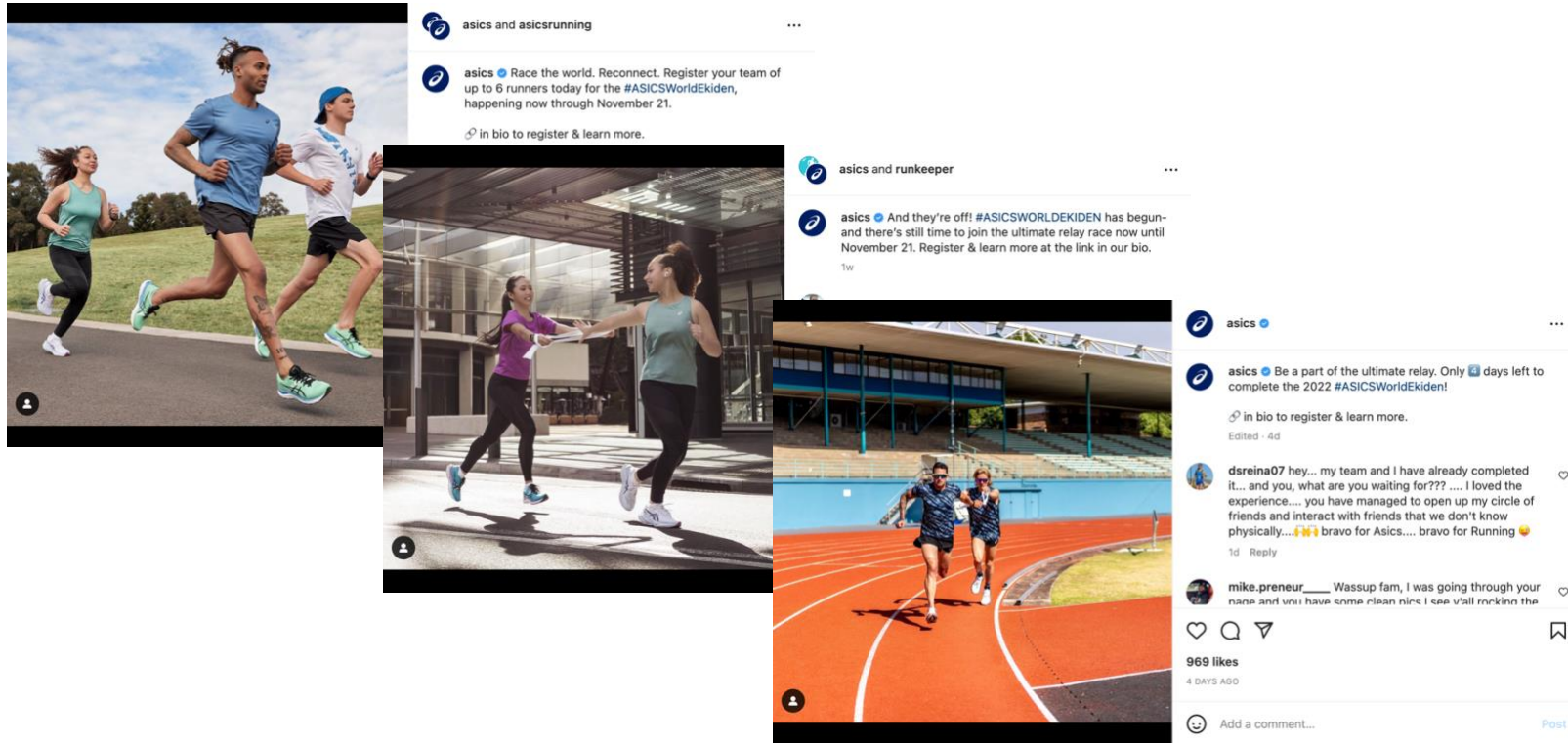


Selene Angier | Copywriter Select Social Media Clips

ASICS Ekiden Race

Wrote campaign series to raise awareness and drive signups for ASICS Ekiden Race, a 100+ year Japanese running tradition. Ekidens are lesser known in many global regions, so we had to get a lot of information in a small space about what this marathon team relay event is, how it works, and how to sign up. Posts aligned with race phases (awareness, sign up launch, deadline, race start).



ASICS AR Filter

When Ekiden race participants finished their team relay, there was a CTA to post on Instagram and an AR Filter would appear. The runner was able to share their accomplishment while helping us educate another audience about Ekiden. Incorporated "feeling" emotion copy, instead of suggested generic "2022 Finisher."



ASICS Superblast

Lead campaign writer for Superblast shoe launch, including foundational brand headlines, landing page, email, sell sheets, and social media posts.

