

SELINA HEINEN

2026

CASE STUDIES

AND PORTFOLIO

LITERALLYSELINA.COM



SELINA HEINEN

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Video Portfolio can be viewed at literallyselina.com



ABOUT SELINA

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, urban planning, academia, and business consultancy industries.

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

EDUCATION

M.A., Business of Creative Enterprises 2025

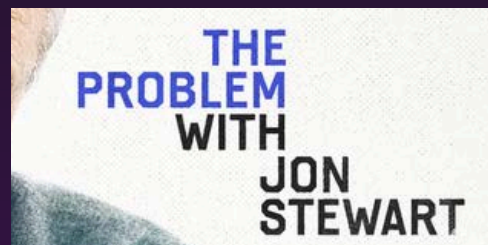
At Emerson College, I mastered the art of economic, creative, and operational advancement of creative industries.

B.A., Film Studies 2017

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

A.A.S., Advertising and Marketing Communications 2015

At the Fashion Institute of Technology, I applied marketing, PR, and advertising strategies to grow real brands, including the Guys We Fucked podcast.



CASE STUDIES



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.

	Jun 2024	Dec 2024	Viral Videos
Instagram	1,900 Followers	4,600 Followers	20
TikTok	3,600 Followers	6,100 Followers	12
YouTube Shorts	260 Subscribers	350 Subscribers	2

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. After delaying as long as we could, we launched in August 2020. With two months to lift-off, 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 increased our video output by building an in-house production studio and expanding the video department beyond myself and the occasional freelancer. We also launched a Twitch channel in January 2020 that ended up being crucial to marketing efforts.



Flocking Tree



Dwarvenite Tree

WILDLANDS



CASE STUDIES

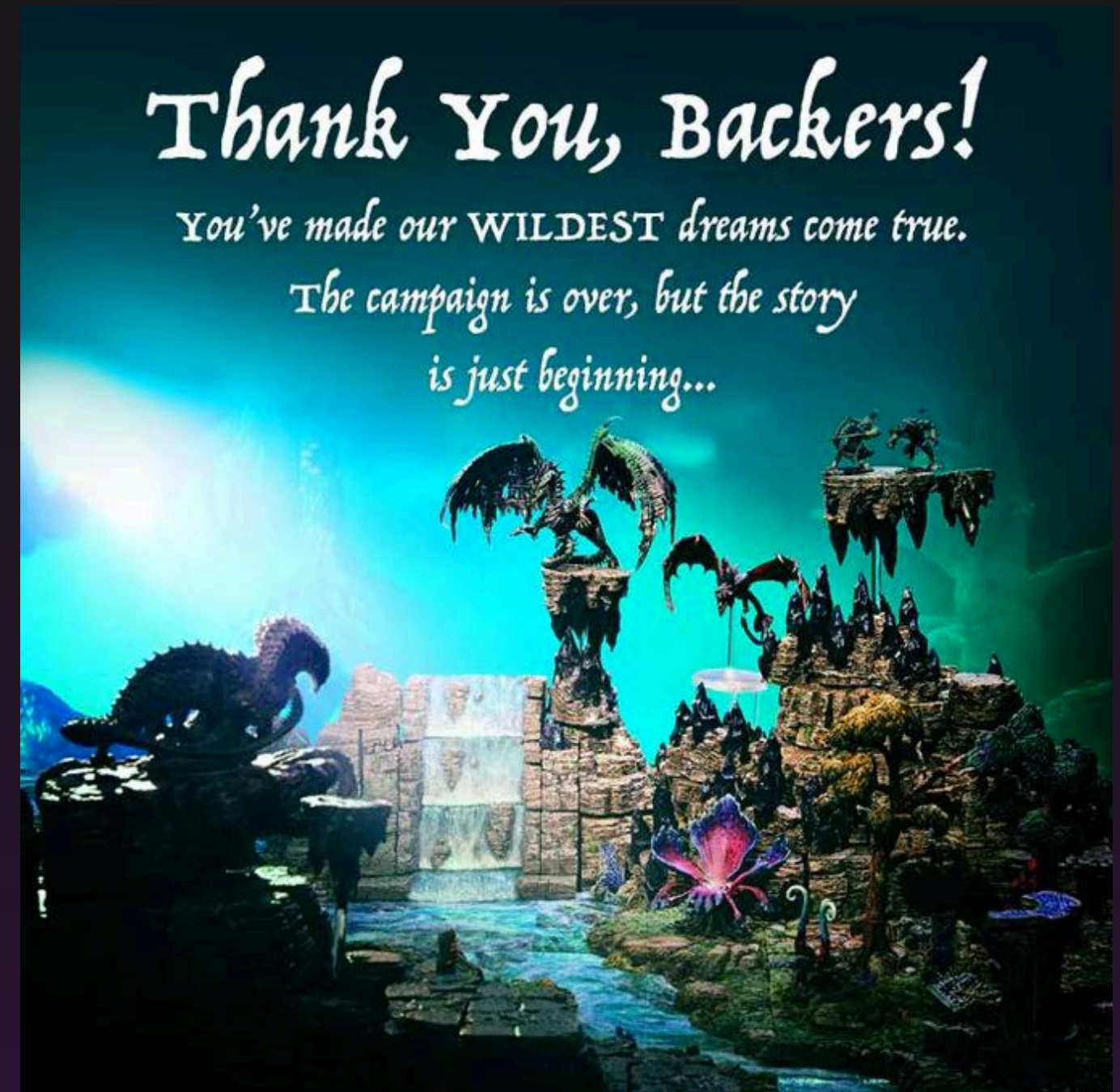
THE RESULTS

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

There is value in the long game:

