

Social Media Content Creator (Freelance)

Pink Coyote Dessert Co.

We're looking for a creative and reliable Social Media Content Creator to help bring our brand to life online. Not overly polished. Not corporate, but rooted in real moments inside the shop.

What we need:

- 4–8 posts per month (consistently. this matters most)
- Photo + video content (Reels especially)
- Capturing real moments in the shop, not just staged content
- Captions that feel natural and on-brand (playful, a little clever, not try-hard)
- Knows what the algorithm actually likes right now, and can create content that performs without making it feel forced or trend-chasing

This is a good fit if you:

- Have a strong eye for content and storytelling
- Can match an existing brand voice instead of reinventing it
- Are reliable — we care more about consistency than volume
- Are local (or able to come in and shoot regularly)

A note on budget:

We're a small business with a modest budget.

This is not a high-volume agency role, we are looking for a consistent, creative partnership.

To apply:

Send the following to tarra@pinkcoyotedessertco.com:

- Your work (Instagram, portfolio, or examples)
- Your rates or monthly package
- A quick note on how you'd approach content for Pink Coyote