Link to view Reel > <https://www.instagram.com/reel/CkirsNJD--2/>



Rockport

Contributed ongoing social copy for various shoe launch campaigns and promos for legacy shoe brand.



rockport · Following

rockport Fall must-have: loafers. An icon of laid-back sophistication, loafers are having a moment in the spotlight, and ours are as comfy as they come. Perfect for the office, brunch, and everything in between.



rockport · Following

rockport Utilitarian style. Rugged comfort. The Umbwe Mweka is one of our most sought-after boots, with its seamless blend of form and function. Tap to shop a pair for yourself. // #RockportUmbwe #Bestseller Edited · 6w

big_r2014 Awesome 5w Reply

r2o_rickyoneill_ 6w Reply

myjourneysplaylist I wouldnt mind taking a hike with those!

247 likes OCTOBER 18

Add a comment...

Post



rockport · Following

rockport Just say where. ProWalker takes you from morning commute to afternoon errands with ease. Swipe for a few of our favorite styles, and tap to shop a pair for yourself. // #ProWalker #AllDayShoes 6w

57 likes

OCTOBER 17

Add a comment...

Rockport Yesterday at 11:00 AM

From the morning coffee run to weekend brunch, you need stylish, supportive shoes that last the day (and night). Swipe to peep some of our on-the-go styles for women.

Shop Women's On-The-Go: <http://rkprt.com/womenonthego>



Alltown Fresh

Contributed ongoing social copy for meal kit sell ins, holiday gifts, and seasonal promos for fresh concept convenience store. Waygu beef sandwiches and kale bowls at a gas station? Oh yes, says Alltown Fresh.



alltownfresh ...

alltownfresh Nothing beats the big holiday meal — especially when you don't have to cook it. On tap? Prime rib roast, potato dauphinoise, and green bean casserole. Save room for seconds. (Reserve yours using the link in our bio.)

#AlltownFresh #PlymouthMA #AyerMA #EastonMA #MarlboroughMA #HamdenCT #WaterburyCT #MiddleburyCT #SchenectadyNY #MadeFresh #LocalEats #EatLocal #LocalIngredients #Holiday #HolidayMealKit

52w

dumplingdaughter Yes plz... ♡

52w 2 likes Reply

mbcrowley Can this be ordered and picked up at the ghost kitchen Waltham ♡

52w 1 like Reply

— View replies (1)

♡ 💬 📌

37 likes

DECEMBER 1, 2021

😊 Add a comment... Post

Alltown Fresh ...

November 30, 2021 · 🌐

'Tis the season for well-seasoned gifts! Introducing our thoughtfully curated, foodie-inspired collection of Holiday Gift Crates. They include:

- ◆ 5-Star Foodie Crate
- ◆ Meat & Greet Crate
- ◆ A Night At The Movies Crate
- ◆ From New England, With Love Crate
- ◆ Sweet Spot Crate

This mega-merry array is guaranteed not to be regifted. Order yours today! www.alltownfresh.com/gift-crates

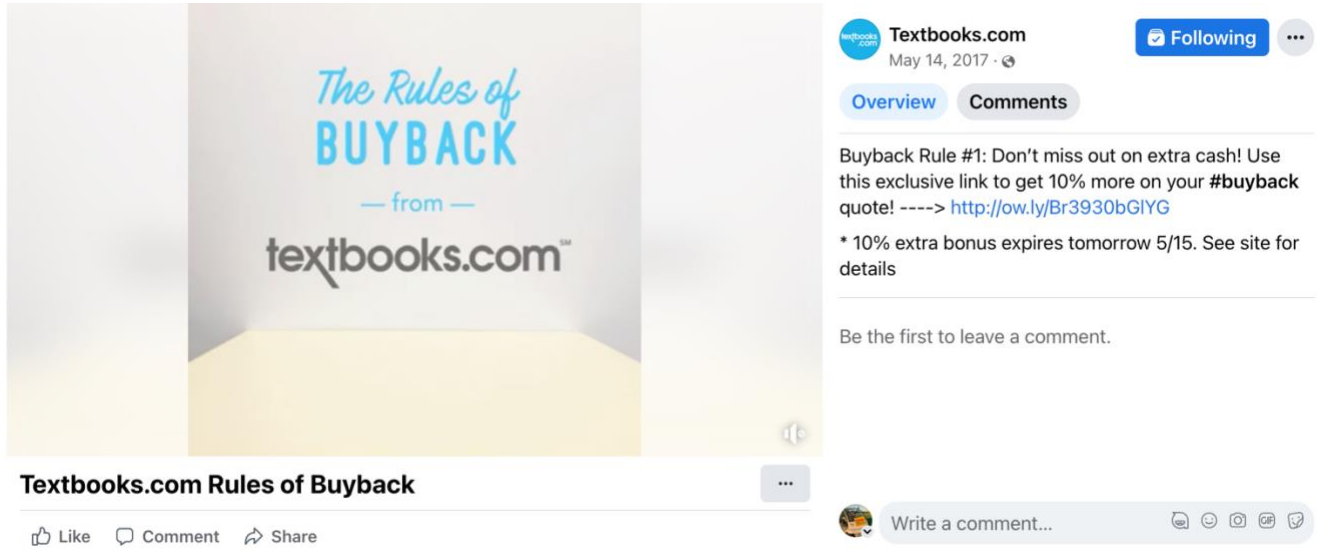
Alltown ...

