

2025

SOCIAL MEDIA PORTFOLIO

Upzcale

TOP PROJECTS



Hello,

We are Upzcale

Digital Agency

a creative digital team focused on building impactful content and measurable growth for brands. This portfolio showcases a selection of sample projects we've created across different industries. The projects featured here represent our approach to strategy, creativity, and results-driven execution





Project

Dx.shoppe & Kandiana

DX.Shoppe is a Matale-based Sri Lankan retail brand specializing in high-quality replica sneakers such as Air Force 1, Nike Air Max, and Jordans. We created high-performing, trend-driven social media posts to strengthen its digital presence. We also developed freelance social media content for Kandianan, a Gelioya-based food restaurant, creating visually appealing posts to enhance its online visibility.



BEFORE



AFTER



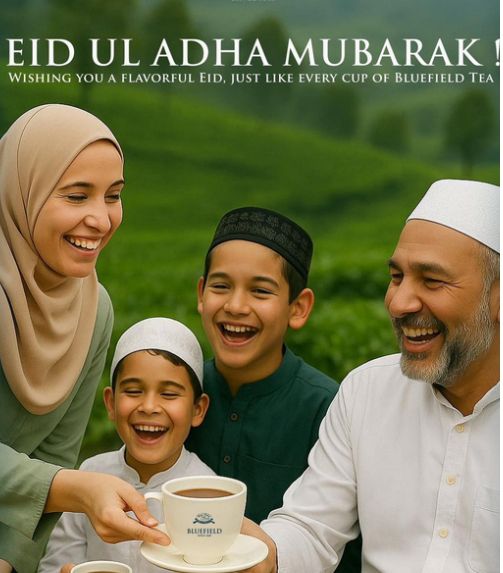
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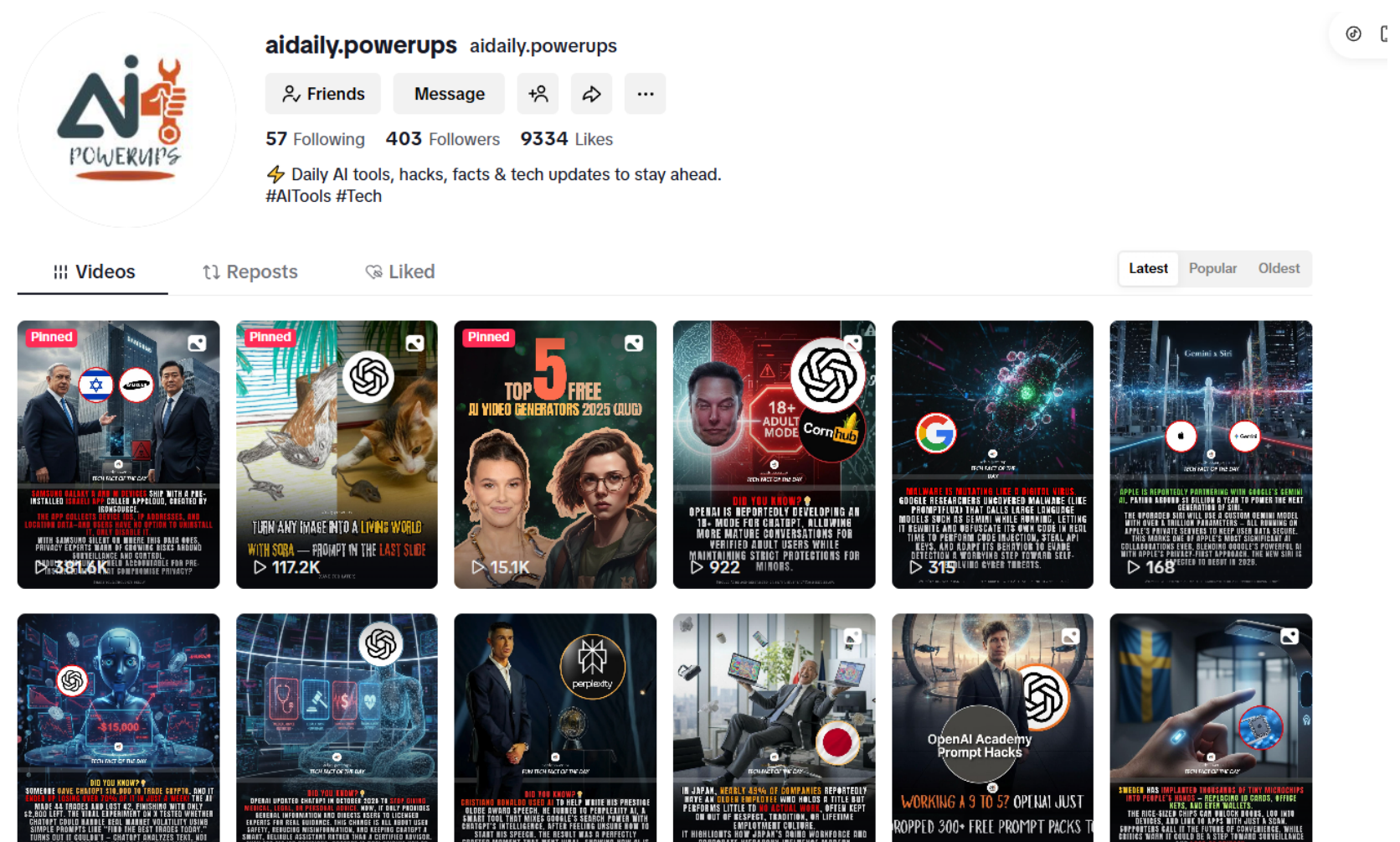
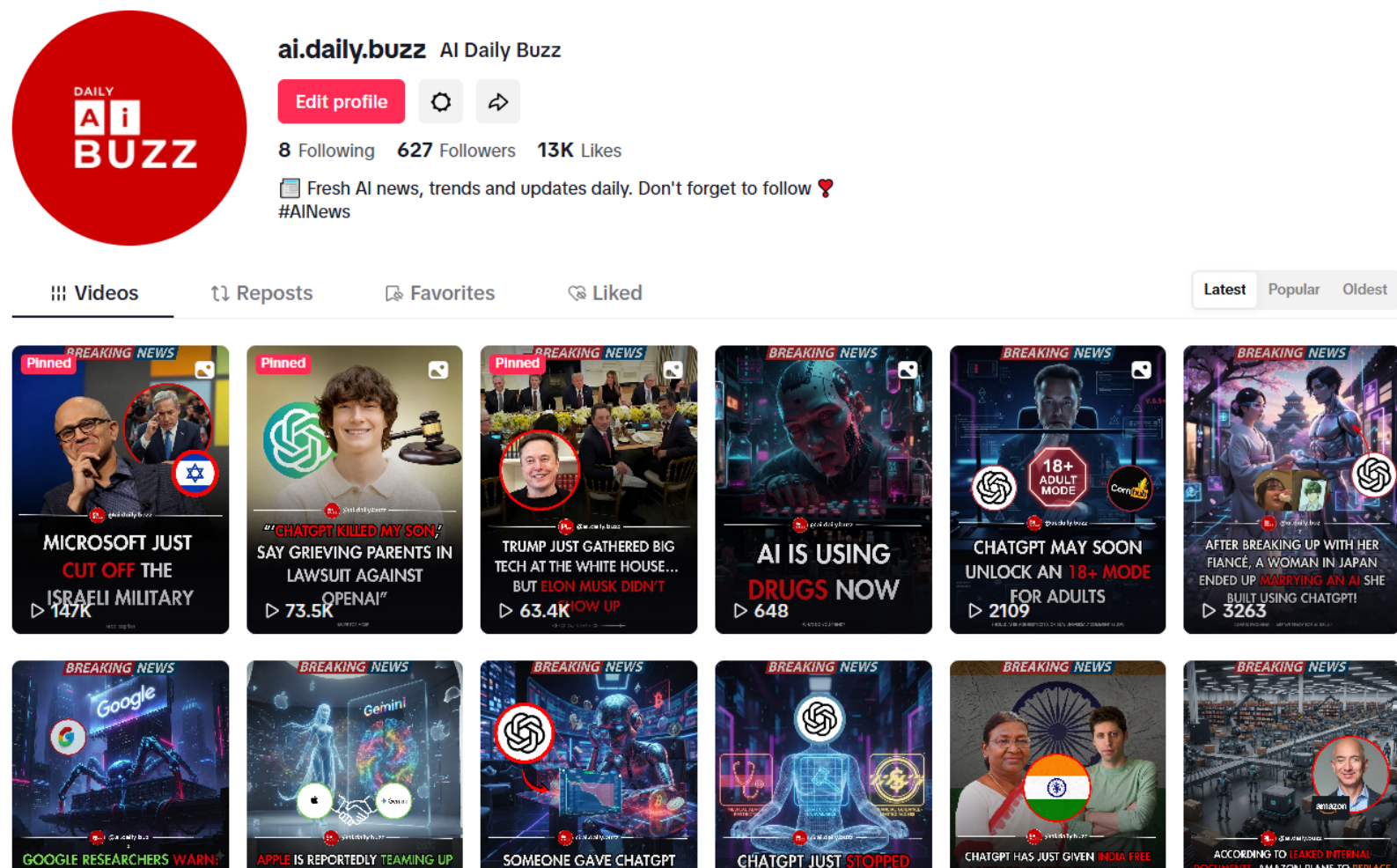




Freelance Posts (Local Sri Lankan Businesses)

The posts showcased below were created on a freelance basis for several high-profile local businesses in Sri Lanka. These were content-only projects, where we focused on design, copy, and visual appeal, rather than full page management.





Project 3 TIKTOK (US Client) (Picture Trend Based)

This project focused on trend-driven picture content created specifically for a US audience, using strong hooks to drive engagement and build an active community.

Over a 3-month content period, we managed and created consistent TikTok posts that resulted in:

- 📈 Follower Growth: Increased from **600 to 1,000 followers across two TikTok pages**
- 👁️ Massive Reach: Achieved approximately **2M total audience views**
- 🌍 Target Market: Majority of reach and engagement from the **United States**
- 🚀 Ongoing Growth: **Pages are still growing organically**

This project highlights expertise in TikTok trend analysis, hook-based content strategy, audience targeting, and scalable growth for international clients.



Thank you

Contact Details

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