

SELINA HEINEN

2025

CASE STUDIES

LITERALLYSELINA.COM



SELINA HEINEN

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ABOUT SELINA

I'M SELINA HEINEN, A MULTIMEDIA STORYTELLER, VISUAL CONTENT ARCHITECT, AND POP-CULTURE CONNOISSEUR BASED IN NEW YORK, NY.

For over a decade, I've crafted engaging narratives through video editing, social media, and beyond, energetically shaping stories inside Adobe Creative Suite and Google Docs. I approach every project with intentionality, craft, and an eye for human connection.

I bring a holistic and hands-on approach to creative operations and management. I specialize in streamlining workflows across multidisciplinary teams, bridging the gap between creative ideation and on-time, on-brand execution. As a lifelong creative, I understand each project is unique. My background in post-production, content strategy, and copywriting enables me to anticipate bottlenecks, balance creative vision with logistical needs, and build scalable systems that support consistent output without sacrificing originality.



EDUCATION

Master of Business of Creative Enterprises 2025

At Emerson College, I mastered the art of economic, creative, and operational advancement of creative industries.

Bachelor of Film Studies 2017

At CUNY Hunter College I studied the cultural and historical analysis of media and practiced both film and digital video production.

Associate of Advertising and Marketing Communications 2015

At the Fashion Institute of Technology I learned how to apply the sciences of integrated marketing and public relations.



CASE STUDIES



SUPERNiRO

"MAKE NIRO VIRAL" ✨

I had one job--make Niro go viral as much as possible.

SUPERNiRO is a New York City pop music artist and musical theatre producer. To prepare for his upcoming single releases, his manager contracted me in June 2024 to create content and evolving social media management strategies for Instagram, TikTok, and YouTube Shorts. So that, when the singles were released, the algorithm would favor the new music and deliver Niro to everyone's ears.

SUPERNIRO



CASE STUDIES

THE STRATEGY

★ We launched an aggressive content creation strategy-- 5 short-form videos per week across all three platforms.

To market both sides of his creative personae, we alternated between pop culture and musical theatre content.

★ I scrolled the apps for 1-2 hours per day to closely monitor trends, wrote scripted content, and filmed and edited every video.



SUPERNIRO



CASE STUDIES

THE RESULTS



By the end of our contract, we went viral at least once per week.

TAKEAWAYS

- Always try new strategies, even if the hits keep hitting
- Social media isn't a billboard--it's a group chat.

MONTH 1

Instagram:
1,900 Followers

TikTok:
3,600 Followers

YouTube:
260 Subscribers

MONTH 6

Instagram:
4,600 Followers
20 viral videos

TikTok:
6,100 Followers
12 Viral Videos

YouTube:
350 Subscribers
2 Viral Videos

SUPERNIRO



CASE STUDIES



WILDLANDS

Dwarven Forge's 8th Kickstarter-- wilderness gaming terrain

Dwarven Forge hosts annual Kickstarters to launch new product lines of tabletop gaming terrain (ex: dungeons, caverns, cities, etc). 2020's challenge was to do so during the COVID-19 pandemic and political unrest. After delaying as long as we could, we launched in August 2020. With two months to prepare, each creative team--product development, marketing, and operations--set off to break our previous crowdfunding records.

WILDLANDS



CASE STUDIES

THE VIDEO STRATEGY

There was already a tried and true formula in place: a heartfelt Kickstarter video that revealed the product and creative process, as well as YouTube “walkthrough” videos that showed off each piece and pledge level.

We launched a Twitch channel in January 2020 that ended up being crucial to marketing efforts. We increased our video output by building an in-house production studio and expanding the video department beyond myself and the occasional freelancer.



