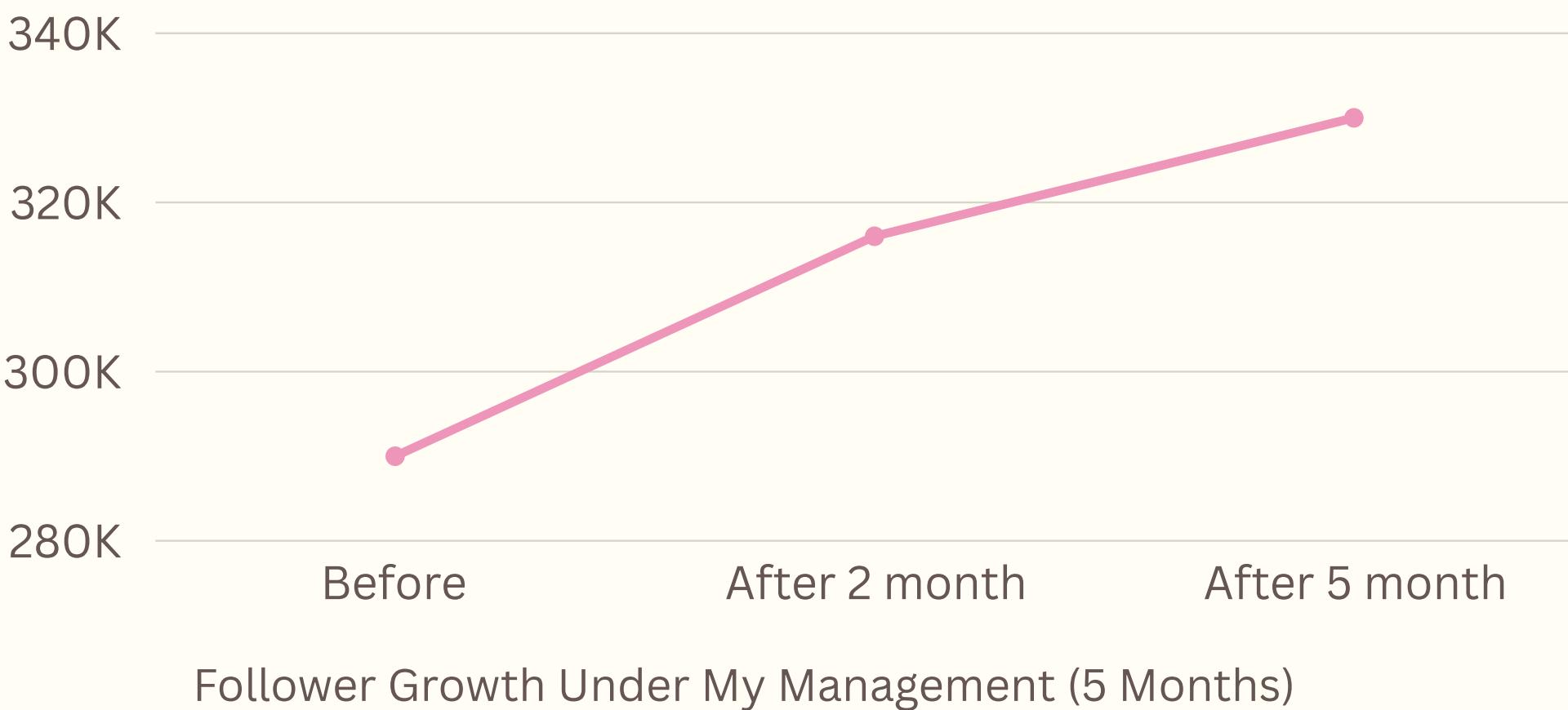


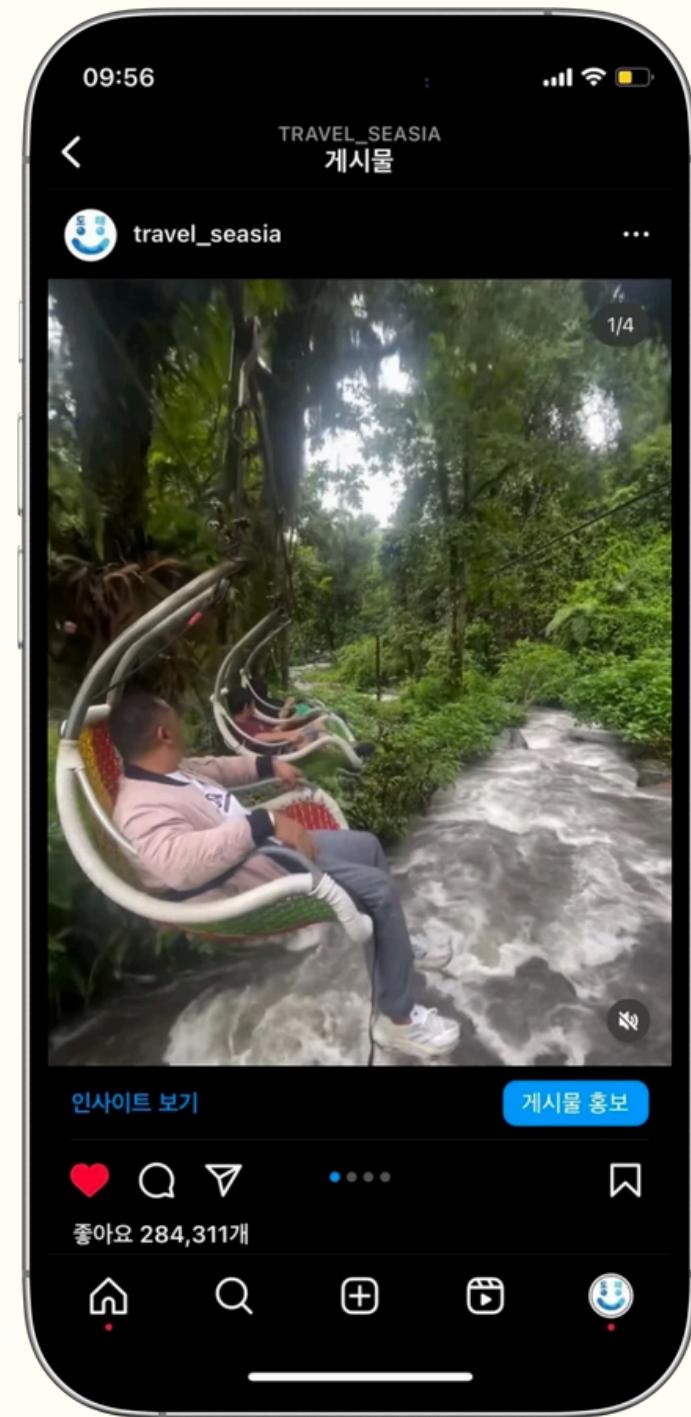
Donghaeng Instagram (Travel & Culture)

**Social media management and content creation
for cultural and travel attractions.**

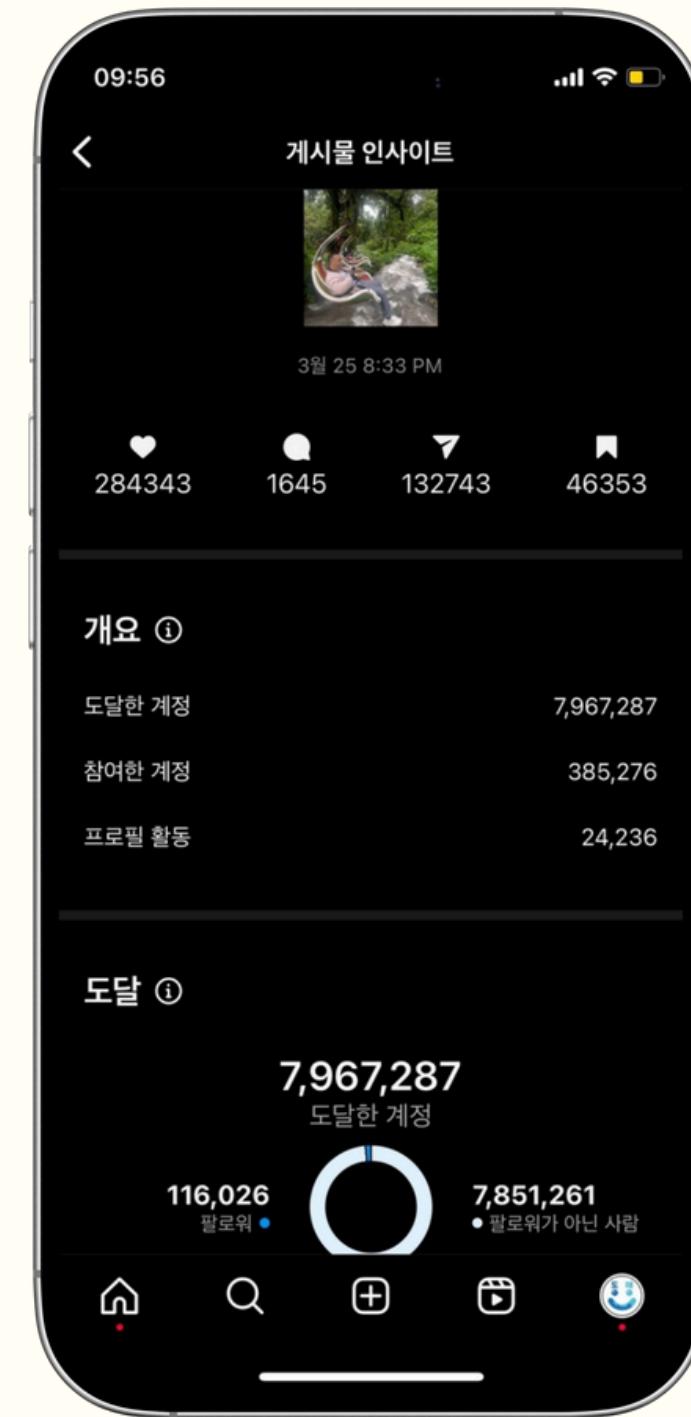
- Revitalized a declining Instagram account by introducing engaging content focused on unique, less-known travel destinations.
- Produced bilingual posts (Korean & English) to attract and retain international followers.



