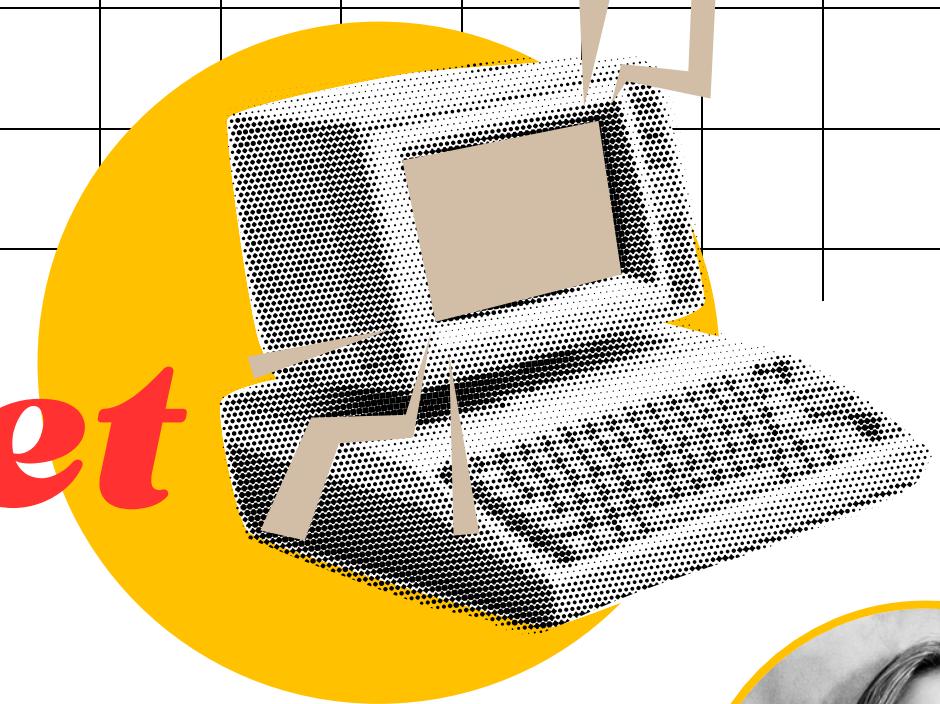


Portfolio Cheat Sheet



I LOVE WHAT I DO!



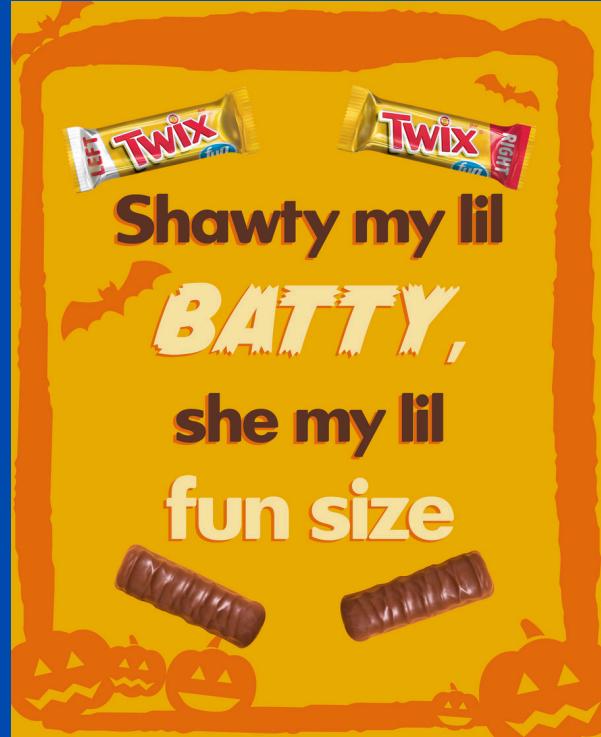
Strategy & Copywriting

TYPE: AGILE/OPPORTUNISTIC



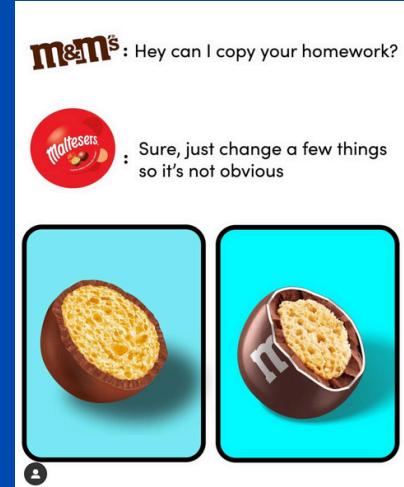
twix 🍫 These break too but we're mad about it 😊

#joycon #acnh #switch #bells
#acnhcommunity #lol #funny



INSIGHT: Gamers are posting about Joy-Cons breaking. TWIX can tap the “break” talk—two bars, big crunch—and join the conversation in a fun way.