Flocking Tree

Dwarvenite Tree

WILDLANDS



CASE STUDIES

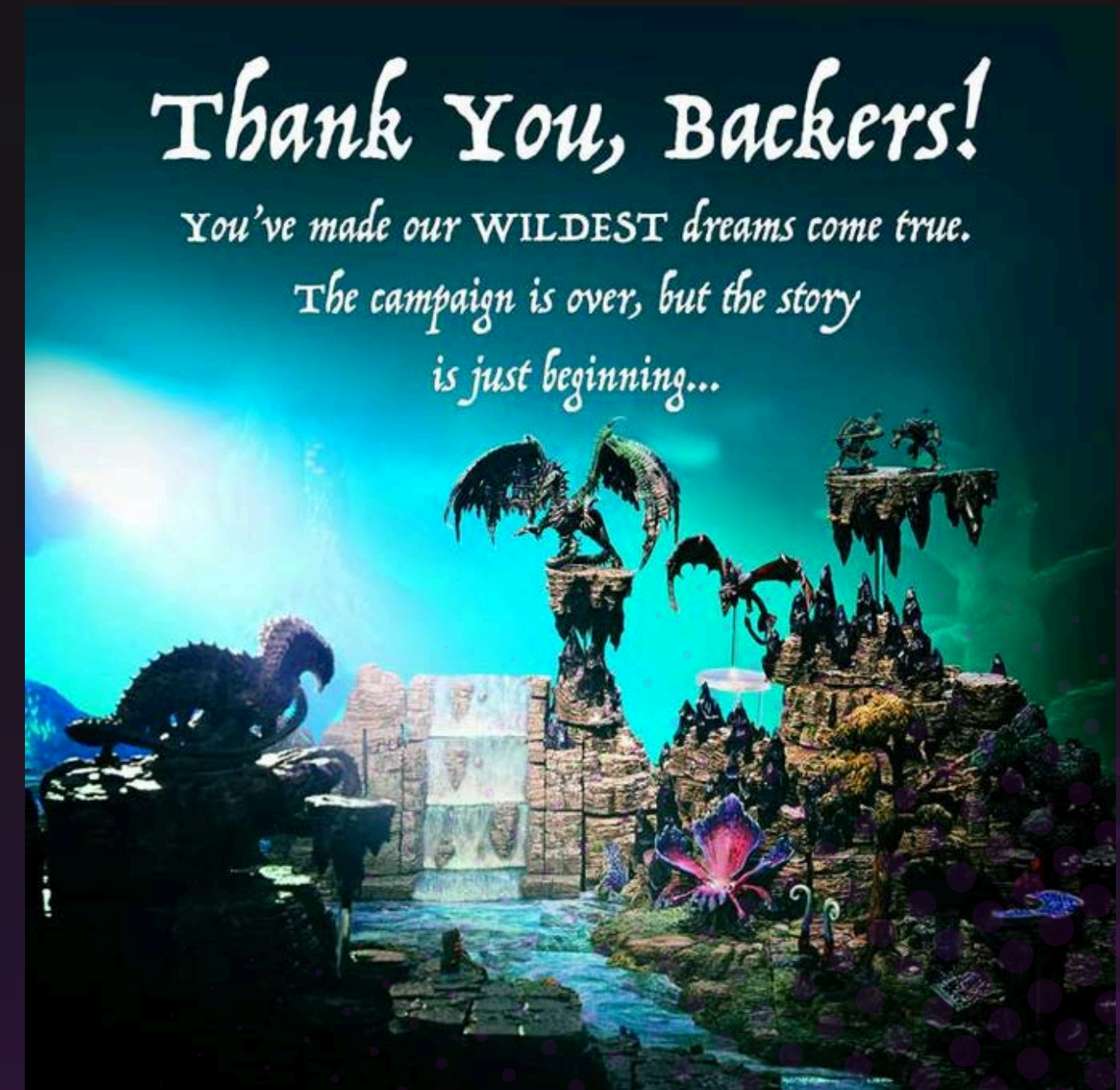
THE RESULTS



We surpassed all goals in the final 90 seconds, as fans in our Discord calculated how much more each would have to pledge to help us surpass **\$4 million**.

TAKEAWAYS

- Long-term marketing efforts, like events, conventions, email newsletters, and social media management pay off.
- Creating a cult-like brand requires dedicated community management.



