt the brand and website to match, with every page of copy rewritten for SEO, GEO, and AEO. Content built around the new injector, first-visit explainers, and real client results gave new patients a reason to book.

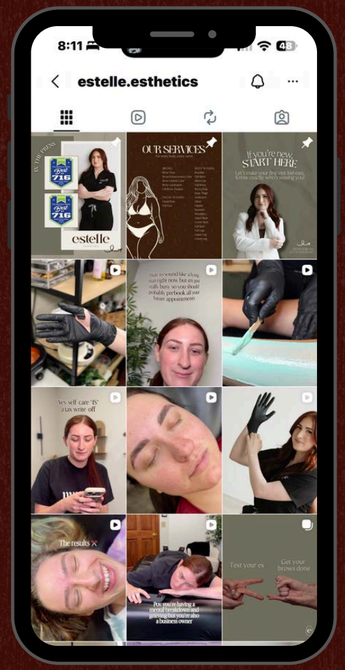
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Web + Content + Social

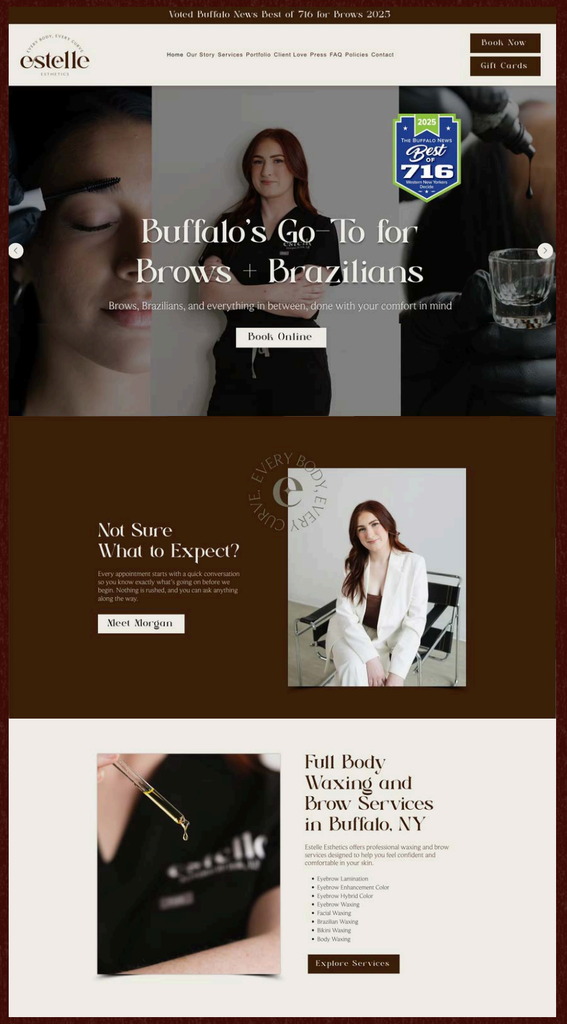
ESTELLE ESTHETICS | WAX + BROW STUDIO (NOV 2025 - CURRENT)

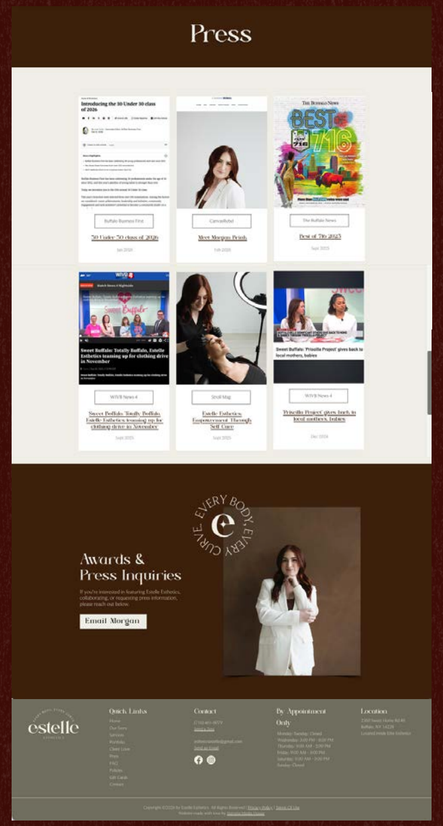


BEFORE



AFTER





Booked out

Needed to raise prices eight months in

+193% Instagram profile visits

+673% Content interactions

+256% Follower Growth

+453% Content Views

Eight months into working with our team, Estelle Esthetics was booked out enough that owner Morgan Brink raised her prices for the first time.

