

# Shaky Hands Coffee

Campaign Book Fall 2025



# Client Account Team



**Declan Harper**

*Account Executive*  
Fourth Year  
Public Relations  
DMTA Minor, Smeal  
Certificate



**Elizabeth Bova**

*Account Executive*  
Fourth Year  
Public Relations  
Entrepreneurship &  
Innovation (ENTI) Minor



**Olivia Blake**

*Assistant Account Executive*  
Third Year  
Advertising  
Spanish and DMTA Minors,  
Smeal Certificate



# Client Account Team

## Claire Silfies

*Account Associate*

Third Year

Public Relations

ENTI Minor



## Eden Goldberg

*Account Associate*

First Year

Journalism



## Alyssa Rideout

*Account Associate*

Third Year

Public Relations

DMTA and ENTI Minors



## Joycelyn Nguyen

*Account Associate*

First Year

Advertising/Public

Relations



# Client Overview

Shaky Hands Coffee Shop has become a beloved spot in Bellefonte, Pennsylvania. What began as Bees Knees Coffee, a mobile trailer, has grown into a welcoming space where community and quality coffee come together. From repairing equipment to bottling drinks by hand, Bromlyn's resourcefulness and dedication have built a loyal customer base.



## Shaky Hands Communication Goals:

- Promote community involvement and engagement.
- Grow media efforts through socials and applicable events.

# Situation Analysis

Shaky Hands Coffee Shop is a somewhat new hot spot in Bellefonte, PA. The shop has been able to retain almost all followers from previous accounts on social media and has continued to grow in the past few months.

There is a focus on building connections through partnerships with other local businesses, Penn State, and utilizing holidays and central Pennsylvania highlights to boost communications efforts.



# SWOT Analysis

## Strengths

- Consistent social media presence
- High reviews on yelp (4.5)
- Unique menu
- Aesthetically pleasing

## Weaknesses

- Website is bare compared to social media and menu
- Some information still labeled as “Bees Knees”
- Not much exposure

## Opportunities

- Trending new drinks
- Collaboration for outreach
- Advertising towards Penn State students

## Threats

- Far from Penn State campus without a car
- Chain coffee stores and shops



# Target Personas

## Emily Dalton

Hippy/Alt Millennial



Emily works from home & does Freelance graphic design for a career. She graduated Penn State back in 2019 with a degree in Graphic Design and moved to Bellefonte after college for that small town feel. She recently discovered Shaky Hands Coffee from a friends recommendation and loves doing work there 2-3 times a week.

Age : 28

Graphic Designer

Bellefonte

renting an apartment downtown

Education

Bachelors in GD,  
Penn State

Income

\$60k/year

Traits

introverted, artsy, socially aware, loyal, down to earth

Devices

Iphone, Ipad, Macbook

Behavior

Loves searching Pinterest for Inspiration and posting coffee pics to her Instagram

Platforms

Instagram, Pinterest, Facebook, Tik Tok

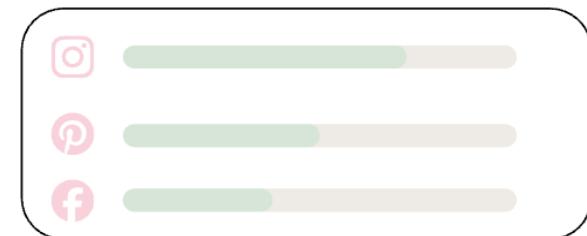
Goals **find a calm, aesthetically pleasing place to get her work done away from homebusiness**

Challenges

Tired of going to Starbucks, wants a quieter small

Brand Values

creativity, good energy, sustainability, community, uniqueness



# Social Media Audit

## SHAKY HANDS INSTAGRAM

FOLLOWERS/AUDIENCE	WHAT	PERFORMANCE	OPPURTUNITIES
<ul style="list-style-type: none"> <li>• 3804 followers</li> <li>• Audience that engages is outdoorsy</li> <li>• Posts show fun and attractive personality.</li> </ul>	<ul style="list-style-type: none"> <li>• 114 posts</li> <li>• 20 videos</li> <li>• videos are either collaboration or to showcase new drinks and food</li> <li>• Photos promote location and aesthetic</li> <li>• Consistent posts every 1-3 days</li> </ul>	<ul style="list-style-type: none"> <li>• Videos that did well: Collaboration with @happyvalleyhannah</li> <li>• 142k views and 2613 likes</li> <li>• Videos that did not do well: <ul style="list-style-type: none"> <li>-Video showing building</li> <li>-Tarot card collaboration</li> <li>-Posts that did well:</li> <li>-Grand opening post</li> <li>-Professional picture posts</li> <li>-Aesthetic posts</li> </ul> </li> <li>• Posts that did not do well: <ul style="list-style-type: none"> <li>- Posts with no captions (first couple posts)</li> <li>- Posts with only one picture</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Cater videos more towards college students</li> <li>• More collaborations</li> </ul>