November 30, 2021 · 🌐

Start your day in mint condition with a peppermint coffee or hot chocolate! Available for a limited time at participating locations.

Textbooks.com Buyback Video

Social media posts to educate and convert existing and potential customers about textbook buyback dos and don'ts — with the right amount of humor. View [Facebook post](#) >



The Rules of BUYBACK
— from —
textbooks.com™

Textbooks.com
May 14, 2017 · 🌐

Following

Overview Comments

Buyback Rule #1: Don't miss out on extra cash! Use this exclusive link to get 10% more on your #buyback quote! ----> <http://ow.ly/Br3930bGIYG>

* 10% extra bonus expires tomorrow 5/15. See site for details

Be the first to leave a comment.

Write a comment...

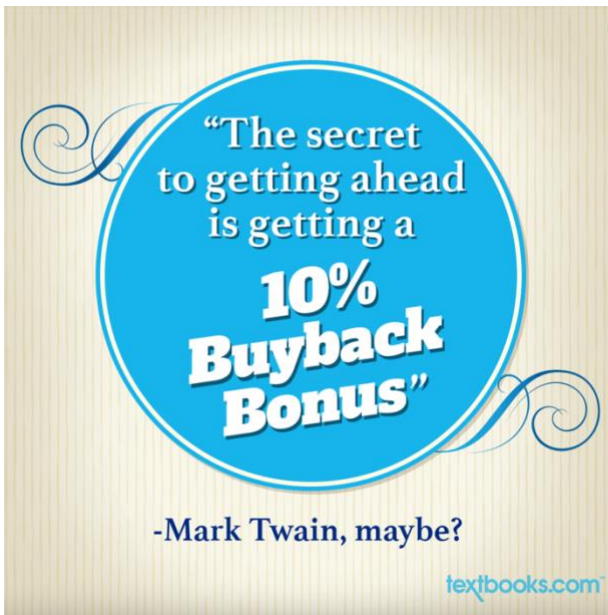
Like Comment Share

Social media posts were a part of integrated campaign with blog post, email, and banners
Read blog post > <https://www.textbooks.com/blog/6-buyback-tips-to-sell-your-textbooks>



Textbooks.com Buyback Campaign

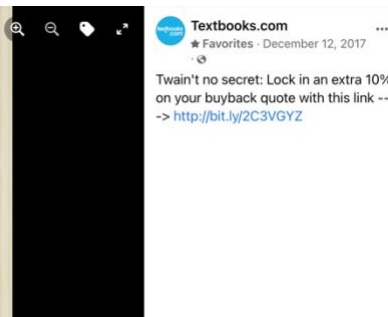
Concepted playful series that took creative liberties with famous quotes. Status copy got successively urgent as campaign ended.



"The secret to getting ahead is getting a **10% Buyback Bonus**"

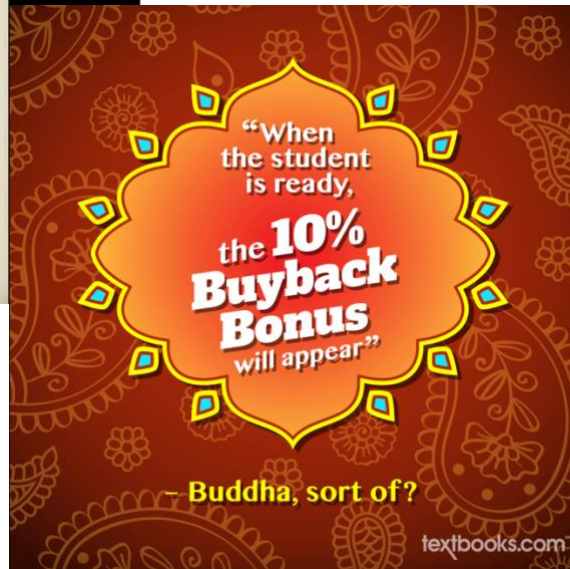
-Mark Twain, maybe?