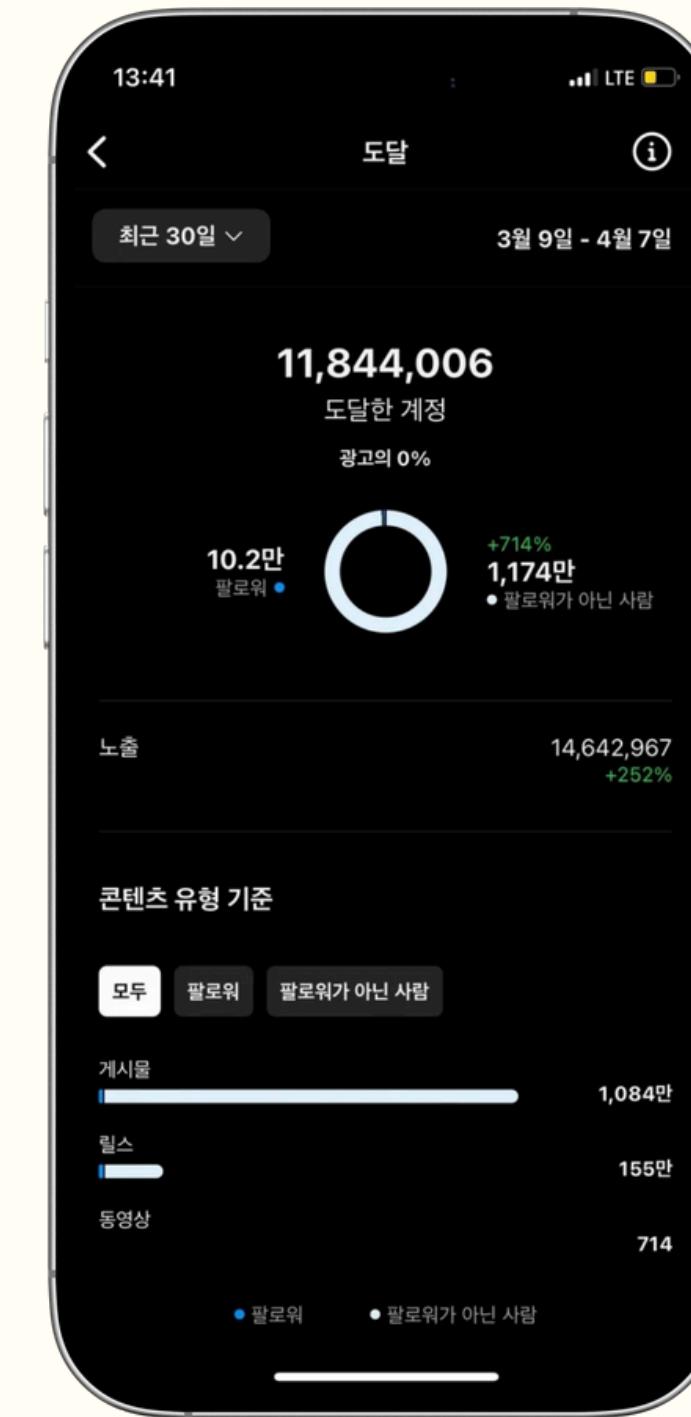
TOP posting



Post Insights



Account reach by month



- Increased followers from 290K to 330K (+13.8% growth in 3 months)
- Achieved an average of 10M views per month across content
- One post reached 280K likes, setting a new engagement benchmark