Portfolio

Willow Paule Creative

willow paule
CREATIVE

2026

Hi, I'm Willow!

I’m a **content strategist** who uses language in an intentional, clear, and human way. Having lived and worked abroad for much of my career, I bring a thoughtful, cross-cultural lens to how I approach storytelling, messaging, and audience connection, whether that’s through blogs, emails, or social content.



You could say I’m **anti-cookie cutter** (but very pro-cookie). Everything I create is customized to a client’s unique message and point of view. My goal is always to tell your story and share your purpose in a distinct, creative way so you can have more: more leads, more connections, more time – to focus on your business, your big goals, and (most importantly) time away from your computer.

Content Repurposing

Content repurposing can get more eyes on your message.

You have a big, beautiful mission – you just don't always have the time or the words to communicate it in a powerful, intentional way that grabs your client's attention…and trust.

Let's find meaningful stories in your content and repackage them in an impactful, heart-forward way.

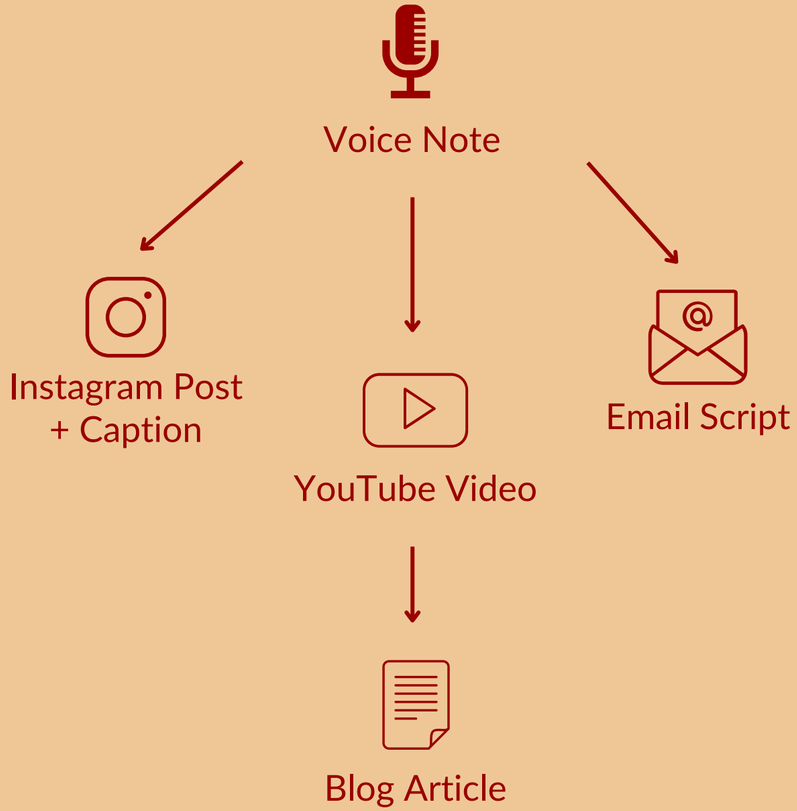
So, how does this work?
You send me 4 audio or video clips per month and I create 18 compelling pieces of content you can share the next month. Easy peasy!

Repurposing Tree

The types of source material I accept for Content Repurposing:

I find that video and audio content are rich sources for repurposing. This can be content that was already created for your audience or content you specifically create for my use. As such, it could be an imperfect voice note that speaks to your expertise with a lot of great content to use for blogs, email marketing and social media.

If you'd like to talk about using a different type of source content, take advantage of a no strings attached **30-minute consultation** to speak with me.