WILDLANDS



CASE STUDIES

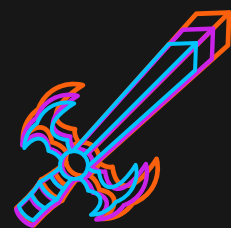


DESCENT INTO DOOM

Dwarven Forge's first influencer campaign promoting their module, Dungeon of Doom

'Dungeon of Doom' is a Dungeons & Dragons 5e module that designed to be played in tandem with the dungeon product line of the same name. The influencer marketing campaign, Descent Into Doom, was a Dungeons & Dragons actual-play video series. The ultimate goal was to inspire newly-restocked product sales.

DESCENT INTO DOOM



CASE STUDIES

THE STRATEGY

★ We dipped our toes into the world of actual-play Dungeons & Dragons because the best way to show off the usability of the terrain was to use it as intended--playing TTRPGS!

★ We filmed a play-through of the first 3 encounters and released an edited version on YouTube, complete with graphic effects and action close-ups.

Then, 6 other creators filmed their own play-throughs that continued the story. ★



DESCENT INTO DOOM



CASE STUDIES

THE RESULTS

The terrain line sold out, the module was downloaded over 1,000 times within the first few weeks of the campaign, and the video series saw over 60,000 views

TAKEAWAYS

- Successful cross-collaborations build brand awareness, good will, and industry relationships that will last for years.
- The best way to sell high quality products is to get it into people's hands.
- Beware the bandwidth eaten up by designing a 400-page illustrated book!