She had already been voted Buffalo's Best of 716 for Brows and named to the Buffalo Business Journal's 30 Under 30, and she wanted that reputation working harder online. So we started with the path to booking: a rebuilt website covering UX, layout, mobile, and copy, optimized for SEO, GEO, and AEO, with every page built to move visitors straight to an appointment.

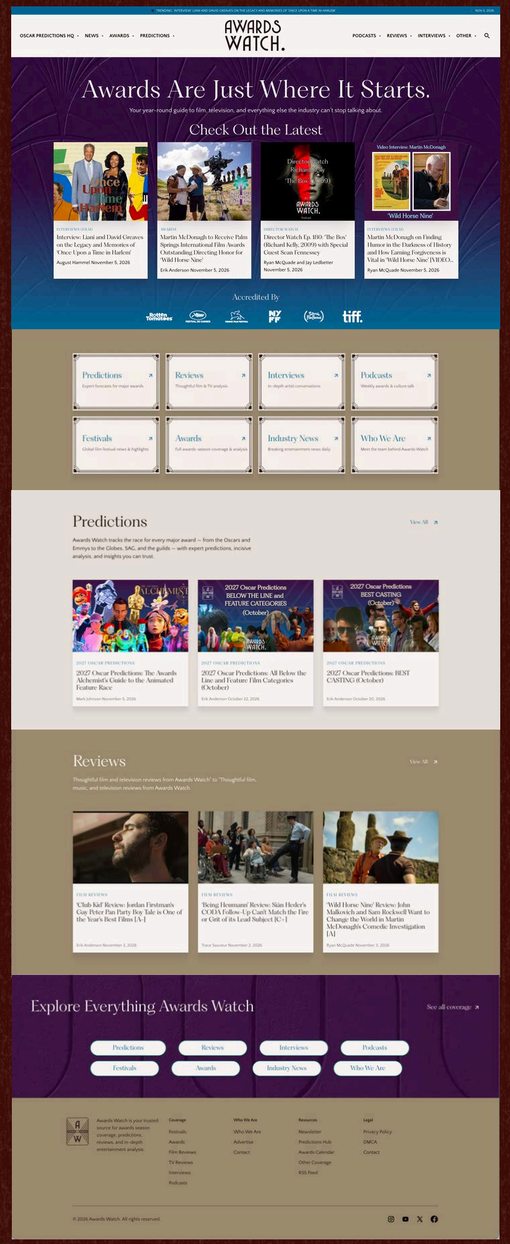
Then we gave people a reason to take that path. Our content system answers the questions first-timers have before they book, through education, real client results, and Morgan's own warm, body-positive voice, plus local community ties and proactive outreach. Followers got to know Morgan before they ever sat in her chair. That's what filled her calendar and built a growing waitlist.

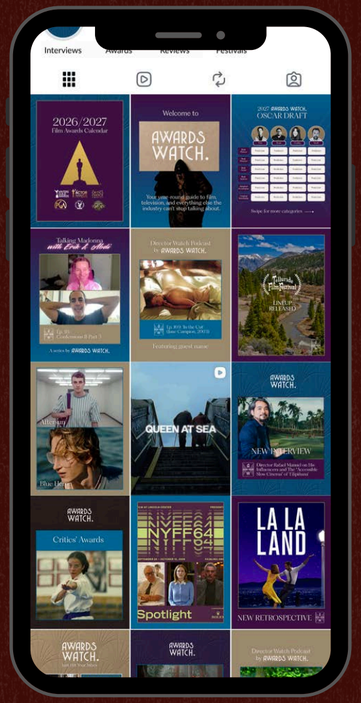
Rebrand + Web

AWARDS WATCH | ENTERTAINMENT NEWS (JULY - OCT 2026)









AWARDS WATCH.

