SELINA HEINEN

2026

MARKETING CASE STUDIES

LITERALLYSELINA.COM

© 2026 Selina Heinen. All rights reserved.

SELINA HEINEN

TABLE OF CONTENTS

01 About Me

02 The Pyramid

03 SUPERNiRO

04 Wildlands

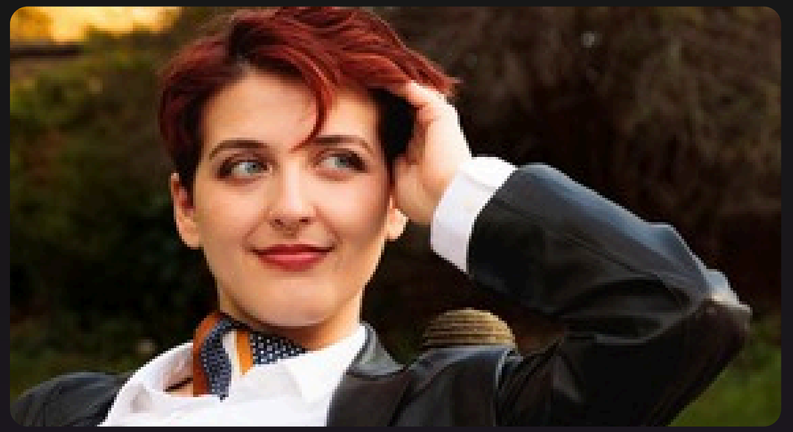
05 Contact

LITERALLYSELINA.COM

My video, graphic, and writing portfolio is available on my website. www.literallyselina.com

ABOUT ME

I'm Selina Heinen, a hyper-creative professional who thrives at the intersection of storytelling, design, and strategy.



I have a strong track record of building data-driven campaigns, scaling high-impact initiatives, and leading cross-functional teams in the tabletop gaming, media, nonprofit, academic, and business industries.

To shape culture and break records requires boldness. I am not afraid to take big swings backed up by exhaustive research and data. The following body of work is an introduction to how I can help grow your business through creative strategies.

CASE STUDIES

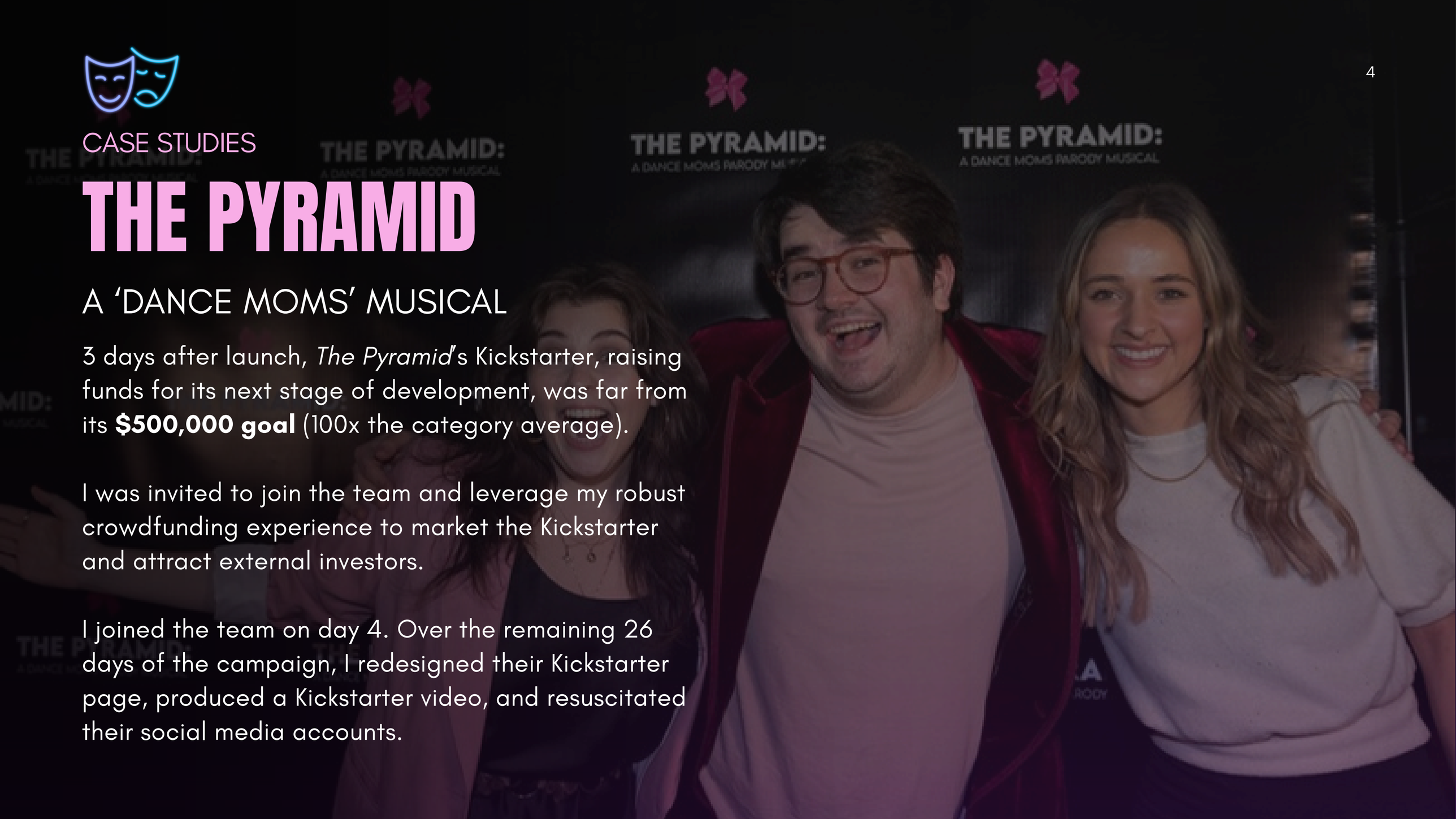
THE PYRAMID

A ‘DANCE MOMS’ MUSICAL

3 days after launch, *The Pyramid*’s Kickstarter, raising funds for its next stage of development, was far from its **$500,000 goal** (100x the category average).