DESCENT INTO DOOM

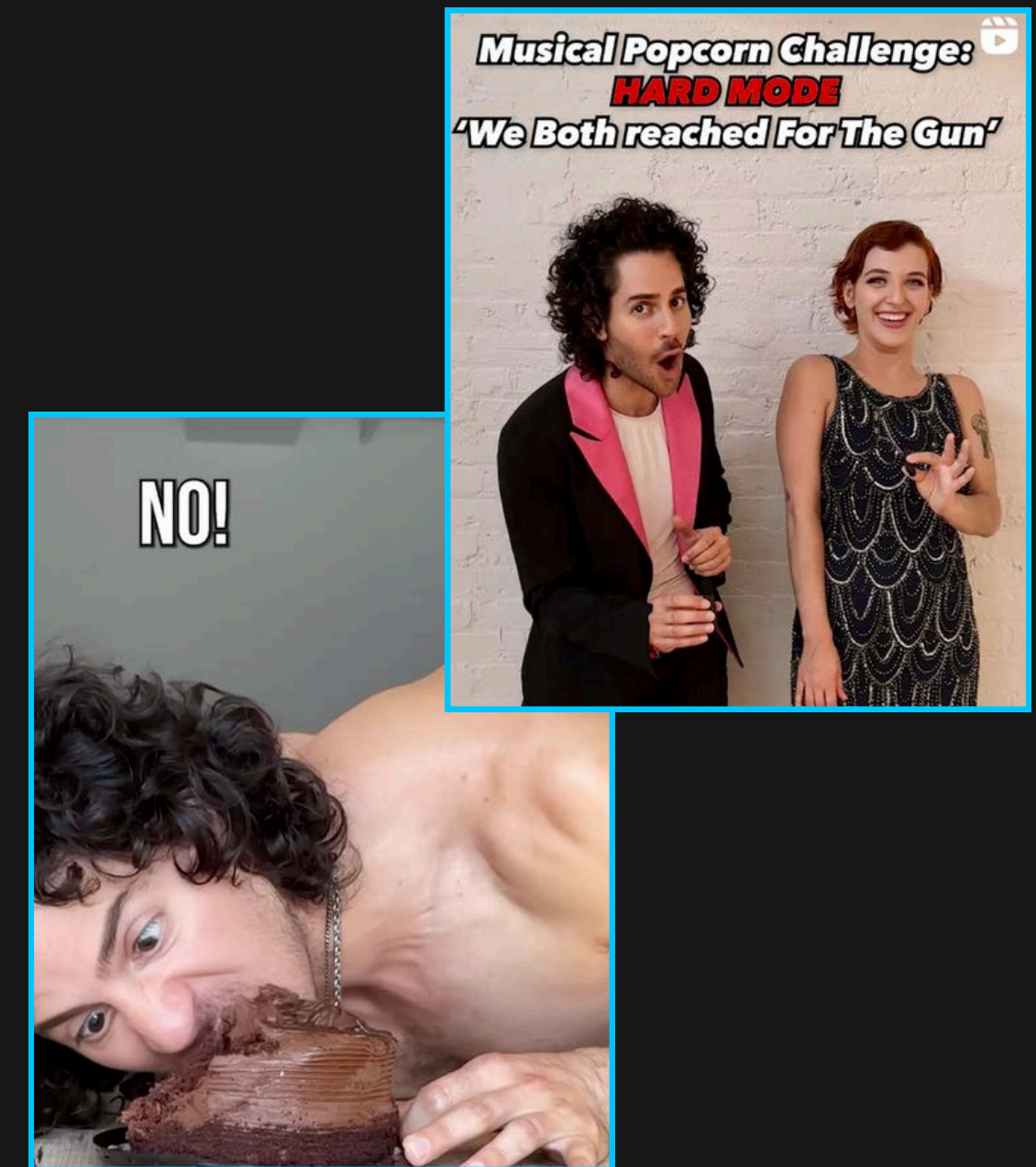
TESTIMONIALS

“SELINA’S ENERGY, CREATIVITY, AND UNIQUE PERSPECTIVE HAVE TRULY ELEVATED NIRO’S SOCIAL MEDIA PRESENCE.

We absolutely love working with them.

Their spirit, humor, and style have not only made a significant impact on our social media platforms but have also made the entire process enjoyable and inspiring!

Selina’s professionalism and dedication are evident in every piece of content they create, and their ability to start capturing Niro’s vision so awesomely!! We really appreciate Selina’s proactive approach and the fresh ideas they bring to the table!”