INSIGHT: I often draw inspiration from trending musical artists and lyrics being mentioned on social by our fans. This is how I made it TWIX. Here, I am driving awareness around our Halloween product: TWIX Fun Size.



maltesers 🍫 Never again,
@mmschocolate 😊

#memes #lol #memesdaily #maltesers
#memes 😂 #funnymemes #shade



twix 🍫 A deal breaker. Sorry, luv.
#lefttwix

#memes #lol #tweet #funny
#funnytweets #dankmemes #twix

INSIGHT: I am constantly finding ways for our brands to tap into trending memes. This example was a risky move (our legal team wasn't fond of it) but the engagement it received proved it was worth it.

INSIGHT: Finding creative solutions to tap into trending memes while still adhering to our brand DMS (i.e. fonts, colors, brand assets etc.)

Strategy & Copywriting

TYPE: AWARENESS+ CONVERSION DRIVING



 twix 🎉 🎉 TWIX x @theshoesurgeon limited edition cookies & creme kicks available via sweepstakes giveaway at @extrabutter on 2/06! 🔥 if you're not in NYC don't sweat it, we got other ways for you to cop. 😊 🎉 stay tuned. NO PURCHASE NECESSARY. Link in bio.
#cookiesncreme #sneakers #twix
#shoedrop #shoes #candy
#cookiesandcream



 mmschocolate ✨ Be the M&M'S in a sea of candy corn. #inspiration #inspirationquotes #instaquotes #qotd



A circular logo for Maltesers, featuring the brand name in a stylized font with a red and yellow color scheme, surrounded by a ring of small dots.

maltesers 🍫 Spill the Mal-TEA-sers party. You coming? 😊

*

*

*

#maltesers #chocolate #teaparty #twix
#teatime #dessert #instadessert

#candy #instagood



TWIX  @twix · Jul 30
Reverse 2 or draw 25, fam. 😊 (we don't make the rules, ask @realUNOgame)



Scriptwriting - Social Ads

IDEA #1

“Video Conference” :06 - :15



Hey, Class of 2020



3 MUSKETEERS wants to wish you a

Rob is making satisfied noises such as, “Mmmm” and “delicious!”



Confused, embarrassed, and slightly horrified facial expressions are exchanged by meeting attendees, while looking at Rob on screen.

Rob noises continue.



One colleague leans over to another and whispers apprehensively:

“Doooo you think he knows he’s on the call?”

THE DIGITAL HIVE



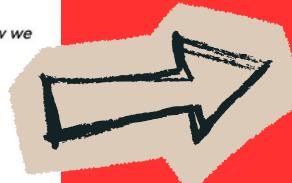
We cut to a wide view revealing Rob is actually on screen in a full conference room, fully unaware in his delicious distraction.

Rob continues noises of satisfaction, but now we hear them over amplified conference room speakers.



Cut to Milky Way end card

Rob’s enjoyment continues: “Sooo good.”

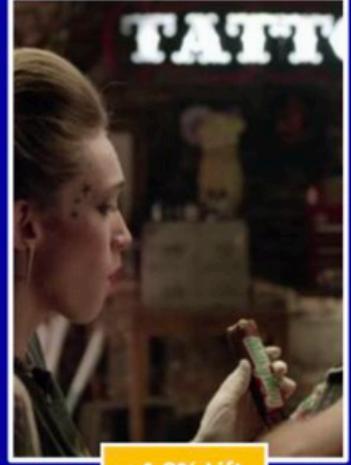


Bespoke vs. Traditional FB/IG Study
(Q4 2019: \$430K Working Spend)

Platform bespoke:
Authentically shot on iPhone



+7% Lift



+4.8% Lift

Content created bespoke for the platform (in partnership with Facebook) with an authentic look (shot on an iPhone) outperformed traditional OLV

END-TO-END INFLUENCER CAMPAIGNS



3musketeers ✨ Throwback to Tuesday night at Variety's Power of Young Hollywood party! We had a blast with @britain_bennett throwing shine to those making positive changes and spreading positivity! 💕 Check out our #POYH highlight for some #BTS moments. 😊

#powerofyounghollywood #variety
@variety #colesprouse #camilacabello
#stephanjames #daviddobrik
#throwshine #tbt