I was invited to join the team and leverage my robust crowdfunding experience to market the Kickstarter and attract external investors.

I joined the team on day 4. Over the remaining 26 days of the campaign, I redesigned their Kickstarter page, produced a Kickstarter video, and resuscitated their social media accounts.





THE PYRAMID

THE STRATEGY

01

KICKSTARTER RE-DESIGN

- My top-most priority was to edit the Kickstarter page to make it easier to read, nicer to look at, and get straight to the point
- Designed clean graphics to separate sections and emphasize important information
- Produced and edited a Kickstarter video that told their story and communicated its value
- Built a Google Suite operational workflow to better facilitate rapid content production

02

AGGRESSIVE SOCIAL CADENCE

- I re-activated their dead algorithm with an ambitious strategy that relied on 2-3 posts per day across Instagram, TikTok, and YouTube Shorts
- Introduced Meta and Reddit ads
- Released Kickstarter email updates every 2-4 days that showcased the best performing social posts and announced milestones
- Hosted an IRL Abby Lee Miller lookalike contest, and collaborated with a gaming creator to host a Roblox concert

03

PIVOT

- I helped the show's producers generate assets and design a pitch deck for investors
- They attracted two external investors who provided the funding for the next stage of the show's development
- Re-launched a new Kickstarter with a lower project goal and a new message

THE PYRAMID

THE RESULTS



‘The Pyramid’ funded the next phase of development!

Attracted two significant external investors

The re-launched Kickstarter successfully funded over **$30,000**

Went viral **15** times on TikTok and **20** times on Instagram

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 upcoming single releases, his manager contracted me in June 2024 to create evolving social media strategies for Instagram, TikTok, and YouTube Shorts.

The ultimate goal was to prime an audience desparate for more Niro.



SUPERNIRO

THE STRATEGY

01

VIGOROUS EXPERIMENTATION

- Re-activated dormant Instagram and TikTok accounts
- Threw every genre, style, subject, and form against the wall until we found what stuck
- Tracked key metrics
- Dedicated 1-2 hours per day identifying opportunities by scrolling Instagram and TikTok

02

EVOLUTION

- Expanded upon top-performing content
- Folded in YouTube Shorts
- Established a brand voice, posting cadence, and visual style
- Capitalized on relevant cultural and platform trends
- Started a “musical popcorn” challenge trend
- Found a workflow rhythm for ideation, scripting, filming, editing, and posting.

03

CONSISTENCY

- Grew audience trust through a dependable upload schedule and content type
- Continued measuring analytics and KPIs

SUPERNIRO

THE RESULTS



	JUNE 2024	DEC 2024	VIRAL VIDEOS
INSTAGRAM	1,900 Followers	4,600 Followers	20
TIKTOK	3,600 Followers	6,100 Followers	12
SHORTS	260 Subscribers	350 Subscribers	2

SUPERNIRO

THE TESTIMONIAL

NADAV PESSACH, MANAGER, SUPERNIRO

“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!”

CASE STUDIES

WILDLANDS

DWARVEN FORGE'S 8TH KICKSTARTER

In May 2020, Dwarven Forge could wait no longer to launch a Kickstarter campaign.

Amid a global pandemic and political unrest, the timing couldn't have been worse. And yet, we beat Kickstarter records and crowdfunded $4 million-- the most the company has ever raised to this day.

The success lies in dedicated community management and social media marketing.

WILDLANDS

THE STRATEGY

01

CONSISTENCY

- Steadily grew Instagram, Twitter, Facebook, Discord, and YouTube presences
- Expanded convention appearances from one to three per year
- Developed relationships with other industry brands and influencers
- Monthly YouTube series featuring Chief Creative Officer and fan favorite, Nate Taylor
- Launched ongoing minor ad campaigns

02

PRE-LAUNCH

- The company debuted its Twitch channel in January 2020. For the first time, fans had direct and immediate access to Nate Taylor
- Nate hosted a weekly livestream where he collaborated with the community on a showpiece for the new product line. This served two purposes: building hype and growing the audience
- As marketing needs ramped up, all teams coordinated to create videos and graphics for the Kickstarter
- Scheduled influencer promotions

03

ACTIVATION

- Livestreamed launch, where we surpassed $1 million in 60 seconds
- Cranked up the ad budget with various creative
- Upon launch, released 10 YouTube videos explaining the product. For the rest of the campaign we would release 1-3 per day
- The team went live all 28 days of the campaign
- Activated influencers
- Hosted virtual gaming events

WILDLANDS

THE RESULTS



While live on Twitch, we surpassed **$4 million** with **50 seconds** to go.

Years of community investment, particularly in **Discord**, inspired fans to calculate how much more they would need to pledge to help us cross our goal.

WILDLANDS

THE TESTIMONIALS

JAY ZIBELMAN, CO-FOUNDER, DWARVEN FORGE LLC

“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.”

WILDLANDS

THE TESTIMONIALS

NINA HEATH, SENIOR CREATIVE, DWARVEN FORGE LLC

“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.”

SELINA HEINEN

LET'S WORK TOGETHER

EMAIL

LiterallySelina@gmail.com

PORTFOLIO

LiterallySelina.com

LINKEDIN

Selina Heinen