Client One

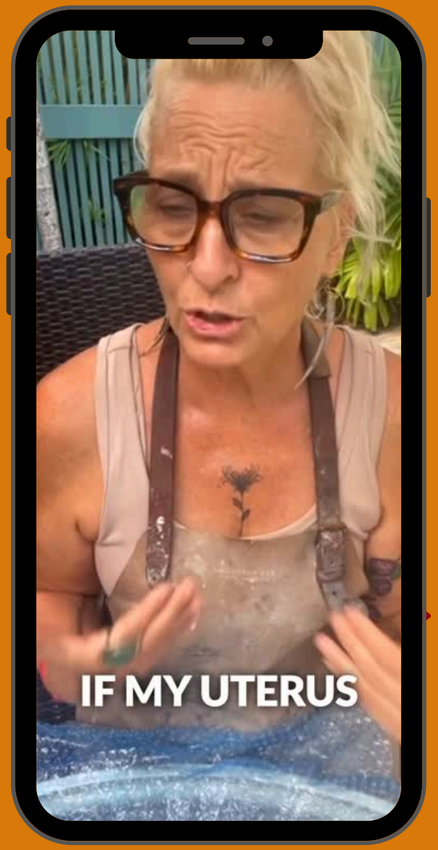
My client, a visual artist and activist, was looking for more online visibility so she could share her work with more potential clients, and find more residency opportunities. First we got clear on her goals, and created a content strategy. Next, she recorded a series of source videos which I used as to create emails, social media posts, and video shorts for Instagram and Meta—helping her share both her art philosophy and creative process with a wider audience.

As a result, her account saw a significant increase in visibility and engagement. Instagram reach grew by over 83%, and impressions more than doubled during our time working together. Her audience also engaged consistently with the Stories and posts we created — including a static post that earned a 25% engagement rate. By creating content that reflected her unique artistic voice and process, we made it easier for the right people to discover her work.

Work Samples



REEL COVER



VIDEO SHORT

Title: For today's liberated woman
Preview: Bold t-shirts for bodily autonomy

[First name], it's hard to ignore the lasting impact of the Dobbs ruling in 2022, which stripped away abortion rights and undermined what many of us once saw as fundamental constitutional freedoms. The right to decide what happens to our bodies shouldn't be up for debate. And yet, here we are.

I've been working with powerful symbolism, combining the uterus with a gun in different iterations. I call this work *If my uterus were a gun, it would have the rights of an AK 47*.

The uterus, a symbol of strength and autonomy for women, should have the same rights as a gun. After all, guns are protected under the Constitution, but women's bodily autonomy is not.

If you believe in bodily autonomy, stand with us by wearing the Uterus Gun T-shirt ($30). This is my design printed on a soft, breathable white cotton tee.

EMAIL COPY

Client Feedback

OMG ! Its amazing !
I would never have come up with that idea for these posts on my own, even though I feel it's exactly what I need and want!
IT also helps me see how I can make better videos and content!
I approve of all the things, No revision is needed, and having dates will be super helpful.. I need lots of structure in this space..I am going to lean into all of that!

Emillia N, Artist and Activist

Content Performance Highlights

Our best-performing content offered a window into my client's creative world, and the audience responded.

- Over a 7-week period, Reels brought in 457 video views—solid results for an account with fewer than 350 followers—confirming the value of short-form video for boosting reach.
- Stories reached about 10% of her followers, and kept her work in regular rotation for her audience.
- We saw that static posts encouraged deeper interactions, while Reels expanded her reach; a combination that built both awareness and connection.

High engagement on behind-the-scenes and artist-at-work content confirmed our strategy: showing the process behind the art helped the audience connect emotionally and intellectually, not just with the work, but with the artist herself.

Client 2

My client, a profitability coach and author, needed help staying visible online and sharing her offerings, including a self-help book and 1:1 coaching. Using a weekly source article that my client wrote, I formatted and scheduled two weekly emails. Next, I'd further develop the article to make an SEO-friendly blog post. Finally, I'd repurpose her article into compelling Instagram and Meta posts, also sourcing images or creating graphics for these posts. These marketing efforts ultimately helped my client publicize her services to a wider audience and sell her new book.

