

Trending Social - Pop Culture Engagement

RBFCU | Organic Social Media | Copywriting & Creative Concept Development | 2026

Project Overview

As a Marketing College Intern at RBFCU, I developed the concept and copy for a trend-responsive organic social post designed to connect the brand with a major pop-culture moment. The project targeted current and prospective members and used timely, playful content to support brand awareness and acquisition.

My Contributions	Campaign Focus
Social media copywriting Creative concept development Visual direction Trend-responsive messaging Brand-focused storytelling	Organic social Current & prospective members Timely pop-culture engagement Static social creative

From Concept to Published Post

The creative direction centered on a fairytale-inspired wedding announcement. I proposed romantic florals, an elegant invitation, a castle/storybook atmosphere and subtle fairytale details while keeping RBFCU branding prominent. I also developed the playful social copy and financial wordplay used in the campaign.

"It's a love story and baby THEY SAID YES!"
"Some matches just make cents."

The core concept and copy were carried into the final organic post published by RBFCU.

Creative Development - Portfolio-Safe Excerpt

Audience	Current and prospective members.
Objective	Acquisition through timely, brand-relevant organic social content.
Creative Direction	Fairytale/love-story wedding concept with romantic florals, elegant invitation styling, castle imagery and subtle storybook details.
Social Copy	It's a love story and baby THEY SAID YES! Some matches just make cents.

Internal project identifiers, workflow notes and other non-public operational details have been intentionally omitted.

Published Campaign



Final organic social creative as published by RBFCU. The finished post reflects the fairytale direction and campaign copy developed during the creative process.

Skills Demonstrated

Trend Marketing: connecting a timely cultural moment to relevant branded content.

Social Media Copywriting: creating concise, playful copy and financial wordplay.

Creative Concept Development: translating a social idea into clear visual direction for design.

Brand Storytelling: balancing a pop-culture reference with RBFCU's identity.

Audience Awareness: creating accessible organic content for current and prospective members.

Portfolio note: This case study presents selected public-facing work and a rewritten, portfolio-safe summary of the creative development process. It does not reproduce the full internal creative brief.