

A Christmas-themed social media campaign for the Houston ToolBank. Our goal was to reach local volunteers and convince them to borrow tools from our nonprofit warehouse. I developed the original pitch and copy for this campaign.



Houston ToolBank

December 16, 2016 · 🌐



Elfie figures Santa's sleigh could use a quick wash.

Need tools? [www.houstontoolbank.org](http://www.houstontoolbank.org) ✓

#BlueTools #ElfOnAShelf



Houston ToolBank

December 20, 2016 · 🌐



Not quite what Elfie had in mind when he asked to try out the leaf blowers.

Need tools? [www.houstontoolbank.org](http://www.houstontoolbank.org) ✓

#BlueTools #ElfOnAShelf



This social media campaigns features character introductions for *One Rogue At a Time*, a mobile romance game developed by Chapters: Interactive. I wrote romance-audience focused copy for these posts.



chaptersgame • Following

chaptersgame Sexy and smoldering, Bram is a mercenary who doesn't play by the rules. But he'll finally meet his match when you make him an offer that's too good to refuse.

New story coming to Chapters on Wednesday! ❤️

Enjoy a FREE code today: tmepg7z0  
\*Code available only through May 18th PST.

1,271 likes  
MAY 18



chaptersgame • Following

chaptersgame Sweet but spicy, Maybelle is the local herbalist at a small village. But after discovering a huge secret, she's intent on traveling to London with Bram to become a proper noble lady.

New story coming to Chapters on Wednesday! ❤️

Enjoy a FREE code today: eg9eso4g  
\*Code available only through May 17th PST.

1,484 likes  
MAY 17