SOURCE DOCUMENT

Repurposed into


Artists and Creatives; Don't Let the Sting of the Jellyfish Paralyze You

Christy Strauch October 19, 2021 0 Comments Creativity / Personal Growth 0

My new book, ***Artists: Prosper! Make Peace With Your Brain, and Money + Joy With Your Art*** is out this month (although it might not be ready to order until October 39th). Fingers crossed. The book explores what blocks you from getting your art into the world. Resistance keeps you from making art, or sharing it with the world.

Steven Pressfield wrote a whole book about this topic, called *The War of Art*. He calls the block Resistance. It's the voice in your head that says, "Yeah...you can do your art. Just not right now. You've got laundry, homework, bill paying, car washing, grocery shopping, Mom calling to do first. Get that all done, THEN you can make art."

But if you pay attention, you'll notice that the list of things you need to do never shrinks. The voice doesn't care if you ever call your mother. It just wants to keep you from starting to make art.

I call this voice the Jellyfish

I call this resistance which keeps you from making art the Jellyfish. Why? Partly to make you laugh, and partly to create a mental image of what happens when the Jellyfish shows up. Jellyfish sting their prey to paralyze it. Once you're paralyzed, you can't take action. You can't make art.

Have you noticed your internal Jellyfish at work in your creative life?

BLOG ARTICLE



INSTAGRAM POST WITH CAPTION


I Call This Voice the Jellyfish.

Why? Partly to make you laugh, and partly to create a mental image of what happens when the Jellyfish shows up. Jellyfish sting their prey to paralyze it. Once you're paralyzed, you can't take action. You can't make art.

Have you noticed your internal Jellyfish at work in your creative life?

Do you have a name for this voice? Hit reply and tell me. **I'm giving copies of Artists: Prosper! to the best names people come up with.** Becoming conscious of it, naming it, noticing when it's active, is the first step in stopping it from blocking your art.

EMAIL COPY

Testimonials

Using content I created, Willow published my newsletter twice a week, posted to my Instagram feed 3 times a week and my blog weekly, plus designed a couple of beautiful freebies for people to download who signed up for my newsletter. All like clockwork. She's a rare combo of artist/designer and 'get-it-done' person. Her creative eye plus disciplined work habits created a consistent, beautiful marketing program for me.

Christy S, Author and Profitability Coach

I’m a copy coach and editor so naturally, I’ve got content coming outta my tiny ears – 4+ years’ worth! Sure, I could’ve continued to churn out content, week after week. But I thought, “Why not save myself some time and energy and repurpose my content instead?!” Enter Willow. She’s been immensely indispensable in digging through the archives and creating new, fun, engaging Instagram captions. (Don’t tell her, but I’ve been using them for my email list, too!)

Tracie K, Copy Coach and Editor

Client 3

This newbie podcaster was on a mission to highlight emerging artists and the organizations who support them so they could get more opportunities and funding. I edited her podcast and helped with technical sound issues. I also created emails, Instagram posts, audiograms and video snippets to promote the podcast.