# Fact Sheet

## Highlights...

- Founded by Bromlyn Fitzgerald as a mobile coffee shop.
- Focused on community space and specialty drinks.
- Artistic and locally centered.
- Weekly hours.
- Reviews from Yelp & Google (very positive).

### Shaky Hands Coffee Fact Sheet

#### Overview

Shaky Hands Coffee is a locally owned café located in downtown Bellefonte, Pennsylvania. The shop offers specialty coffee drinks and baked goods in a casual, sit-down setting. Opened in 2025, it serves as both a coffee destination and a community space for residents and visitors in the area.



#### More About Shaky Hands

##### History

 founded by Bromlyn Fitzgerald, The business began as a mobile coffee unit (under BeesKnees) and evolved over time. A brick-and-mortar store at the current address opened in June 2025.



##### Menu & More

Specialty coffee drinks, brewed using house-roast and selected Pennsylvania roasts. Baked goods, daily specials and "a welcoming cafe space for gathering."



##### Community & Events

Announcement on StateCollege.com mentioned intentions of gallery shows, game nights, music, and local-artist showcases.



##### Atmosphere

Both indoor and outdoor seating available. Decor is "eclectic, cute, warm and inviting." Also features local artists works on the walls

#### Socials

- Official site: bellefontecoffeeshop.com
- Instagram: @shakyhandscoffeeshop
- Facebook: "Shaky Hands Coffee Shop"

#### Satisfaction



4.8 rating on Google Reviews

Early reviews note friendly service, smooth espresso, and a bright, peaceful environment.

#### Hours

Tues.-Wed. 7:00 a.m.- 4:00 p.m.

Thur.-Fri.: 7:00 a.m. - 6:00 p.m.

Sat. 8:00 a.m. - 6:00 p.m.

Sun. 9:00 a.m.-4:00 p.m.

Closed Mondays.

\*subject to change

106 West Bishop Street, Bellefonte, PA 16823

(814) 883-2337

shakyhandscoffee814@gmail.com

# Business Story for Socials

## SHAKY HANDS COFFEE SHOP OUR STORY

In 2019, I launched **Bees Knees Coffee**, a mobile coffee trailer that brought handcrafted drinks straight to people's doorsteps. As word spread and our customer base grew, I found myself taking the trailer out more and more while continuing to offer wholesale pickup and delivery services. Before long, customers were asking the same question: "*Where's your storefront?*"

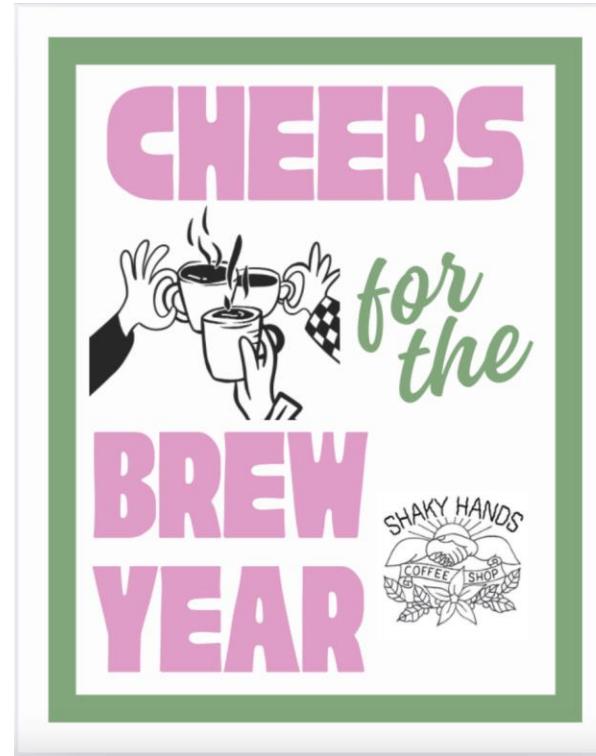
That encouragement pushed me to start searching for a permanent home. In March 2023, that dream became a reality when we opened our first **brick-and-mortar**, located in Bellefonte, PA—**Shaky Hands Coffee Shop**.

