

VINAMI Social Content Producer / Reels Editor

Freelance / Part-Time Opportunity

Initial 60–90 Day Pilot

Approximately \$500-\$800/month depending on experience and scope

About the Opportunity

VINAMI is looking for a creative Social Content Producer to help us bring an established health and lifestyle brand to life through engaging short-form content.

We've already built the foundation.

Our branding, website, wine quiz, landing page, customer journey, educational materials, marketing collateral, and overall campaign strategy are in place.

We're looking for someone who understands how modern social media feels — especially Reels, TikTok-style video, YouTube Shorts, and other short-form content — and who enjoys turning ideas, raw footage, educational material, and existing content into compelling social posts.

The Goal

Our goal is to be educational and inspirational, using authentic, human-created content — not AI-generated.

Our basic customer journey looks like:

Social Content → Wine Quiz → Personalized Results & Education → VINAMI

Rather than constantly creating traditional product advertisements, we want to make content that gets people thinking:

"Wait... that's exactly what happens to me when I drink wine."

From there, we invite them to learn more.

Who You'll Work With

Dr. Mark Force

Founder / Subject-Matter Expert

Dr. Mark provides the education, expertise, ideas, newsletters, interviews, webinars, and on-camera content that fuel much of the VINAMI content library.

You'll help turn his knowledge into social content that people actually want to watch.

Dixie

Brand & Marketing Lead / Creative Director

Dixie oversees the VINAMI brand, creative direction, marketing strategy, campaign messaging, visual identity, and customer journey.

You'll work closely with Dixie to turn the strategy into a consistent stream of finished social content.

You'll be provided with brand guidelines, visual assets, templates, messaging direction, content ideas, calls to action, and source material.

In other words:

You won't be staring at a blank page wondering what you're supposed to post.

We'll build the content system together.

What You'll Be Doing

Your primary responsibility will be transforming VINAMI's existing ideas, educational material, and brand assets into engaging social content.

That may include:

Short-Form Video

- Editing Instagram Reels
- Creating TikTok-style short-form videos
- Editing YouTube Shorts
- Repurposing videos for Facebook Reels
- Editing Dr. Mark's talking-head footage
- Adding captions, graphics, B-roll, music, transitions, and visual interest
- Creating strong hooks that capture attention quickly

Content Repurposing

One of the biggest opportunities in this role is helping us get more mileage from the content Dr. Mark already creates.

For example, you may take one newsletter, webinar, or video and turn it into:

- Several short educational videos
- A myth-busting Reel
- A quote or insight post
- A carousel concept
- Stories or short clips
- Multiple hooks around the same topic

You should be someone who can look at a longer piece of content and immediately start seeing smaller pieces hiding inside it.

Social Content Creation — Not Limited to Wine

You'll also help us create original content around topics like:

- Wine reactions people commonly experience
- Funny or relatable wine experiences
- Wine myths
- Frequently asked questions
- Dr. Mark's educational insights
- The VINAMI Wine Quiz
- Lifestyle and wine culture
- Dinner, travel, connection, and social experiences
- Product education
- Behind-the-scenes content

Captions & Calls to Action

You'll help create simple, engaging captions that complement the content and move interested viewers toward the next step.

For many posts, that next step will be:

Take the Wine Quiz.

Publishing & Organization

Depending on the final scope of the position, you may also help with:

- Scheduling posts
 - Publishing across selected platforms
 - Maintaining the content calendar
 - Organizing raw footage and finished assets
 - Keeping a library of reusable content
 - Tracking basic content performance
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Our Core Content Categories

Most VINAMI content will fall into several recurring categories.

1. Relatable Wine Problems

Content that makes someone say:

"Oh my gosh. That's me."

Examples:

- Feeling awful after only one glass of wine
- Suddenly reacting differently to wine than you used to
- Wondering why some wines affect you more than others
- Watching your friends drink the same wine with no problem

These should feel conversational, relatable, and sometimes funny.

2. Dr. Mark Explains

Short educational content featuring Dr. Mark's expertise.

We'll turn larger concepts into easy-to-understand 15–60 second pieces that work naturally on social media.

3. Wine Quiz Content

Content designed specifically to create curiosity around the VINAMI Wine Quiz.

Examples:

"What kind of wine drinker are you?"