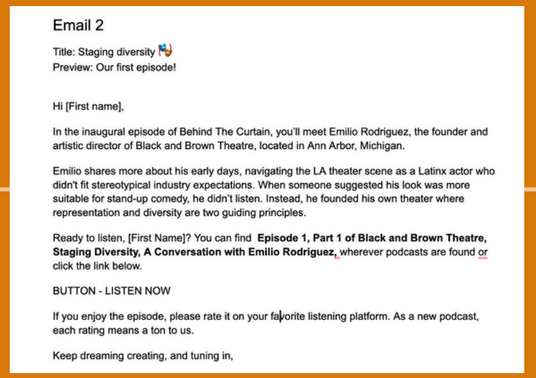


SOURCE PODCAST

Repurposed into



PODCAST EPISODE

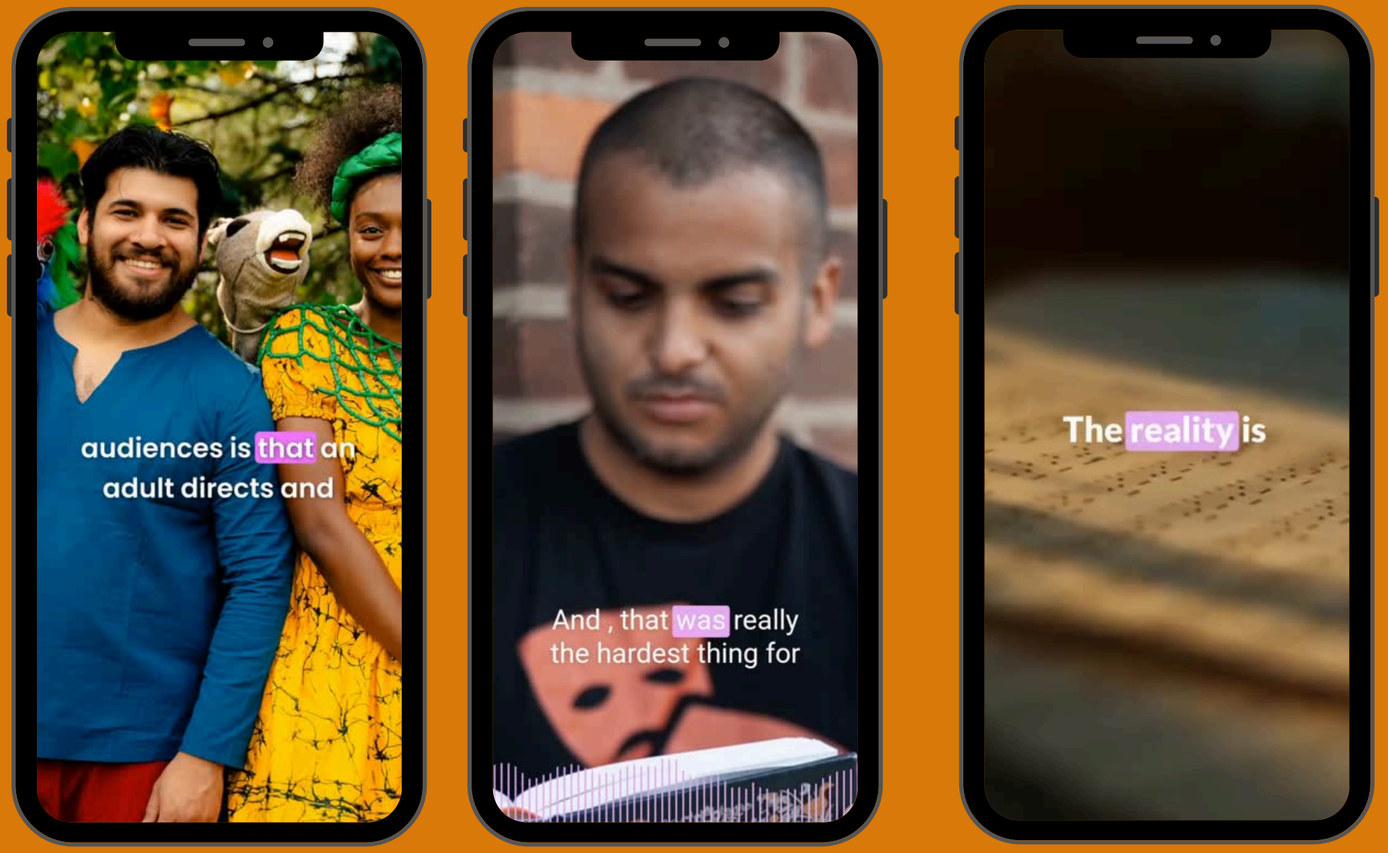


EMAIL



SOCIAL POST WITH CAPTION

Work Samples



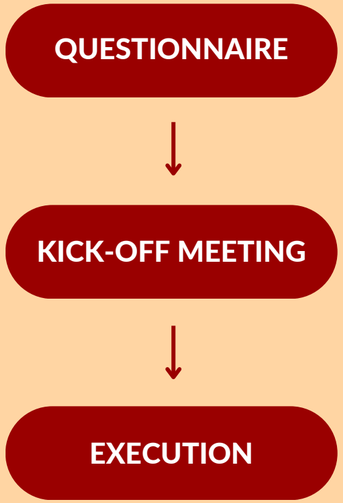
VIDEO SHORTS

Social Media

Each client deserves customized social media services that will help them reach their marketing and visibility goals. So, when you begin working with me, I ask you to fill out a detailed questionnaire. Next, we have a kick-off meeting so I'm totally clear on your goals.

I support you with researching topics and SEO, sourcing consistent brand imagery and creating social media graphics, repurposing your existing content, and I also offer Reels video support. In order to best serve you, I stay up-to-date with current trends and algorithm changes.