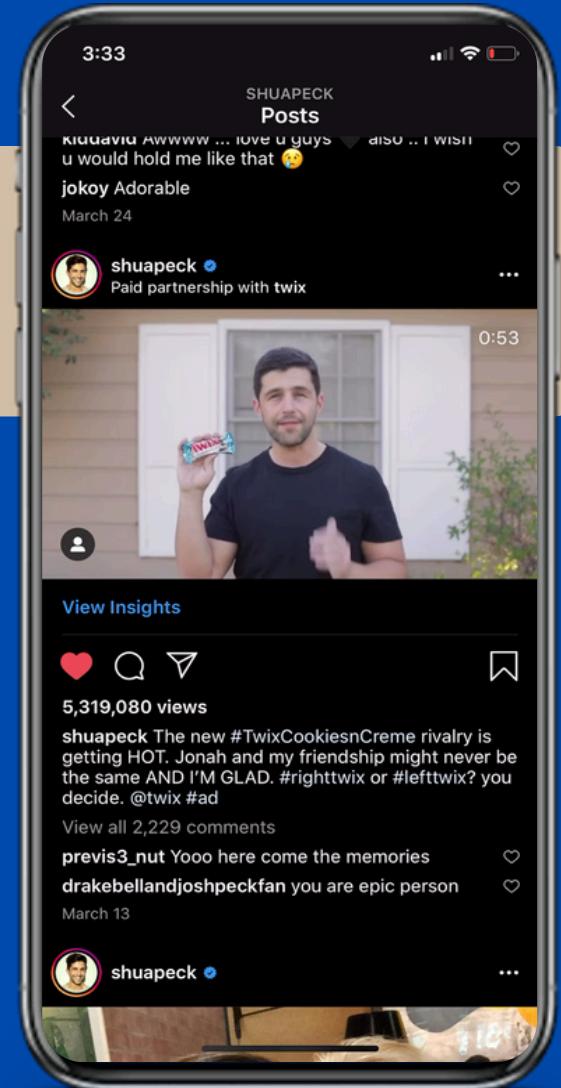


msrebeccablack ✨ #ad I know many of you are graduating high school or college this year, which in a time like this makes such a massive achievement feel a little less rewarding. So often, young role models all over don't get the credit they deserve. So, I'm happy to be partnering with @teenvogue x @3musketeers for the 3 MUSKETEERS Throw Shine Awards to give you or someone you know who is a role model in your community a chance to win \$5,000! See the link in my story for rules. Happy Grad to the Class of 2020 #contest #Throwshine #TVClassof2020



adelainemorin ✨ Happy Halloweek!! Trick or treat? 🎃👻 More like right or left @twix bar? Haha when I was younger, my FAVOURITE candy bar was TWIX and I'd always trade my candy with TWIX from my brother and sister's bags! So which one are you? A #LeftTWIX, someone who TRADES candy with your siblings or a #RightTWIX, someone who SWAPS candy with your siblings? 😊 #TWIX #TWIXorTreat #ad bit.ly/ORG-NoVid

101w



COPYWRITING | *ENGAGEMENT*



TYPE: OPPORTUNISTIC

Peanut Jr. 🌐 @MrPeanut · Jan 22
It is with heavy hearts that we confirm that Mr. Peanut has died at 104. In the ultimate selfless act, he sacrificed himself to save his friends when they needed him most. Please pay your respects with **#RIPeanut**



10.3K 49.4K 133.6K

SNICKERS 🌐 @SNICKERS · Jan 22
We, too, would sacrifice it all for the nut **#RIPeanut** (a real one).

259 4.2K 24.3K

SiriusXM Hits 1 🌐 @SiriusXMHits1
WE HAVE NO CHOICE BUT TO STAN AND EAT **@TWIX + @SKITTLES** EVERY DAY FOR THE REST OF LIVES!!!! YASSS!!!!

11:57 AM · May 26, 2020 · TweetDeck

94 Retweets 3 Quote Tweets 2.8K Likes

TWIX 🌐 @twix · May 26
WE STAN A SUPPORTIVE 1D COMMUNITY

56 305 3.5K

Daniel Howell 🌐 @danielhowell · 3h
Basically I'm Gay youtu.be/lrwMja_VoM0

22.4K 36.2K 148K

Maltesers 🌐 @maltesersusa
Replying to @danielhowell
We ❤️ you! 🏳️

06:02 · 14/06/2019 · Twitter Web Client

1,262 Retweets 15.7K Likes

Lilly Singh 🌐 @Lilly
LOLLOLLL. I'm sorry baby. I actually do really love you. Left and right.

TWIX 🌐 @twix · Apr 23
Replying to @Lilly and @Eminem
you don't want us to drop this response diss track we just recorded...