textbooks.com



Textbooks.com
★ Favorites · December 12, 2017

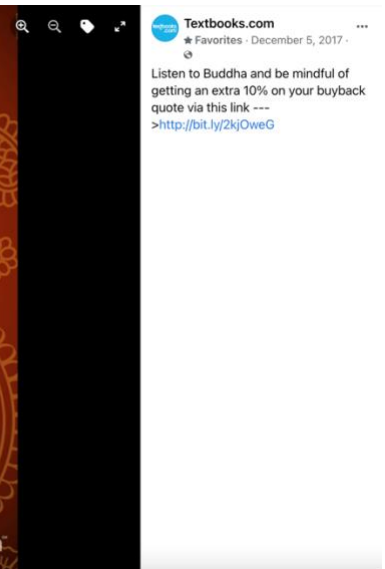
Twain't no secret: Lock in an extra 10% on your buyback quote with this link --> <http://bit.ly/2C3VGYZ>



"When the student is ready, the **10% Buyback Bonus** will appear"

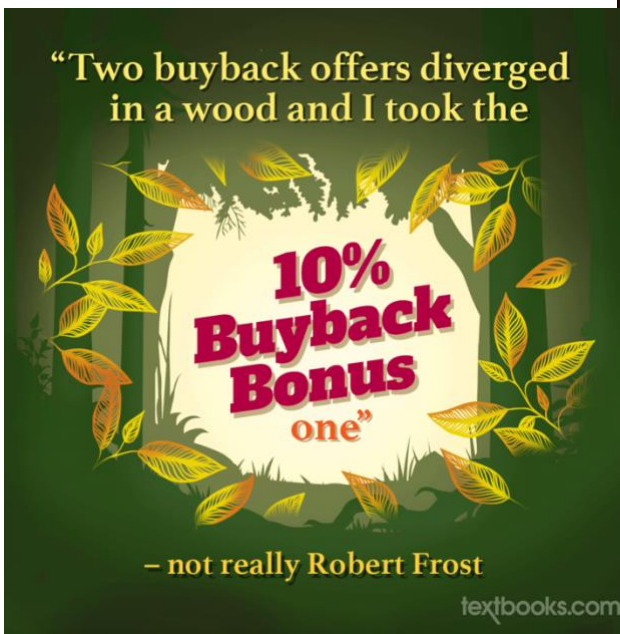
- Buddha, sort of?

textbooks.com



Textbooks.com
★ Favorites · December 5, 2017

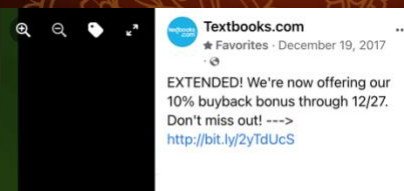
Listen to Buddha and be mindful of getting an extra 10% on your buyback quote via this link ---> <http://bit.ly/2kjOweG>



"Two buyback offers diverged in a wood and I took the **10% Buyback Bonus one**"

- not really Robert Frost

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★ Favorites · December 19, 2017

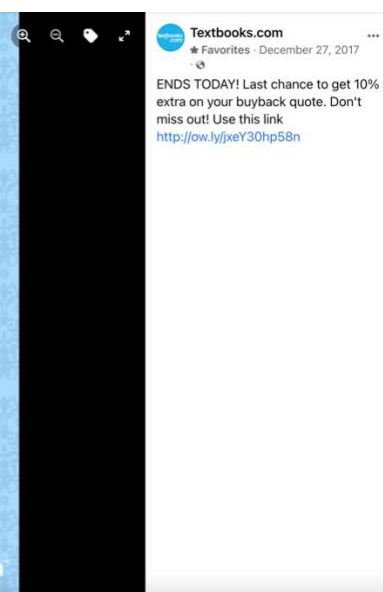
EXTENDED! We're now offering our 10% buyback bonus through 12/27. Don't miss out! ---> <http://bit.ly/2yTdUcS>



"Let them have a **10% Buyback Bonus**"

- a misquoted Marie Antoinette

textbooks.com



Textbooks.com
★ Favorites · December 27, 2017

ENDS TODAY! Last chance to get 10% extra on your buyback quote. Don't miss out! Use this link <http://ow.ly/jxeY30hp58n>

Textbooks.com "It's Who We Are" Back to School Campaign

For this campaign, we took a refreshing turn away from stock photography and illustrations and highlighted our #1 asset — our staff.