- Honing internal processes enhanced productivity and makes room for ambitious projects.
- 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 was designed to be played in tandem with the dungeon product line of the same name. The influencer marketing campaign, *Descent Into Doom*, was an 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 had **1,000 downloads** 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 last for years.
- The best way to sell high quality products is to get it into people's hands.
- Consistent innovation and experimentation pay off.



DESCENT INTO DOOM

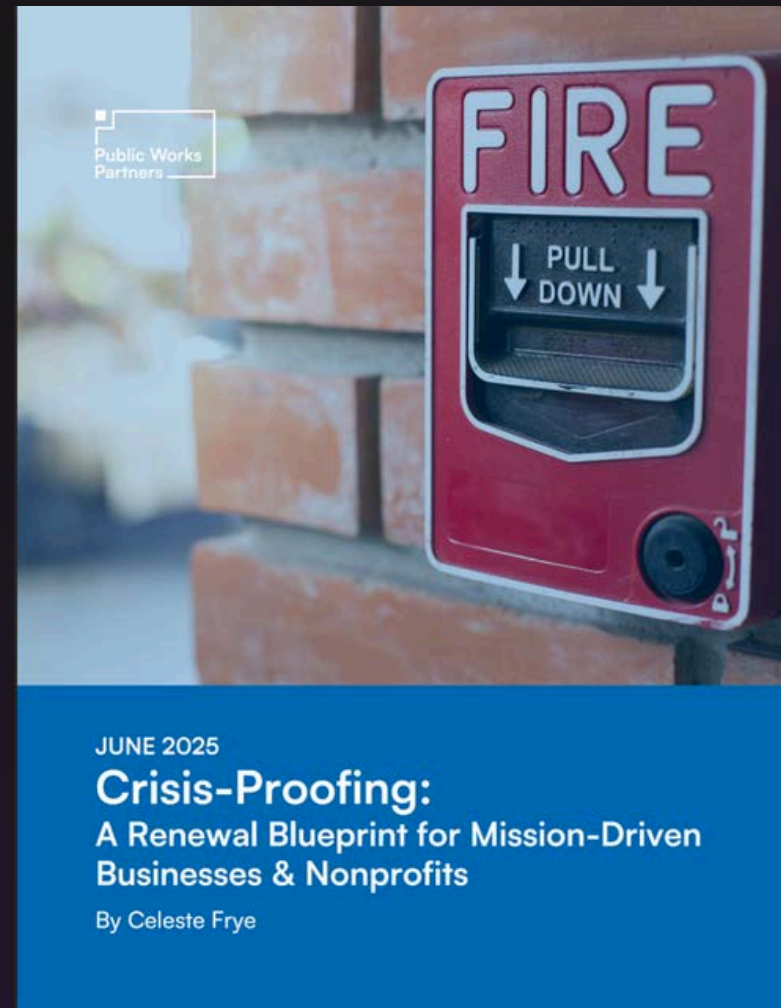


DESIGN PORTFOLIO

PUBLIC WORKS PARTNERS, MISC



PUBLIC WORKS PARTNERS, WHITE PAPER LAYOUT



Public Works Partners

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Crisis-Proofing: A Renewal Blueprint for Mission-Driven Businesses & Nonprofits | June 2025 | 01

01 Crisis-Proofing Overview

A crisis is often a sudden, high-impact event that jeopardizes the health of an organization. It may not seem big to an outside observer, but anything that induces existential fear, such as the departure of a founder, is cause for alarm. Crisis-proofing lays down the infrastructure to promote resilience in advance of crises. It requires looking ahead to potential disasters and establishing plans and triggers for enacting counter-measures. It forces organizations to answer tough questions before the crisis event presents itself: for example, if grant funding drops, what non-essential programs can be scaled back to preserve the core mission?

A "CRISIS" IS OFTEN A SUDDEN, HIGH-IMPACT EVENT THAT JEOPARDIZES THE HEALTH OF AN ORGANIZATION.

While the specifics of the next crisis are unknown, the crisis itself is inevitable. Crisis-proofing is essential to preserve the long-term health of an organization. Creating a crisis-resistant blueprint for the four most likely crisis instigators—financial instability, operational disruptions, internal shocks, and external shocks—will pay off for the long term. This paper offers such a blueprint: a guide for nonprofits and mission-driven organizations to reference as they prepare and respond to crises.