3:36 PM · Apr 23, 2020 · Twitter Web App

61 Retweets 1 Quote Tweet 1.2K Likes

TWIX 🌐 @twix · Apr 23
we'll admit we're not the only ones with bars...

6 39 680

KITKAT 🌐 @KITKAT · Aug 25
Replying to @twix @SNICKERS and 3 others
You're a bit late to the party

1 72 3K

TWIX 🌐 @twix · Aug 25
Had a private Harry Styles #1 Fans Group Chat party to attend **#sorry**

191 2.7K

COPYWRITING | *ENGAGEMENT*



TYPE: OPPORTUNISTIC

TWIX @twix · Jul 13
CEO of being relevant

Relevant people

TWIX @twix
Crunchy cookie. Smooth caramel. Creamy chocolate. Twice. What's not to like? #TWIX

26 21 186

TWIX @twix

(՞ ^՞ ^)՞ ՞ ՞ (՞ ՞ ՞) this could be us but u playing

TWIX @twix · Mar 2
2 truths & a lie:
- @skittles is our best friend 😊
- i didn't think about twix this week 😕
- twix is the GOAT and honestly has the cookie crunch game on 🔒

20 5 137

TWIX @twix
dis how you flex

pj evans @pjayevans · Jun 5
twix world
Show this thread

5:28 PM · Jun 22, 2020 · Twitter Web App

View Tweet activity

5 Retweets 2 Quote Tweets 151 Likes

UNO @realUNOgame · Aug 17
Y'UNO we ain't sharing 😈

TWIX @twix · Aug 17
We'd draw 4 before we share our other TWIX 😊

Squirts MacIntosh @powbamcam · Aug 17
I had a similar experience when I shared a @KITKAT but my brain lasers were also red...

TWIX @twix · Aug 17
never heard of them

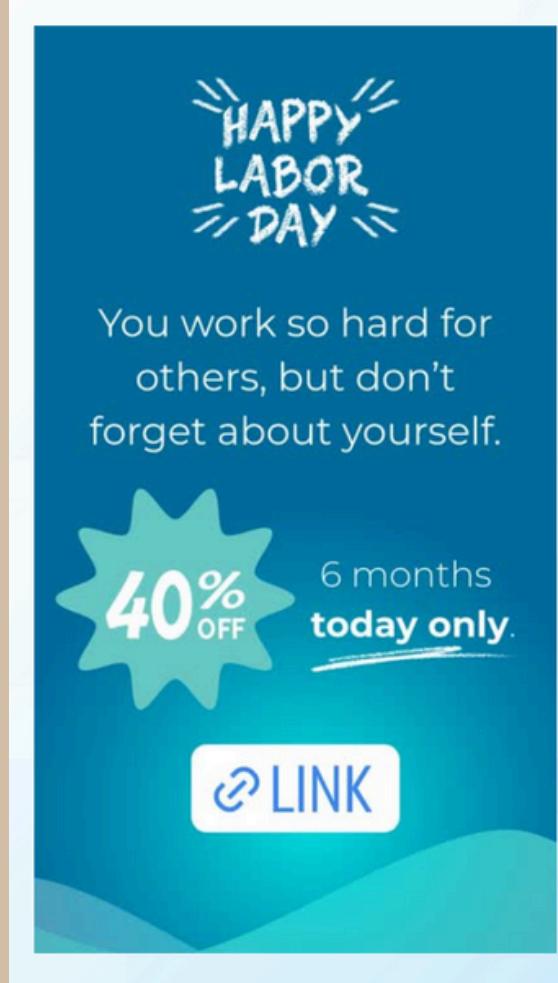
TWIX @twix
note from our marketing department: PICK A SIDE.

TWIX @twix · Aug 20
DIS OUR JAM

TWIX @twix
Our old 2000 away message:
BRB
spYing on IEft twix fact0ry lolz
~r!ght twix~ <3

