

From first *conversation* to final files.

A clear, transparent 6-step process so you always know what's happening, what's next, and what to expect — from day one with Malva.

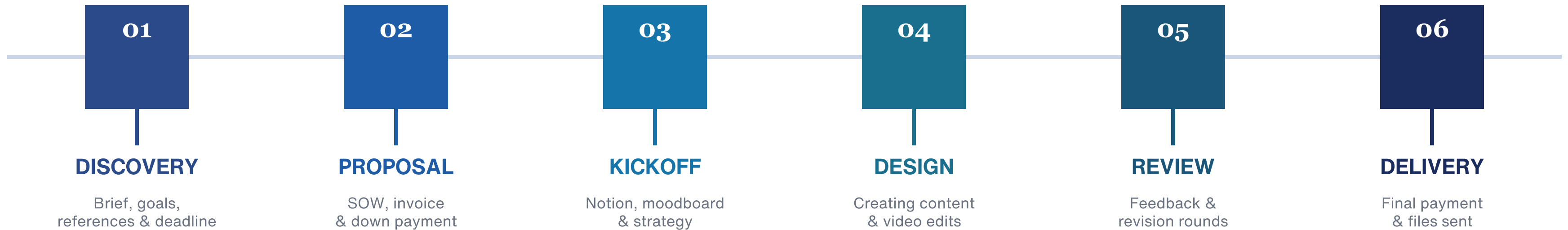
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THE PROCESS AT A GLANCE

Six steps from hello to final files.



TOOLS ·

Figma · Canva · Adobe Illustrator · Adobe Photoshop · Adobe Premiere Pro · Lightroom · CapCut · InShot · Notion · Affinity



01

UNDERSTANDING YOUR WORLD

Discovery & Brief.

Before a single pixel moves, I need to fully understand your brand, goals, audience, and vision.

BR

Brand Goals & Vision

What outcome do you want? Awareness, engagement, followers, sales conversions — or all of the above?

AC

Account & Platforms

Which accounts will I design for? Instagram, TikTok, LinkedIn, X — and what formats are needed?

IT

Items & Scope

How many pieces per month? What format mix — Reels covers, Carousels, Stories, Single Posts, Highlight Covers?

PC

Point of Contact

Who will I collaborate with day-to-day? Your Social Media Manager, founder, or marketing lead?

BG

Brand Guidelines & References

Existing logo, colour codes, fonts, tone of voice, and visual references — accounts or aesthetics you love.

DL

Deadline & Deliverables

The final delivery date, any campaign dates to hit, and the agreed revision schedule.



02

CLEAR SCOPE, NO SURPRISES

Proposal & Invoice.

Everything is documented and agreed before a single pixel is moved — full transparency from the start.

SW

Scope of Work (SOW)

A detailed written document outlining every deliverable — format type, quantity, specifications, and revision rounds.

WH

Estimated Work Hours

Transparent breakdown of time allocated per deliverable type, so you understand what you're paying for.

DP

Invoice & Down Payment

Full invoice is issued. A down payment (agreed %) is required before any work begins — no exceptions.

AG

Agreement & Sign-Off

Once the SOW is accepted and down payment confirmed, the project is locked in the calendar and we begin.



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03

SETTING THE CREATIVE DIRECTION

Kickoff & Strategy.

After down payment is received, we align on the full creative vision — before any designing begins.

ND

Notion Dashboard Sent

Your dedicated Notion workspace — brand guidelines, content requests, deliverable tracker, and idea board all in one place.

BA

Instagram Brand Audit

I review your current feed: grid consistency, engagement patterns, visual gaps, and growth opportunities — shared in a simple report.

MD

Moodboard Presentation

A curated visual direction — typography style, colour mood, aesthetic references, and content tone — presented for your feedback.

CD

Creative Alignment Discussion

We talk through: what content ideas resonate, what your audience expects, and what makes your brand stand out on the feed.

CC

Content Calendar Draft

A monthly plan outlining content pillars, post types, topics, and posting cadence — a shared guide for the whole month.



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04

WHERE THE WORK GETS MADE

Design & Editing.

All content is designed and edited to brief — visually consistent, on-brand, and platform-optimised.

DI

Design for Reels Cover, Carousel, Single Post and Story formats

all on-brand, consistent, and ready to post.