## SHAKY HANDS COFFEE SHOP OUR STORY

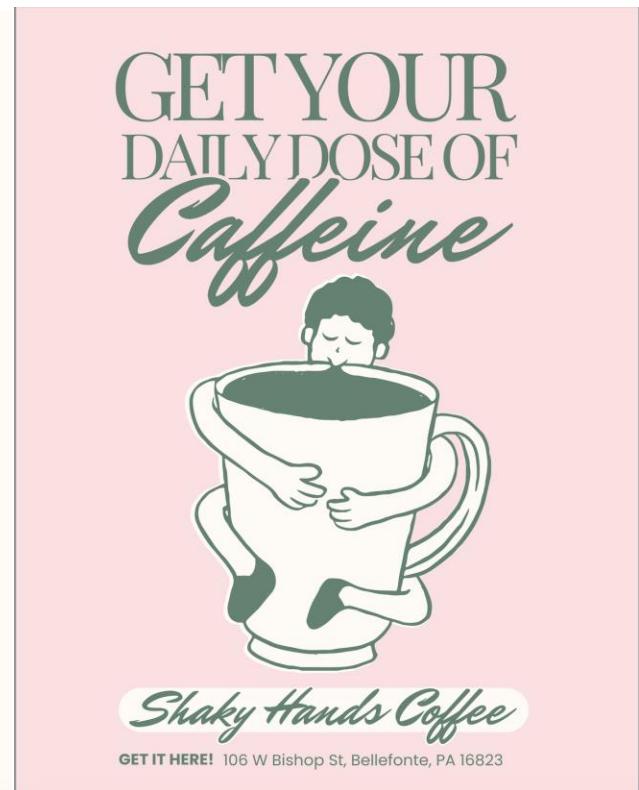
Our mission is simple: create a space where the community can come together over great coffee and great local work. We partner with small businesses, artists, and makers to showcase their talent, and we're incredibly grateful for the support you all continue to show us.

Stop by, grab a drink or a snack, and explore some amazing creations from the community. **We can't wait to see you!**

# Socials Posts & Flyers



# Socials Posts & Flyers



# Days and Dates Calendar

## Shaky Hands Calendar

### January

5- Natl. Whipped Cream Day  
31- Natl. Hot Chocolate Day

### Feburary

1- Natl. Get Up Day

### March

6- Employee Apreciation Day  
8- Daylight Savings starts

### April

22- Earth Day

### May

10- Mother's Day  
21- Natl. Tea Day  
22- Natl. Smile Day

### June

21- Father's Day

### July

1- Int. Joke Day

### August

2- Natl. Friendship Day

### September

13- Int. Chocolate Day  
21- Natl. Chai Day

### October

1- Int. Coffee Day

### November

1- World Vegan Day  
3- Natl. Sandwich Day

### December

28- Natl. Call a Friend Day



# Post Captions

SHAKY HANDS  
CAPTION INSPO



“The faces behind the cup”

#meettheteam

“Better together-even if we are a lil bit shaky”

#explore      #teamwork  
#caffeine #community

“All doors open to coffee lovers”

#openforall #safespace

“Admiration over a fresh americano”

#keepinitfresh

“The view is better from inside”

#comeonin

# Inquiry Forms

## Shaky Hands Event Space Form

We are enthusiastic that you want to share your community with us! Please fill out the form below for us to gather more information!

Event Address: 106 W Bishop St, Bellefonte, PA 16823  
Contact us at (814) 883-2337

emb6669@psu.edu [Switch account](#)

 Not shared

\* Indicates required question

Event Name \*

Your answer

## Shaky Hands Live Music Interest Form

Do you want to share your sound with our coffee crowd? Fill out this interest form to perform a set at Shaky Hands Coffee Shop.

emb6669@psu.edu [Switch account](#)

 Not shared

\* Indicates required question

Name (First and Last) \*

Your answer



# Voucher Cards



Enjoy a Drink.  
On us.

VOUCHER FOR ONE  
FREE DRINK WITH  
PURCHASE.

Expires 1/1/26



# Transition Plan

HVC thoroughly crafted media that fits the clients needs for current and future endeavors.

The handover documents consist of social media post templates, a business story ready to be posted, flyers, a social calendar, post captions, inquiry forms for events and live music, and voucher cards.

All execution documents are located in a shared folder for the clients use. To recreate any of the execution documents the recommendation is to utilize Canva.





**(12/15/2025)**