Our guide will equip organizations with a proactive, evidence-based framework to anticipate, withstand, and adapt to high-impact disruptions. It will lead organizations currently in crisis to a more solid footing. Drawing on decades of consulting experience and a portfolio of real-world case studies, this paper posits that building up resilience is an organizational necessity. By integrating a comprehensive crisis-proofing strategy, organizations can transform adversity into opportunity, ensuring their missions endure and thrive regardless of the challenges ahead.

Crisis-Proofing: A Renewal Blueprint for Mission-Driven Businesses & Nonprofits | June 2025 | 02

Our Approach

Financial Instability

Financial instability can stem from many different sources. Our strategy creates a solid template for personalization. Do not hesitate to cut non-essential offerings. Ask yourself how you can best serve your stakeholders without cannibalizing your limited capital. Financial slippage is a clear warning sign of instability, but employee exits can also presage this issue, as financial weakness leads to uncompetitive salaries or overworking staff.

The Problem: Long-term growth is hindered by insufficient and unreliable revenue streams and unsustainable infrastructure. In the face of unforeseen challenges, this prevents an organization from adapting to the threat and pivoting for survival.

The Strategy: Implement scenario planning to anticipate high, medium, and low-impact financial pathways through a crisis. For example, model how your organization would respond to a grant being increased, reduced, or eliminated. Prioritize your core mission over peripheral activities to focus resources where they matter most. This ensures agility to disable causes for alarm.

Operational Disruptions

Major changes in operations, such as a technology or power outage, force leadership to make complicated decisions to promote the health of the organization. Lay-offs, service offering dissolution, and project cancellation seem harmful, but are sometimes necessary to persist. To recover, assess what assets to further capitalize on. Decision paralysis can be a major warning sign that operational disruptions are causing a crisis.

The Problem: Significant operational shifts, like moving locations, program restructuring, or staff adjustments, disrupt an organization. They bring uncertainty, whether these changes were initiated by the organization or a response to external pressures.

The Strategy: Leaders must make tough, and sometimes unpopular, decisions to safeguard the organization's long-term health. Eliminate non-core programs. Identify and leverage core assets to remain steady through disruption. Meanwhile, keep staff informed of the process so they don't interpret these uncomfortable choices as an attack.

Crisis-Proofing: A Renewal Blueprint for Mission-Driven Businesses & Nonprofits | June 2025 | 05

GRAPHIC PORTFOLIO

BROCHURE ASSIGNMENT, MCELROY FAMILY PODCASTS

Scan to listen to
My Brother, My Brother, and Me,
and other McElroy Family
podcasts

THE
McElroy
FAMILY

**The First Family of
Podcasting**

Have you ever been so mad at your brothers, you had to start a podcast?

After our mother passed, the three of us confronted grief poorly. Our mom was the emotional glue that held this family of jokers together. The tension reached a tipping point and we had to make a choice: go our separate ways, or never let each other out of sight. The solution was podcasts.

My Brother, My Brother, and Me is an advice show for the *modren* era. Every week we answer listeners' most vulnerable questions, like "Can spiders have fun?" People like it enough that they let us make a TV show (RIP Seeso).

If you join the show now, do us a favor and **don't listen to the first 50 episodes.** Seriously. They're like audio finger paintings- cute when it's your family, but anyone else's is going in the trash. Episode 200 is probably safe.

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3 brothers that feel like your own ★★★★★

These guys are so silly and make me giggle and smile not only because of what they say but also in how they strive to make each other laugh. Advice aside, they're great background noise for work or sleep because it feels like you're sitting with your family or close friends

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Big whoopsie ★★★★★

They insulted the second Cars film



WRITING PORTFOLIO

VALA MARKETING, BRAND STORY

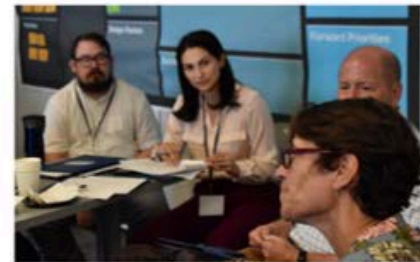
Grant and Heidi founded Vala Marketing in 2016 to support local businesses in South Bend, Indiana. Located in the heart of the “RV Capital of the World,” they provided fresh, creative ideas that targeted a young and curious new audience. Vala quickly grew from a 2-person operation to an award-winning, full-service agency serving some of Michiana’s largest brands.

The outdoor and tourism industries took a major hit during the COVID-19 pandemic, so Vala pivoted to Grant’s lifelong interest—tabletop gaming. Grant’s actual-play podcast, *The Homebrew*, attracted the attention of Neal Hoffman of FanRoll, who reached out to advertise on the show. Instead, Grant pitched him Vala’s managed marketing service, and both companies have worked together since.

