# Betty Janneh

**Video editor · Content creator · Digital marketer · Oslo**

*Real brands. Real content. Real results. Everything I have made, in one place.*

## Find me

GitHub: github.com/BettyjannehDigital | Canva portfolio: nimbledimble.my.canva.site/bettyjannehdigital | Studio Janneh: github.com/BettyjannehDigital/Studio-Janneh | OneOhOne Jewelry: oneohonejewelry.com

## 🎬 Freelance and client work

**Studio Janneh**
My freelance studio for short-form video, filming and content planning. Services and rates.

**FITTED Activewear Reels**
Four Reels I edited. The transitional video reached 6,249 views and the client called it her best performing Reel.

**Client video folders**
FITTED (public) and Jatou hair content. Open the folder "1 Freelance and client work", then "Freelance Projects 2026". Direct links: FITTED drive.google.com/drive/folders/1WoVPmulEh6ElASOlKqRILV_9MdOB86WU and Jatou drive.google.com/drive/folders/12JF4vwOL16SpjwRDh2dixzVCTAttwTeb

## 💍 OneOhOne Jewelry: my own brand

A real waist jewelry brand handmade in The Gambia. I use it as a live case study for my Noroff work.

**Marketing Strategy**
Brand positioning, 3 buyer personas, SMART goals, a 3-email Mailchimp series, and a creative concept for a 30-second YouTube ad (live action plus AI, with teacher feedback).

**Social Media Marketing**
TikTok and Instagram strategy, 4 live posts and the analytics. One TikTok reached 668 views in 24 hours, 97.7% from the For You page.

**Paid Advertising Strategy and GA4**
A Meta Ads plan (planned, never run) with a GA4 baseline and what I would fix before spending.

## 🎓 Noroff Digital Marketing

**Project Exam: FITTED Instagram Campaign**
A 5-piece campaign planned, designed and measured for a real client. The 20% target was not met, and the report explains why.
**Circadian Calm: WordPress Content Hub**
A site for night shift workers with SEO taken from 22 to 88 out of 100, an accessibility audit and a GDPR-ready sign-up form.

## 🧰 Free templates

**Personal Brand Toolkit**
A blank template for a brand's voice, visuals and content rules.

## 📂 Where to find everything

Each project has its own folder in Drive that mirrors its GitHub repository: a Summary page first, then the full PDFs. File names are the same on Drive and on GitHub.
1 Freelance and client work: Summary pages for Studio Janneh and the FITTED Reels (GitHub: Studio-Janneh, Freelance-FITTED-Activewear).
2 OneOhOne Jewelry: 2.1 Marketing Strategy, with the three emails, the email overview and the creative concept briefs (GitHub: OneOhOne-Jewelry-Marketing-Strategy). 2.2 Social Media Marketing (GitHub: SoMe--Marketing-OneOhOne). 2.3 Paid Advertising and GA4 (GitHub: Paid-Advertising-Strategy-OneOhOne).
3 Noroff coursework: 3.1 Circadian Calm, with the reports, reflection, instructor feedback and reference list (GitHub: Circadian-Calm-Semester-Project-). 3.2 Project Exam, Summary page (GitHub: Project-Exam-FITTED-Campaign, which also holds the campaign images).
4 Templates: Personal Brand Toolkit (GitHub: Content-Templates).

## 🔗 All my links

Google Drive (all projects):
drive.google.com/drive/folders/1NsDtR6h9FphYBSfreHCsdPT6kYd4-ta1
GitHub profile: github.com/BettyjannehDigital
Canva portfolio: nimbledimble.my.canva.site/bettyjannehdigital
Studio Janneh: Drive 1 Freelance and client work | GitHub Studio-Janneh
Lovette Jallow case study: Drive folder
FITTED client videos: Drive folder | GitHub Freelance-FITTED-Activewear
Jatou hair content: Drive folder

Sheila Kalusumu interview: work in progress, coming soon.
2.1 Marketing Strategy: Drive | GitHub OneOhOne-Jewelry-Marketing-Strategy
2.2 Social Media Marketing: Drive | GitHub SoMe--Marketing-OneOhOne
2.3 Paid Advertising and GA4: Drive | GitHub Paid-Advertising-Strategy-OneOhOne
3.1 Circadian Calm: Drive | GitHub Circadian-Calm-Semester-Project-
3.2 Project Exam: Drive | GitHub Project-Exam-FITTED-Campaign
4 Templates: Drive | GitHub Content-Templates
Coming soon: the Sheila Kalusumu interview (work in progress), the THL (Tørre Hybel Leilighet) TikTok series and more client work. All assignment PDFs are in the Drive folders and on GitHub.
*Last updated 28 October 2026.*