Awards Watch had 12+ years of credibility, real traffic, and real studio relationships, but its brand still read like an awards-season site. Its coverage ran all year, and publicists and readers needed to see it as a year-round source for entertainment news.

Our team rebuilt the brand from the strategy up, starting with a new positioning statement, a messaging framework, and a tagline built around year-round entertainment news. Then we designed an entirely new visual identity to set Awards Watch apart from the awards sites that all look alike. The jewel-tone Art Deco direction draws on old Hollywood glamour, giving it an instantly recognizable look that feels premium and timeless, with a custom logo and brand mark, color palette, and typography.

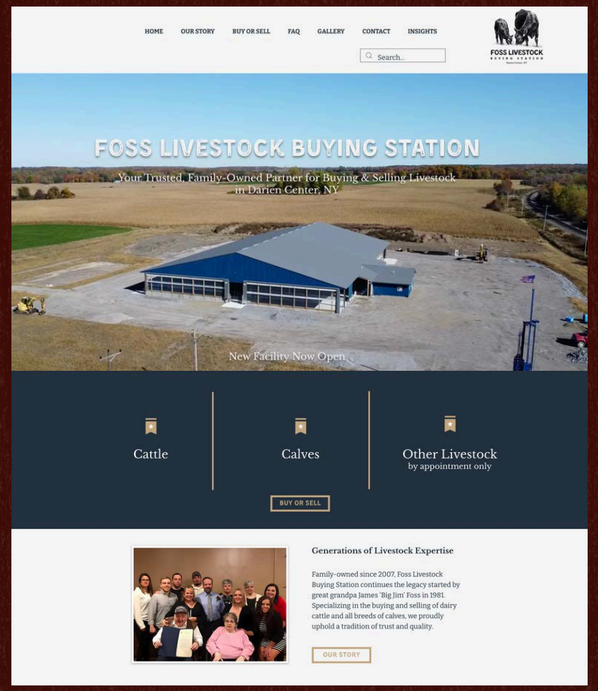
We then carried the new identity everywhere readers find Awards Watch: a custom designed and developed WordPress site built to put year-round coverage front and center, a redesigned newsletter, new podcast art, and new social creative.

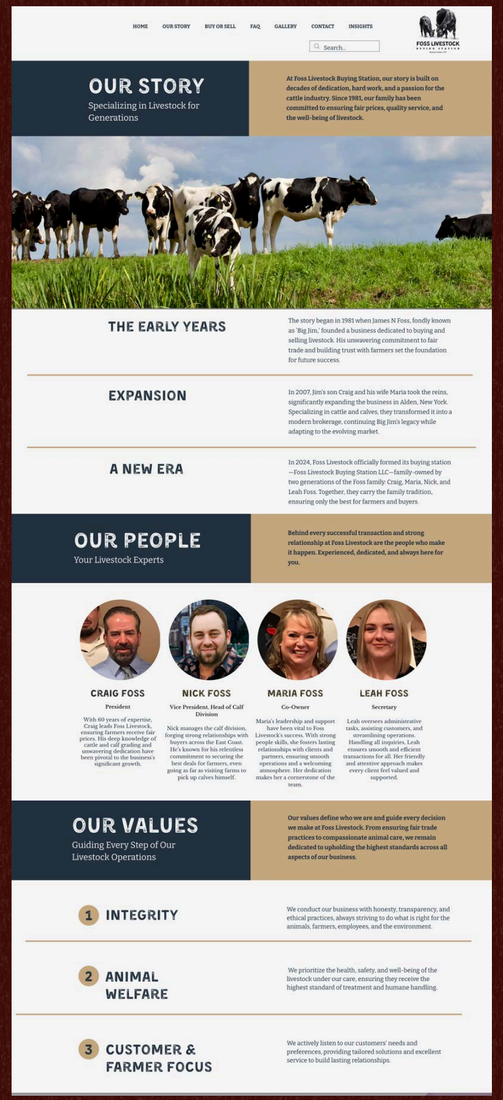
Early results are already in: the Awards Watch team reports the new creative is far outperforming the old on Instagram, with great feedback from readers and studio partners alike.