Today, Vala Marketing is home to a team of gamers, nerds, and dreamers. Be it cult-following comics, deep-cut tabletop RPGs, or niche Discord and Reddit communities, they can connect to any community. That’s why fan-driven brands like FanRoll, Vault Comics, and Maestro Media depend on Vala to translate their vision into reality

PUBLIC WORKS PARTNERS, WHITE PAPER ON CRISIS-PROOFING (GHOST WRITTEN)

01 Crisis-Proofing Overview



The time to prepare for a crisis isn't when it's happening—it's right now. As we publish this paper in 2025, many public-serving organizations in the United States are already threatened by turbulent government policies that may drastically impact capacity (Utah Nonprofits Association, 2025; Abrams, 2025; Beasley, 2025). In recent years, the sector has been hit with multiple crises, including the COVID-19 pandemic, natural disasters, and political challenges.

While the specifics of the next crisis are unknown, the crisis itself is inevitable. Crisis-proofing is essential to preserve the long-term health of an organization. Creating a crisis-resistant blueprint for the four most likely crisis instigators—financial instability, operational disruptions, internal shocks, and external shocks—will pay off for the long term. This paper offers such a blueprint: a guide for nonprofits and mission-driven organizations to reference as they prepare and respond to crises.

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A "CRISIS" IS OFTEN A SUDDEN, HIGH-IMPACT EVENT THAT JEOPARDIZES THE HEALTH OF AN ORGANIZATION.

Our guide will equip organizations with a proactive, evidence-based framework to anticipate, withstand, and adapt to high-impact disruptions. It will lead organizations currently in crisis to a more solid footing. Drawing on decades of consulting experience and a portfolio of real-world case studies, this paper posits that building up resilience is an organizational necessity. By integrating a comprehensive crisis-proofing strategy, organizations can transform adversity into opportunity, ensuring their missions endure and thrive regardless of the challenges ahead.

03 Our Approach to Crisis and Crisis-Proofing

Preserving the organization and its ability to serve its constituents should be the number one goal in a crisis. Sometimes crises lead to difficult decisions that require cutting programs, services, and staff. Scaling back feels terrible, but being able to make those decisions in a straightforward, defensible, but also kind way is the mark of a strong leader and healthy organization.

Withstanding crises involves more than reacting to isolated events. It requires crisis-proofing your organization's infrastructure: preparing to withstand incidents months or even years before they surface. It necessitates an awareness of both the notion of crisis as an event and as a process.

A crisis is a high-impact event, but it can be sneaky. It can take many forms: sometimes, as a result of something positive, like moving to a larger space, or as a process, such as overspending on external resources that can be handled in-house. If not addressed, these processes lead to long-term problems.

Crisis-proofing is the act of proactively and intentionally laying down the infrastructure to promote resilience in the face of, and in anticipation of, crises. What does this look like in practice? Assess key vulnerability areas in your organization.

Crisis is a high-impact event that can spell long-term disaster if not carefully handled.

Crisis-Proofing is the act of proactively and intentionally laying down the infrastructure to promote resilience in the face of, and in anticipation of, crises.

Consistently analyze changes in the market. Initiate alarm bells that trigger emergency responses.

You will know you're successfully navigating a crisis when day-to-day operations don't grind to a halt, checks continue to clear, and stakeholder satisfaction doesn't dramatically dip. The point of crisis-proofing isn't to avoid crises, but to soften the blow. After encountering and surviving each crisis, you learn the hard lessons, apply them to the next one, and build up your resiliency even further.

Based on decades of experience working with organizations navigating a gamut of crises, as well as our personal experience responding to unforeseen shocks such as the COVID-19 pandemic, we identified four key issue areas that threaten organizations.

07 Final Thought: Plan for Crisis

Right now, there are many organizations in crisis. A shifting economy and environmental stress make the future uncertain. That is why now is the time to take precautions to protect your stakeholders. In the same way crises come up over time, they also resolve over time. Losing a grant doesn't mean you won't win another one. Even if you are in the middle of a crisis, strengthen your back-end operations so that when that next tipping point hits, you're ready for it. Follow our strategy because it has proven true over our decades of experience and portfolio of clients.

A crisis plan is like GPS. Even if you know the way to your destination, you may need to detour. Crisis-proofing isn't crisis-avoidance; it is a strategic capacity to survive destruction, protect mission integrity, and emerge stronger. Some crises, like external shocks, are unavoidable. But that doesn't mean the organization will succumb. You will know you successfully averted a crisis when a cause for alarm doesn't interrupt operations; when a problem arises, and you have the answer; when you keep momentum (or regain it) in the face of the crisis.

Whether or not your organization is already in crisis, this paper establishes a rigorous, evidence-based framework that empowers mission-driven organizations to anticipate, withstand, and adapt to high-impact disruptions. Our approach reinforces that resilience is built proactively, not reactively. By adopting these principles and strategies, organizations can transform a crisis from a threat into an opportunity for renewal, demonstrating that foresight and preparation are essential hallmarks of effective leadership in the public sector.



PUBLIC WORKS PARTNERS, LINKEDIN (2025)

Healthy communities don't happen by accident--they're planned.