THE PROCESS



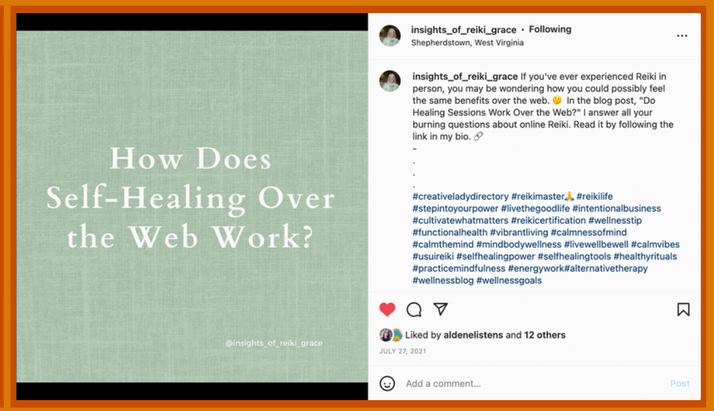
Work Samples

For the first Instagram post, I researched and wrote original content tailored to my client's audience. I also sourced an image which would be consistent with her other brand imagery. When writing the caption, I included a call to action to save the post for inspiration. It was one of my clients' top saved posts proving that it served its purpose to inspire and spoke directly to her audience.

Example 2 shows a post designed to draw traffic to another client's blog post. And example 3, was designed to help this client build authority in her field.