"Why does wine affect everyone differently?"

"Take the quiz and learn more about your personal wine response."

4. Educational Content Repurposing

Dr. Mark creates newsletters, articles, webinars, interviews, and other educational material.

You'll help us turn that existing content into multiple social assets.

5. Lifestyle + VINAMI

Not every post needs to teach something.

We also want VINAMI to feel connected to the experience people actually want:

Wine country.

Dinner with friends.

Good food.

Travel.

Connection.

Celebration.

Enjoying a glass of wine and feeling good about the experience.

The Style We're Looking For

We want content that feels:

Smart

Current

Warm

Human

Visually polished without feeling overly produced

Educational without feeling clinical

Playful when appropriate

Lifestyle-forward

We want to educate — not create a feed full of generic supplement advertisements or corporate wellness graphics.

VINAMI should feel like a modern lifestyle and education brand — not a traditional vitamin company.

Who We'd Love to Meet

You may be a great fit if:

- You're constantly noticing interesting Reels or TikTok formats.
- You understand what makes someone stop scrolling.
- You enjoy editing video.
- You're comfortable with fast-paced short-form storytelling.
- You have a strong visual eye.

- You understand captions, hooks, pacing, B-roll, audio, and text overlays.
- You're comfortable following an established brand system.
- You can take direction but also bring your own ideas.
- You're organized and dependable.
- You like turning complicated information into something simple and interesting.

Experience with tools such as **CapCut, Premiere Pro, Canva, Descript, Adobe Creative Suite, or similar tools** is helpful.

Experience with wellness, lifestyle, food, wine, supplements, education, or creator brands is a bonus but is not required.

A formal degree is not required.

Your portfolio, creative instincts, reliability, and willingness to learn matter much more to us.

Students and emerging creatives are encouraged to reach out.

Initial Scope

We're currently envisioning a **60–90 day paid pilot**.

An initial monthly scope may include approximately:

- 10-20 finished short-form videos
- Content repurposed across appropriate platforms
- Captions and calls to action
- Content organization
- Basic scheduling/publishing
- Light performance tracking

The exact deliverables will be finalized with the selected person based on experience, workflow, and availability.

We are more interested in creating **consistent, good content** than simply hitting an arbitrary number of posts.

Compensation

Our anticipated starting budget is approximately:

\$500–\$800 per month

Final compensation will depend on experience, portfolio, availability, and the agreed-upon scope of work.

For the right person, there is potential for the role to continue beyond the initial pilot and expand as VINAMI's social media efforts grow.

We are open to discussing a structure that works well for a student, emerging creative, or established freelancer.

What Success Looks Like

We're not looking for someone whose only goal is collecting views.

We want to learn which content actually moves people through the VINAMI customer journey.

We'll pay attention to things like:

- Video engagement and watch time
- Shares and saves
- Profile visits
- Link clicks
- Wine Quiz starts
- Wine Quiz completions
- Website traffic
- VINAMI sales generated through the campaign

Part of the fun of this position will be experimenting with different ideas and learning what resonates.

Why This Could Be a Great Opportunity

This isn't an internship where you're going to spend three months making random Canva graphics that nobody uses.

You'll have the opportunity to work on a real consumer brand with:

- An established product
- Professional branding
- A live website and customer funnel
- An interactive quiz
- Existing educational content
- An experienced subject-matter expert
- Professional creative and marketing direction
- Real campaign goals
- Real performance data

You'll be able to see how your content connects to an actual customer journey and business outcome.

For someone interested in social media marketing, digital media, video production, branding, or content creation, there should be plenty of opportunity to build meaningful portfolio work.

Interested?

We'd love to see what you create.

Please send:

- A short introduction
- 3–5 examples of short-form content you've created
- Your portfolio or social media accounts, if applicable
- The editing/content tools you're comfortable using
- Your general availability
- Your preferred hourly or monthly rate, if you have one

If you're a student or newer creator and don't have a large professional portfolio yet, that's okay.

Send us the work you're most proud of — class projects, personal content, social accounts, experimental videos, or other examples that show us your creative instincts.

For candidates who seem like a strong fit, we may begin with a **small paid sample project** before selecting someone for the full pilot.

We're looking for someone who would enjoy growing with the project, collaborating with our team, and helping us build something genuinely fun and effective.