Our Community Health practice helps you design strategies that connect health, equity, and the built environment.

Whether it's ensuring equitable access to essential services, or shaping neighborhoods that foster resilience and opportunity, our team combines data-driven insight with deep community engagement to deliver solutions that last.

Learn how Public Works Partners can help you design healthier, more equitable communities together: <https://publicworkspartners.com/>



WRITING PORTFOLIO

BROCHURE ASSIGNMENT, MCELROY FAMILY PODCASTS

Have you ever been so mad at your brothers, you had to start a podcast?



After our mother passed, the three of us confronted grief poorly. Our mom was the emotional glue that held this family of jokers together. The tension reached a tipping point and we had to make a choice: go our separate ways, or never let each other out of sight. The solution was podcasts.



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3 brothers that feel like your own



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Big whoopsie



They insulted the second Cars film



WRITING PORTFOLIO

PUBLIC WORKS PARTNERS, 2025 CASE STUDY REVISIONS

Client: Innovation QNS: Multilingual Community Workshops

Service: Stakeholder Engagement

Before

Silverstein Properties, BedRock Real Estate Partners, and Kaufman Astoria Studios engaged in a joint partnership to propose a large-scale redevelopment project in Astoria, Queens. The development team enlisted Public Works Partners to coordinate and facilitate three public events to afford members of the local community the opportunity to learn more about the project and provide input.

After

Public Works was enlisted by a joint partnership of three major firms, Silverstein Properties, BedRock Real Estate Partners, and Kaufman Astoria Studios, to propose a large-scale redevelopment project in Astoria, Queens. We coordinated and facilitated three public events that gave a voice to members of the local community, giving them the opportunity to contribute to the project.

EMERSON COLLEGE SCHOOL OF COMMUNICATION, LINKEDIN (2026)

What happens when environmental noise becomes something a neighborhood can see and touch?

In Antwerp, Belgium, **Lina Maria Giraldo**, Associate Professor of Journalism at **Emerson College**, invited residents of the Merksem community to do just that.

Her installation, Weaving Noise / Geluid Weven, transforms everyday sound-traffic, voices, birds, machines-into a shared, visual experience. Working with neighbors through guided sound walks and collaborative workshops, Lina helped translate daily soundscapes into color-coded murals layered across the windows of Merksemdok Cultural Center.

From the street, passersby see patterns based on official European noise data, mapped across day and night. Inside, community members add their own experiences of what the noise feels like instead of how loud it measures.

Calm. Stress. Joy. Fatigue. Together, those layers tell a fuller story.

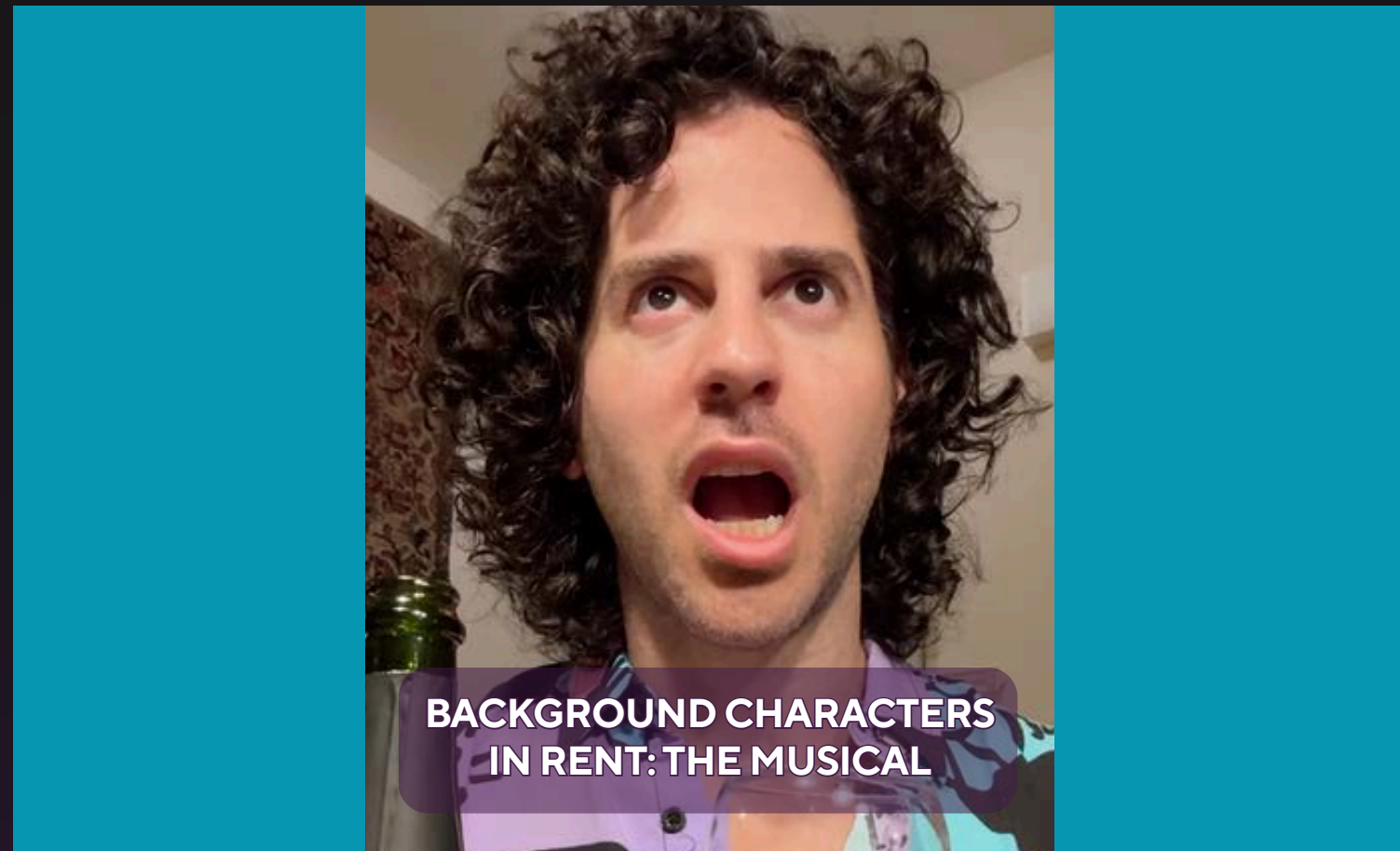
At the heart of Weaving Noise is a journalistic idea: data alone is never complete. When communities help generate it themselves, lived experience becomes part of the record, shaping how environmental issues are understood, modeled, and ultimately addressed.

