DEVIN PAPILLION

Here are some previously published samples that give a bit more detail about how I was involved. With the exception of some pieces that are sealed under NDAs that prevent me from sharing them publicly, more can be found on my website in the portfolio section.

Website Rebuild -- **(Fintech, SaaS)** My role: Strategy, Copywriting, Copyediting.

- Complete, total rebuild of Intuit's DEI webpage. I worked as a subcontractor for an agency they hired to rebuild their DEI website. This involved a complete brand new strategy, and the writing that followed, from top to bottom.

Sample Social Campaign(s) -- **(Finance, FinTech)** My role: Strategy, Copywriting, Copyediting.

- This was a timely post that we ran based on some socially-charged, trending headlines. The post garnered over 6,300+ likes and 100+ comments in the first 24 hours. Over 75% of the overall engagement and interaction happened within the first 15 hours of publishing. The post now sits at around 8,000 likes/impressions with purely organic reach.
- Micro Social Campaign for the roll-out of a new product.
- Promo Social Post for a new app feature.

Sample Animated Campaign(s) -- **(Finance, FinTech)** Here are samples of some content/video animation that I got to be a part of with ONE.app. My role: Strategy, Copywriting, Copyediting.

- This one was part of a new initiative/product rollout that I got to contribute to from conception to execution (e.g., initial strategy, copy, in-app UX, etc.).
- The one was a re-brand for a new product we rolled out. Both of these took lots of hands-on collaboration from the design, animation, experience design and copy team.

Sample Short-Form Ad Copy – **(FinTech)** My role: Strategy, Copywriting, Copy-editing.

- A small print ad that served as promo for an app in the fintech space.

Sample Radio Ad Script Copy – **(Health/Medical, Radio)** My role: Strategy, Copywriting, Copyediting.

- A small radio ad (Pandora and Spotify) that served as promo to build general brand awareness. There's a corresponding print ad on the second page as well.

Report: Black Tech Effect 2024 **(Tech Enterprise, Long-Form)** -- My role: Creative Direction, Strategy, Writing, Editing

- Collaborated with one other writer and a project manager to strategize, direct, write and produce all written content. This report covered the recent progress, impact and effects of Black tech enterprise felt around the globe. We surveyed 100 companies breaking ground in the tech ecosystem. The content also seeks to educate the public on new and emerging tech trends that are picking up traction in the market for 2024 and beyond.

Case Study: Clean Energy Tech **(Clean Energy, Long-Form)** -- My role: Strategy, Writing, Editing

- Interviewed subject matter experts and the founder of a clean energy tech startup whose sole mission is to create clean energy for everyone. The objective was to capture the founding story and educate the audience about the product's impact.

Banner ad copy (paid promo) **(FinTech)** – My role: Strategy, Copywriting

- Paid banner ad copy that lived in a few different places (including a billboard on the Las Vegas strip) aside from this social media link.

Explainer: On Federal Interest Rates -- **(Finance)** My role: Strategy, Copywriting, Editing

- Educational piece/explainer written to inform the reader base on interest rates, how they work, and how they affect them.

Ghostwriting: Payments **(FinTech, Long-Form)** – My role: Strategy, Copywriting, Copyediting

Sample Email Campaign Clips **(FinTech)** – My role: Strategy, Copywriting, Copy-editing

- Linked is a PDF of a few sample mockups/clips from a series of email campaigns that went out to an email list of 2 million+ users.

Email Column –– **(Editorial + Finance)** My role: Strategy, Copywriting, Copyediting

- This Newsletter was a direct follow-up to some timely news we shared via social media and included promo for a weekly column that we expanded on further for the same topic.

Email Column –– **(Editorial + Finance)** My role: Strategy, Copywriting, Copyediting

- The main purpose of this newsletter is to promote a weekly column and other (timely) company news sent out to an email list holding thousands of subscribers.

Landing Page – **(Finance + Insurance)** My role: Strategy, UX Copywriting + Legal & Compliance)

- Landing page ad copy rollout for a new partnership between LightStream and State Farm. Involved strategy, copywriting, and UX writing.

Site Copy + UX Copy – **(Finance)** My role: Strategy, UX Copywriting + Legal & Compliance)

DEVIN PAPILLION

- Brand new website developed for the purpose of rolling out a new savings product, accompanied with a new mobile app. Involved strategy, copywriting, and UX writing.