BOOK LOVERS

IT'S WHO WE ARE

"Getting you the best new, used, and digital textbooks at a great price is important to us."

Karen
in Customer Service

textbooks.com

Textbooks.com
★ Favorites · December 28, 2017

The start of the semester is just around the corner. Order your books now and Karen and her team will get them right out to you. Plus get FREE SHIPPING on orders \$25 & up* (details on site) ----->
<http://bit.ly/2ldV4ct>

GREAT SERVICE

IT'S WHO WE ARE

"We pride ourselves on keeping 10 million new, used, and digital books in stock. What can we get you?"

Drake in the Warehouse

textbooks.com

Textbooks.com
★ Favorites · January 16, 2018

Choice is important. That's why we keep 10 million new, used, and digital #textbooks in stock for you. Plus you'll get FREE SHIPPING on orders \$25 & up* (details on site) ----->
<https://buff.ly/2DiBo0Z>

FREE SHIPPING

IT'S WHO WE ARE

"Free shipping means saving you a few extra dollars, and that's our #1 goal."

Kayla in Shipping

textbooks.com

Textbooks.com
★ Favorites · January 9, 2018

Is "don't put stuff off" one of your new year's resolutions? We can help. Order now and cross "get books" off your list. Plus save with FREE SHIPPING on orders \$25 & up* (details on site) ---->
<https://buff.ly/2D9FmXg>

USED BOOKS

IT'S WHO WE ARE

"We hand-inspect every single used book before it makes its way to you."

Rabija in the Warehouse

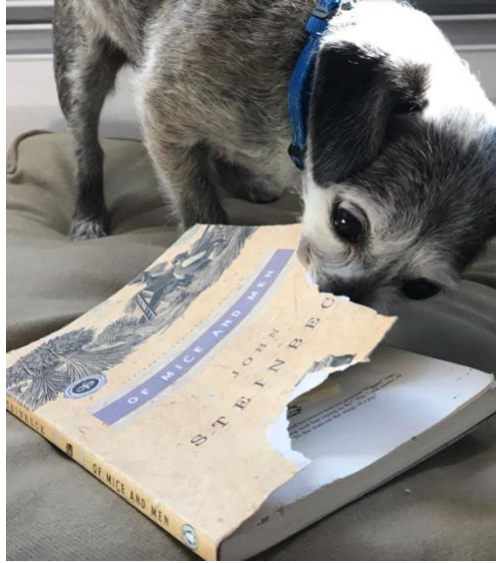
textbooks.com

Textbooks.com
★ Favorites · January 2, 2018

Is "save more money" one of your new year's resolutions? Shop early and save on used books (they go the quickest!) plus get FREE SHIPPING on orders \$25 & up* (details on site) ----->
<http://bit.ly/2CEJgas>

Textbooks.com Pets Buyback Campaign

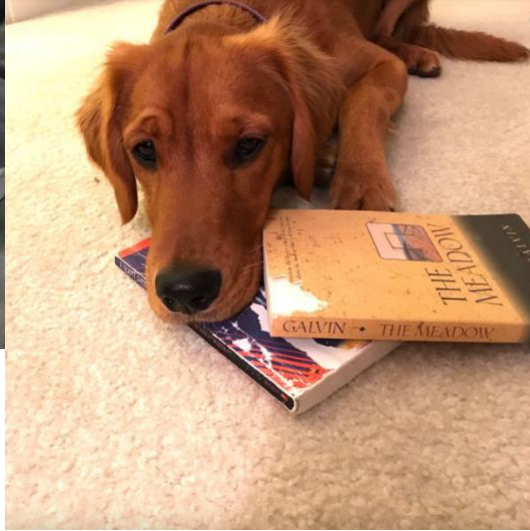
Agency research revealed our customers/followers were also pet owners. Cute pups and kitties on the socials? No brainer. Concepted social media series to educate and convert existing and potential customers about textbook buyback dos and don'ts — with a little help from staff pets. 2 goals: show that Textbooks.com was run by real people, and have some four-legged fun.



Textbooks.com
★ Favorites · December 17, 2017

Trouble is earning his name today. Someone should let him know these bite marks will seriously impact his buyback quote.

Read more tips about ruff condition in our Dos and Don'ts of **#Textbook #Buyback** ---><http://bit.ly/2j72nkF>



Textbooks.com
★ Favorites · December 10, 2017

Uht oh! Mya's been a gnawwwwty girl.

We buy all kinds of books back, but not ones in bad condition, no matter how cute the perpetrator. Read more about the Dos and Donts of **#Textbook #Buyback** --->
<http://bit.ly/DogDaysOfBuyback>

#dogdaysofbuyback