

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

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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 recomendation 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

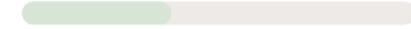
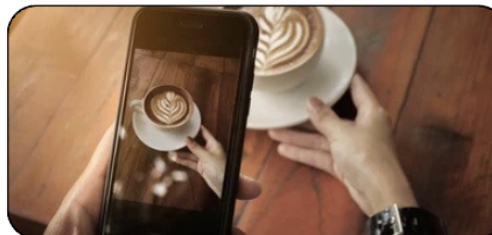
Behavior
Loves searching Pinterest for
Inspiration and posting cofee
pics to her Instagram

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,
sust ainability,
community, uniqueness



Social Media Audit

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

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](https://www.instagram.com/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



“All doors open to coffee
lovers 🤝”

#openforall #safespace

“Admiration over a
fresh americano”

#keepinitfresh

“The faces behind the
cup”

#meettheteam

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

#explore #teamwork
#caffeine #community

“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



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)