As Lina puts it, "Data is not given-it is made. And when communities make data for themselves, the story changes."

We're proud to support Lina's work, which pushes community storytelling beyond the page and into public space, transforming listening into a collective act.

Learn more about Weaving Noise / Geluid Weven here: [**https://lnkd.in/eaVwbTC4**](https://lnkd.in/eaVwbTC4)

BUT WAIT, THERE'S MORE



WATCH/READ SCRIPTED CONTENT AT
[LITERALLYSELINA.COM/COPY-AND-
SCREEN-WRITING](https://literallyselina.com/copy-and-screen-writing)



READ MORE CASUAL AND ACADEMIC
WRITING AT
[HTTPS://LITERALLYSELINA.COM/THOUGHT-
LEADERSHIP](https://literallyselina.com/thought-leadership)



TESTIMONIALS



SUSANA PEREYRA, MANAGER, PUBLIC WORKS PARTNERS

“ENDLESSLY OPTIMISTIC, PROACTIVE, AND ALWAYS READY TO JUMP IN.”

S was an incredible addition to our Business Development and Marketing team. They brought a true can-do attitude along with exceptional organization and follow-through, especially when coordinating thought leadership pieces and pulling together team presentations.

In their day-to-day work as Marketing Project Coordinator, S infused everything with fresh ideas and curiosity. They experimented with LinkedIn ads to find new, creative ways to tell our story on social media. They also supported client projects, elevating deliverable design by refining key materials for the City of Hudson’s Comprehensive Plan.

Most impressively, while conducting stakeholder research for a completely different project, S identified and surfaced a new opportunity that ultimately led to a \$168,000 project win for the firm. That kind of initiative and insight shows not only strong analytical skills but also a deep understanding of our mission, our capabilities, and the kinds of opportunities where we thrive.

S made a lasting impact and was an absolute joy to work with. Any team would be lucky to have them.