VE

Video Editing

Reels and short-form video editing: pacing, captions, colour grading, sound design, and transitions via Premiere Pro, CapCut, or InShot.

HI

Highlight Covers

A custom set of 10 branded Instagram Highlight Cover icons — consistent with your brand identity and visual style.



05

YOUR FEEDBACK, REFINED

Review & Revision.

Drafts are shared for review via Notion. Feedback is actioned promptly and tracked transparently.

DD

Draft Delivery via Notion

All designs and video edits are uploaded to your Notion dashboard — organised by piece, clearly labelled.

CF

Consolidated Feedback

You leave comments or revision notes per item directly. Clear, specific feedback means faster and more accurate updates.

RR

Revision Rounds

Revisions completed per the rounds agreed in the SOW. Additional rounds available as a paid add-on if needed.

FA

Final Approval

Once all pieces are approved and signed off, the project moves to final payment and file delivery.



06

FILES HANDED. PROJECT COMPLETE.

Final Delivery.

Final payment unlocks delivery. All files arrive high-resolution, named, and schedule-ready for your SMM.

FP

Final Payment

Upon approval of all deliverables, the remaining balance is settled before any final files are released.

TH

High-Resolution Files via Google Drive or We Transfer

All final assets exported and delivered — sized and formatted correctly for each platform (IG, TikTok, etc.).

RS

Ready to Schedule

Files are named, organised by format and date, ready for your Social Media Manager to queue and post.

ET

Editable Templates Handed Over

Canva or Figma templates are shared with your team so you can create future content in the same visual style.



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TOOLS & SOFTWARE

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Everything I use to deliver your project.

Design & Illustration

Adobe Illustrator

Adobe Photoshop

Figma

Canva

Affinity Designer

Video & Motion

Adobe Premiere Pro

Adobe Lightroom

CapCut

InShot

Web & Publishing

Shopify

Squarespace

WordPress + Elementor

Wix

Cargo Site

Project & Workflow

Notion

Trello

Jira

Google Workspace

Microsoft Office



What to prepare as a client.

Ready from day one = faster delivery, better creative, smoother project.

BG

Brand Assets

Logo files (AI/SVG/PNG), brand colour codes (HEX), font names or files, and any existing brand guidelines PDF.

AC

Account Access

Your Instagram login or read-only access so I can audit your current feed and understand your visual baseline.

PC

Point of Contact

One main person who reviews drafts and gives feedback — clear, consolidated feedback = faster revisions.

RF

Visual References

Examples of content, accounts, or aesthetics you love — saved on Instagram, Pinterest, or a shared folder.

CB

Content Brief

Key messages, promotions, events, or campaigns this month that need to be featured in the content.

PS

Posting Schedule

How often do you post? Knowing your cadence helps plan content batches and delivery timing correctly.



READY TO START?

Let's build something *worth scrolling for.*

Reach out – the first conversation is always free.

Website bio.site/malvaradienka

Email work.designedbymalva@gmail.com

Experience Bali Like Never Before
lounge in the sky®
bali

Enjoy unforgettable dining with stunning Bali views! Savor drinks, canapés, and gourmet meals while floating in the sky!

I Love Bali Session
Sip on refreshing drinks and savor delicious canapés for 60 minutes.
Flight starts at 16:50 (40 minutes flying)
Adult : Rp. 800.000
Child (12-16 y.o) : Rp. 550.000

Bali Sunset Session
A magical 60-minute 3-course dinner with the most stunning sunset backdrop.
Flight starts at 18:00 (60 minutes flying)
Adult : Rp. 1.550.000
Child (12-16 y.o) : Rp. 1000.000

Bali Breeze Session
Enjoy a 3-course dinner as the night breeze cools down Bali's evening.
Flight starts at 19:30 (60 minutes flying)
Adult : Rp. 1.450.000
Child (12-16 y.o) : Rp. 1000.000

Flight Itinerary:

- **Welcome** (1 hour before takeoff as per flight schedule): Begin your experience in the VIP Lounge
- **Seating** (15 minutes before takeoff) : Guests are seated at their tables
- **Takeoff:** Enjoy our delicious food and drinks with stunning views
- **Return:** Land back at the VIP Lounge to conclude your session

Book Now
Choose the session that suits your vibe and contact us now!

[Come Fly With Us!](#)

see you in the sky! @loungeintheskybali @loungeintheskybali www.loungeintheskybali.com