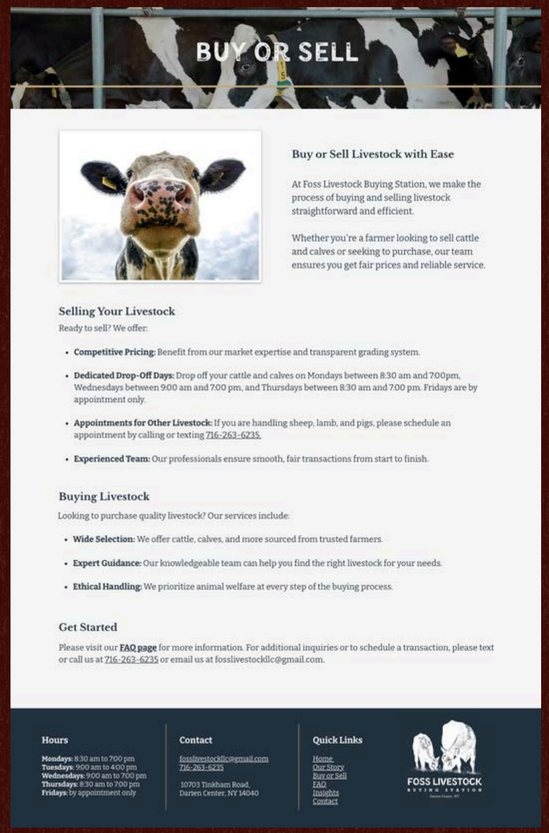
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Brand + Web

FOSS LIVESTOCK | AGRICULTURE (2024)







FOSS LIVESTOCK
BUYING STATION
Darien Center, NY

Foss Livestock had decades of success and trusted relationships in the farming community, but no website and no easy way for new customers to find its second facility. As younger farmers turned to Google before calling a broker, the business risked falling behind.

Our team updated the logo to mark the new chapter and built Foss's first website: a clear, trustworthy site that introduces the new Western New York location, tells the family story, and makes it easy for farmers to get in touch.

The site leads with the values Foss is known for, integrity and animal welfare, and brings a longtime industry leader into the digital era.

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Results at a Glance

THE NUMBERS SPEAK FOR THEMSELVES

WE REPORT ON SALES, BOOKINGS, AND BUYER INTEREST. HERE'S WHAT THAT LOOKS LIKE

+34%

Revenue growth for a women's retailer, organic only

$100K

Sponsorship drawn in by our influencer campaign

35%

New injector booked within six months (typical: 15 to 20%)

COMPLETELY BOOKED OUT

Raised prices and a growing waitlist for a brow studio

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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

91

OF CLIENTS TO DATE

Could you be next?

Micaela has partnered with 91 brands and founders across her career, and our team brings that experience to every client we take on. Each one gets a plan built around how their business actually makes money.

97%

JOB SUCCESS

97% of our clients hit or exceed their goals, and many come back for more.

We start with strategy, build one system across every channel, and report on sales, bookings, and buyer interest. When the work is tied to the numbers that matter, the results follow.

READY TO OUTGROW YOUR COMPETITION?

TELL US YOUR GROWTH GOAL, AND WE'LL TELL YOU HONESTLY IF WE'RE THE RIGHT FIT.

Let's Work Together

EMAIL

micaela@stevensmediahouse.com

WEBSITE

www.stevensmediahouse.com

INSTAGRAM

@stevensmediahouse