TESTIMONIALS

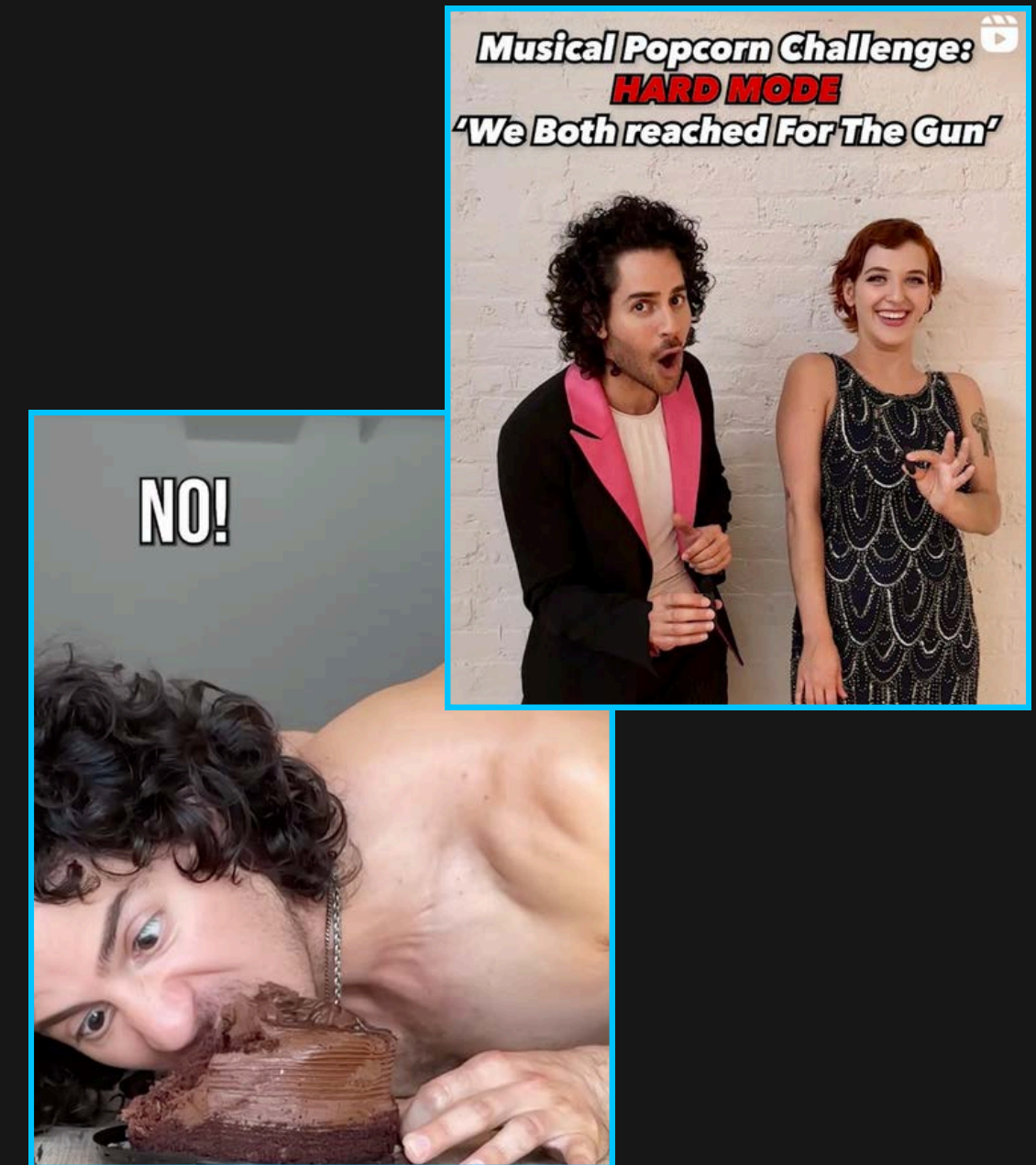
NADAV PESSACH, MANAGER, SUPERNIRO

“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!”



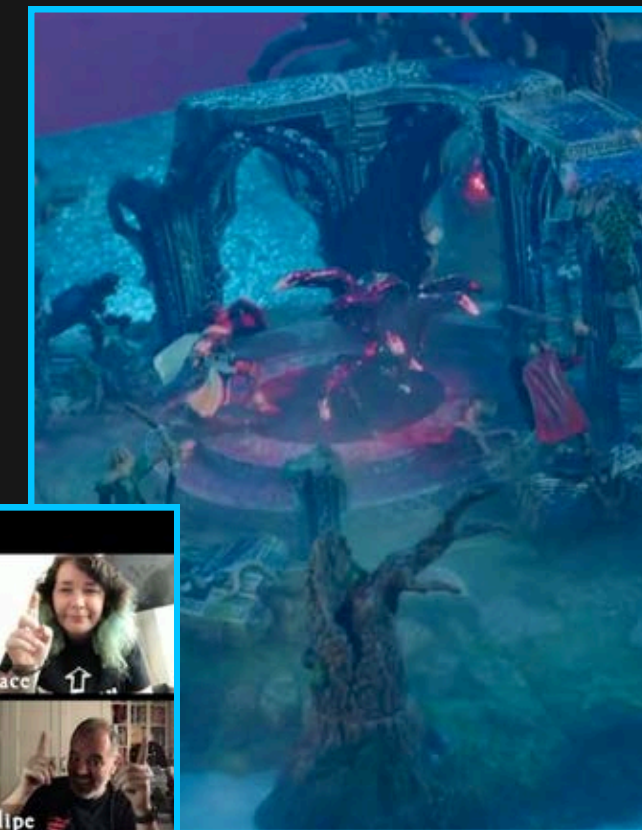
TESTIMONIALS

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.”



TESTIMONIALS

JOHNNY GROSS, ANALYST, PUBLIC WORKS PARTNERS

“IN 6 MONTHS, SELINA BECAME AN INVALUABLE MEMBER OF OUR TEAM!”

They demonstrated an ability to design compelling graphics, project manage thought leadership campaigns, develop compelling marketing content, and deliver on marketing strategy. S brings a kind, creative, and energetic spirit to their work, always pushing the boundaries and thinking out of the box to produce engaging and thought-provoking content. S’s graphics and videos perform remarkably well on all platforms and have elevated our firm’s message and presence.

Additionally, S supported our team with critical research, whether it be for thought pieces or to identify new business development opportunities. Any team looking for a marketing leader who can deliver results, think outside of the box, and lead with kindness and creativity would be fortunate to work with S!”