NADAV PESSACH, MANAGER, SUPERNIRO

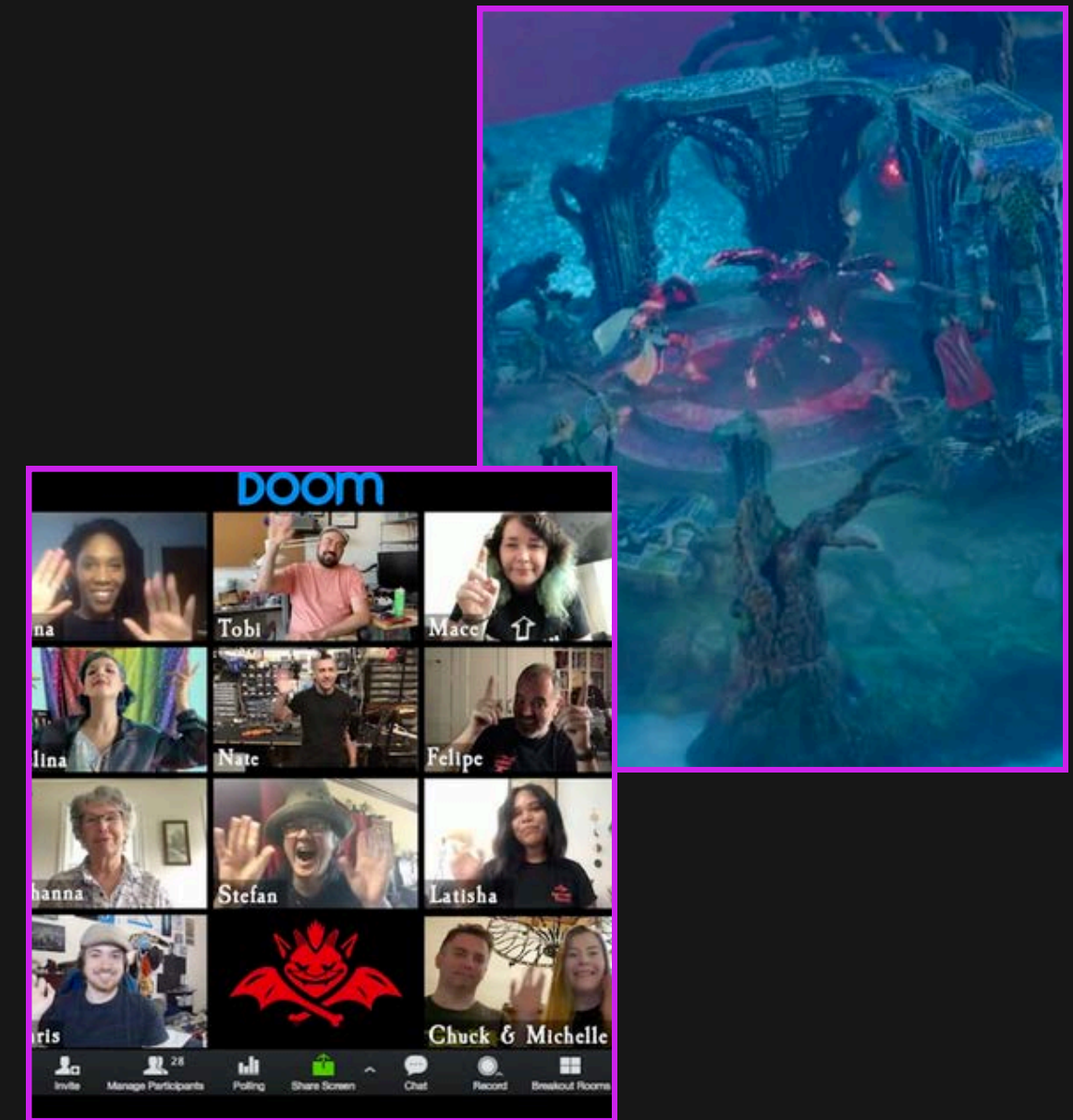
TESTIMONIALS

“FROM PRODUCING VIDEOS TO MANAGING OUR SOCIAL MEDIA, SELINA BROUGHT OUTSTANDING SKILL, TALENT AND CREATIVITY TO OUR WORK.

Selina understood our brand, our customers -- and always made sure our voice was honest, relevant and fun. Selina's contributions ranged from videos for a multi-million dollar Kickstarter campaign, to the steady growth of followers on key social media platforms (e.g. Facebook/Instagram, YouTube and Twitch), to representing our company at conventions.

Any company looking for creative talent will surely benefit from Selina's wide ranging skills, dedication and infectious enthusiasm.”