2:52 PM · Sep 1, 2020 · Twitter Web App

GRAPHIC DESIGN & COPYWRITING



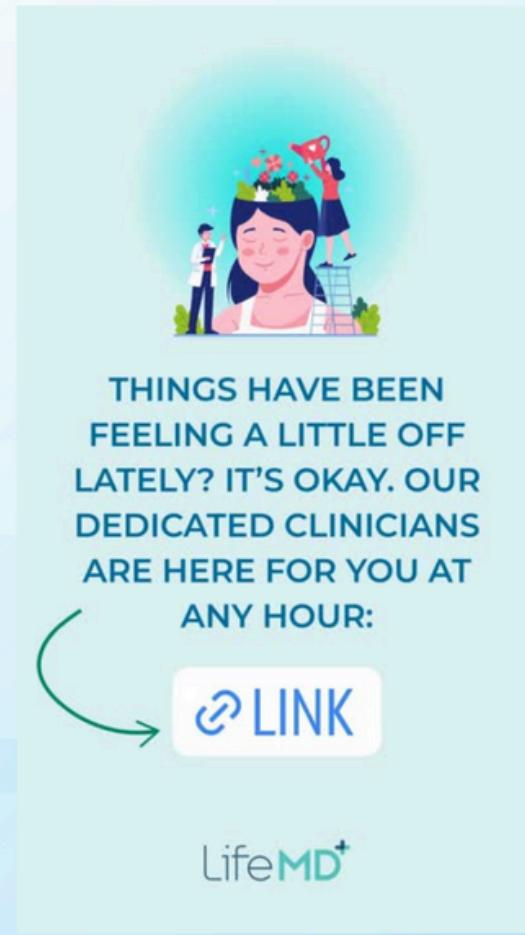
HAPPY LABOR DAY

You work so hard for others, but don't forget about yourself.

40% OFF 6 months today only.

[LINK](#)

This graphic is a promotional card for Labor Day. It features a blue background with a teal gradient at the bottom. The text 'HAPPY LABOR DAY' is in a white, hand-drawn style font. Below it, a message encourages self-care. A large teal starburst shape contains the text '40% OFF' and '6 months today only'. At the bottom is a white button with a blue 'LINK' text and a small icon.



THINGS HAVE BEEN FEELING A LITTLE OFF LATELY? IT'S OKAY. OUR DEDICATED CLINICIANS ARE HERE FOR YOU AT ANY HOUR:

[LINK](#)

LifeMD⁺

This graphic is a mental health support message. It features a light blue background with a teal gradient at the bottom. It includes a small illustration of a woman with a garden growing out of her head. Below the illustration, text reassures users that help is available. A green curved arrow points from the text to a white 'LINK' button. The 'LifeMD+' logo is at the bottom.

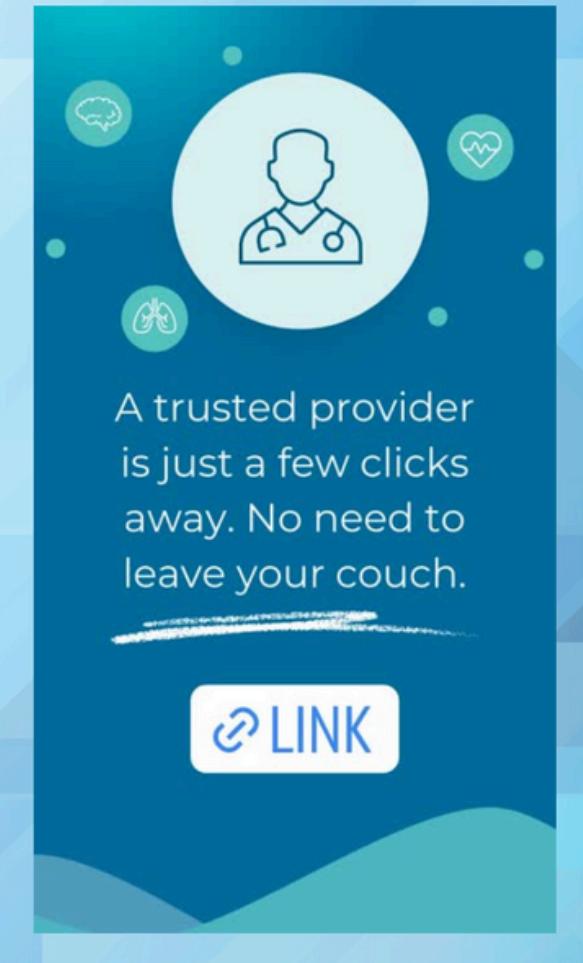


Give yourself the gift of **SELF LOVE** this Valentine's Day

[LINK](#)

LifeMD⁺

This graphic promotes self-love for Valentine's Day. It has a dark blue background with a teal gradient at the bottom. A large white heart in the center contains the text 'SELF LOVE'. Below the heart, text encourages self-care. A white 'LINK' button is at the bottom.



A trusted provider is just a few clicks away. No need to leave your couch.

[LINK](#)

This graphic emphasizes the convenience of telemedicine. It features a teal gradient background with a dark blue gradient at the bottom. It includes a circular icon with a doctor's silhouette and medical icons (brain, heart, lungs). Text at the top highlights the ease of access, and a white 'LINK' button is at the bottom.



THANK YOU

* DANIELARIOSJOBSEARCH@GMAIL.COM *