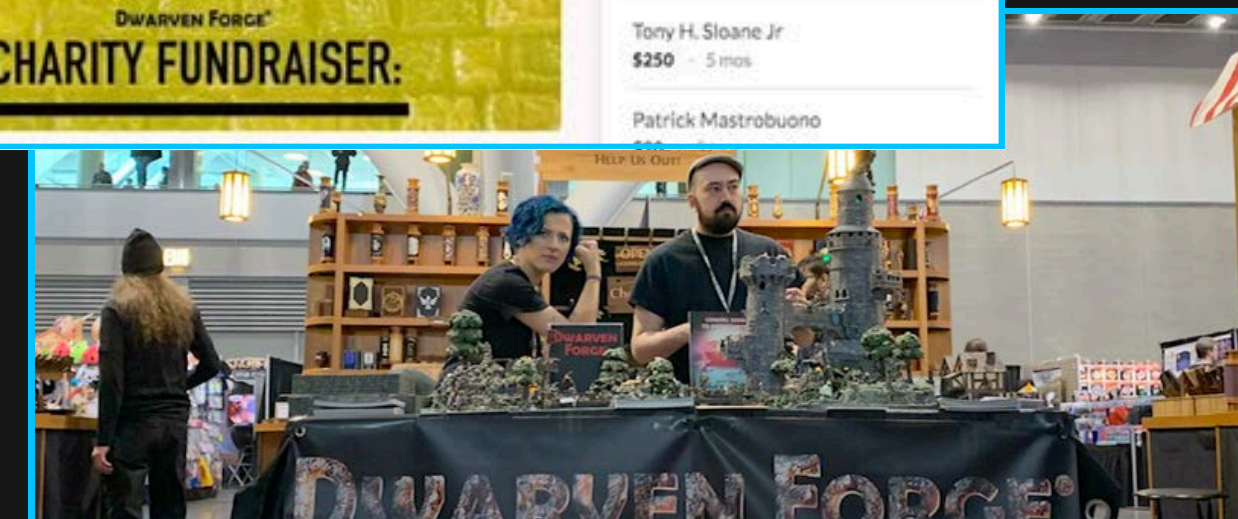
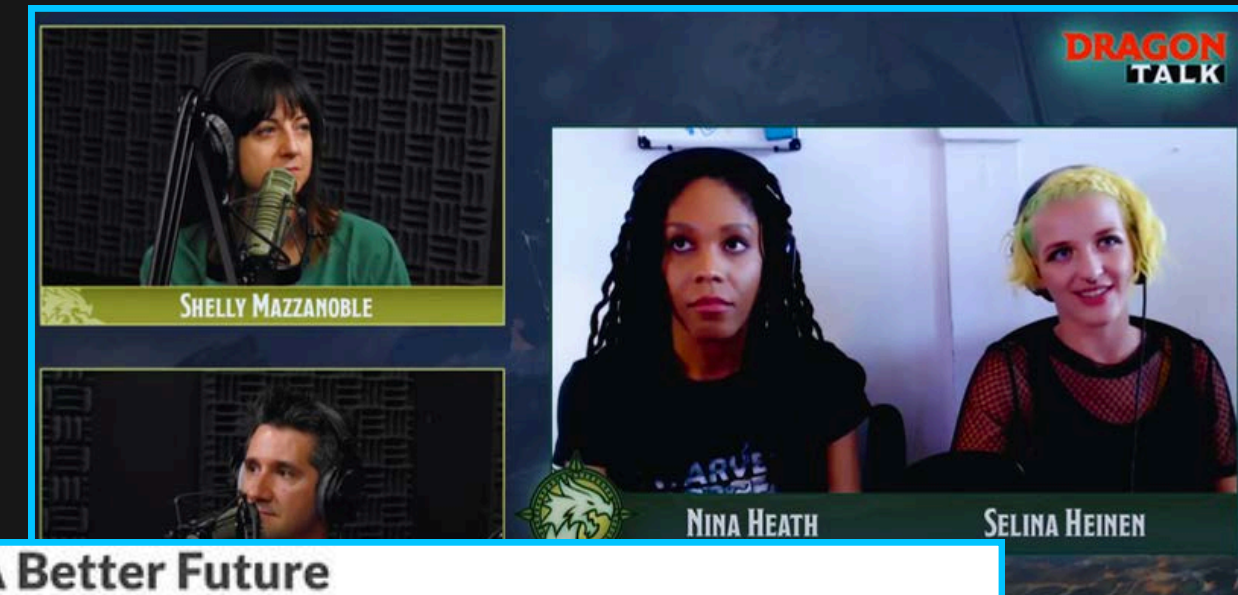
TESTIMONIALS

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.”



TESTIMONIALS

SELINA HEINEN

LET'S WORK TOGETHER

EMAIL

LiterallySelina@gmail.com

PORTFOLIO

LiterallySelina.com

LINKEDIN

Selina Heinen