JAY ZIBELMAN, CO-FOUNDER, DWARVEN FORGE LLC

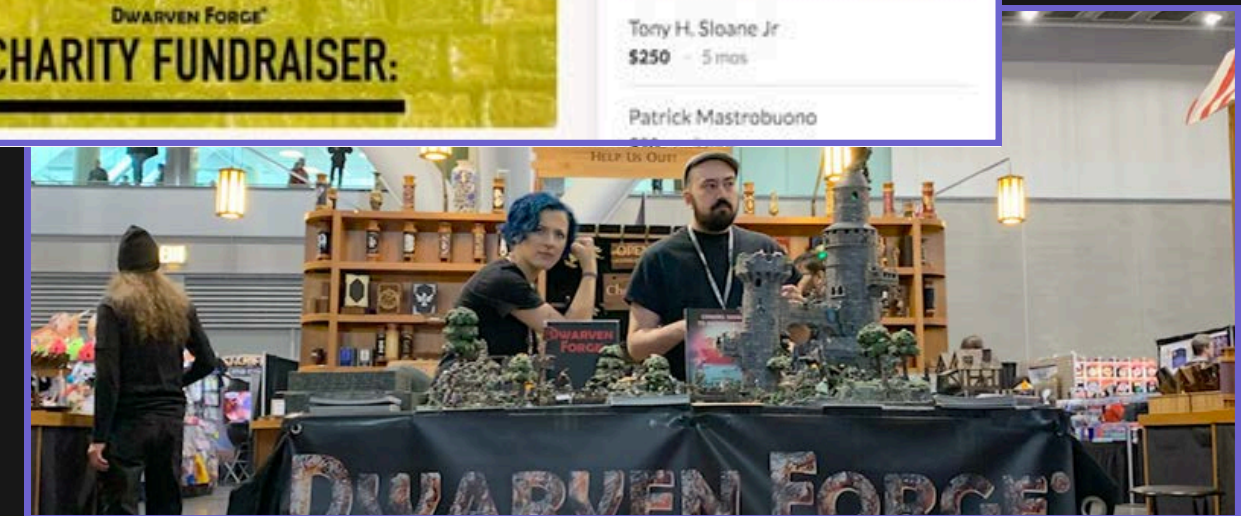
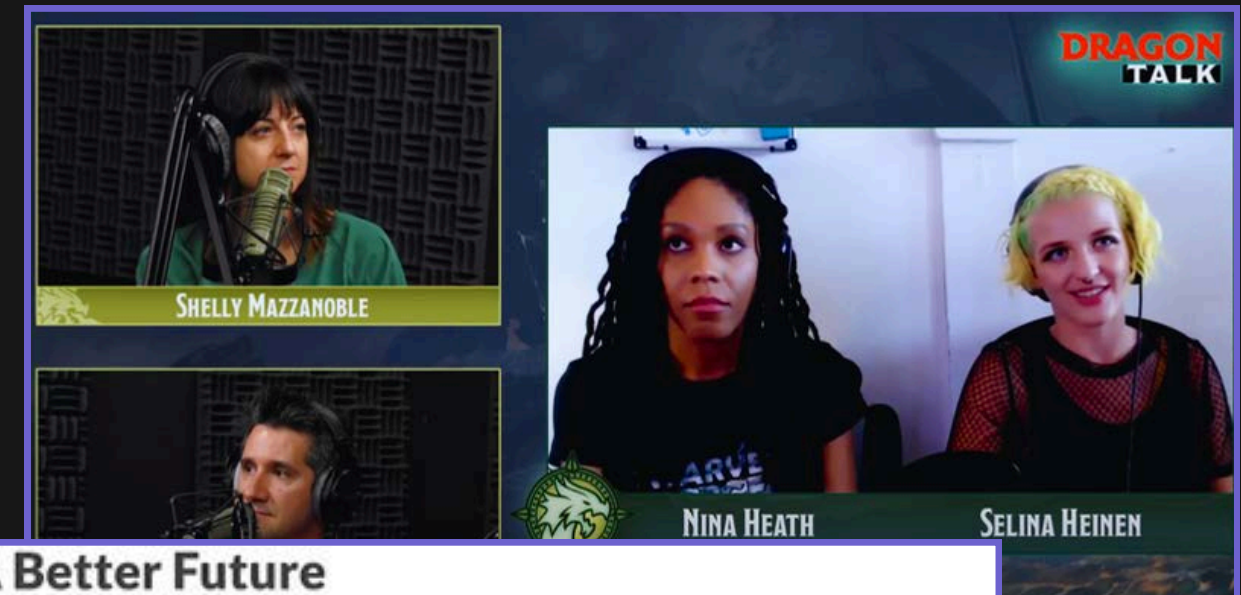


TESTIMONIALS

“I WORKED CLOSELY WITH SELINA FOR SEVERAL YEARS AND GOT TO SEE FIRST HAND HOW SKILLED, AND PROFESSIONAL THEY ARE.

They were instrumental in growing the company social media page from a few hundred to thousands of followers. Additionally, their video work was creative and loved by customers. Most importantly though, Selina is a reliable self starter employee.

I always knew that if I was working with them on a project, they would go above and beyond to ensure our success. Selina would be a valuable asset to any business.”



NINA HEATH, SENIOR CREATIVE, DWARVEN FORGE LLC

SELINA HEINEN

LET'S WORK TOGETHER

EMAIL

LiterallySelina@gmail.com

PORTFOLIO

LiterallySelina.com

LINKEDIN

Selina Heinen