1



2

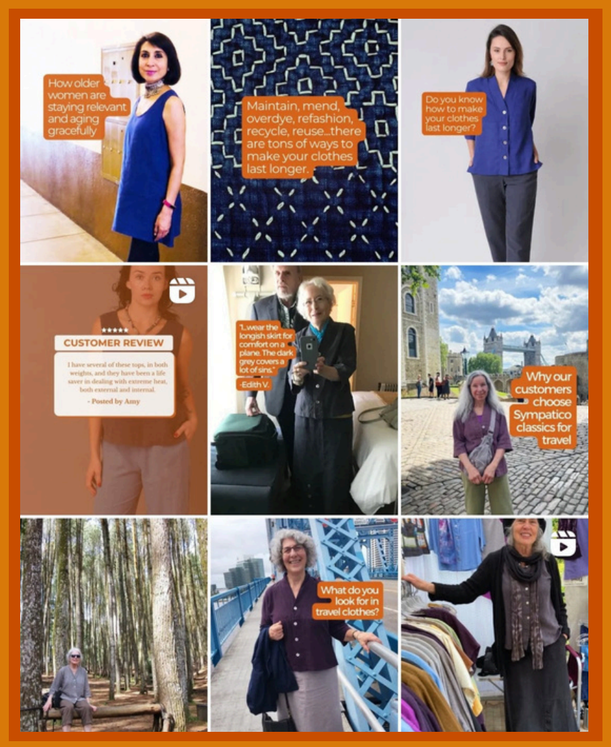


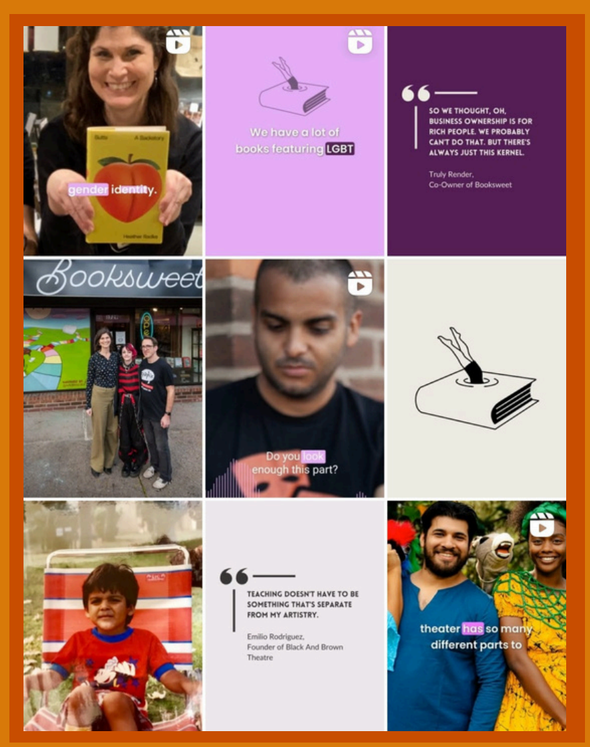
3

Work Samples

Here are more examples of social media posts I've written and designed.







Willow Paule Creative hello@willowpaule.com 2026

Testimonials

Working with Willow was extremely easy! She took my content and showed me the different themes that I talked about in my posts and how I could repurpose it so I could re-share it and have more impact. She has very creative ideas and helped me see my content in a different way. I am grateful for her expertise and work that she put into my project. I would highly recommend her work for her skills, her creativity, her timeliness, and her excitement for the project.

Laurie G, Life and Leadership Coach

Working with Willow was easy. By outsourcing to Willow, I was able to focus on finalizing the creation of my first digital product and setting up my sales funnel. I was able to focus on building business and generating revenue rather than getting bogged down in other things. I would recommend working with Willow. She was thorough and communication was clear and easy.

James I, Travel Blogger

Work Samples

Pinterest can be a long game but it’s worth it when you consider the amount of quality traffic it can bring to your website. Pins need compelling calls to action with legible text that’s easy to read even on mobile. Plus, they should incorporate SEO-rich descriptions to invite the right people to them. When designing for Pinterest I keep these important points in mind.

Video pins are a great way to grow your following. I designed the video pin below to announce this clothing company's new color, plus share a bit about the owner's vision. Many times I’m able to repurpose your video and other content to create new, engaging video pins.



PIN DESIGNS



VIDEO PIN

Testimonials

Willow has managed my Pinterest page for several years. She reliably posts, educates me about how to improve my Boards and keeps me informed about their performance. Handing off this task to Willow was a smart move that allowed me more time and has transformed my Pinterest page to a source of income rather than a time sink.

Rose G, Sustainable Clothing Company Owner

I have been working with Willow for a number of years. She is the consummate professional. She is diligent, smart, conscientious, and personable. Always professional. Great person to be working with.

Diana P, Attorney

Next Steps

You probably didn't start your business so you could spend hours figuring out how to make an effective email opt-in incentive, or how to stretch your ideas further and repurpose your content. But you DO want **more email signups** and **more soulmate clients.** I offer story-forward messaging for coaches, ethical business owners, and busy service providers. If that's you, we need to talk about messaging that inspires action.



Schedule a video call or follow me on Instagram, if you're not quite ready for a call. I'll be around when you are.