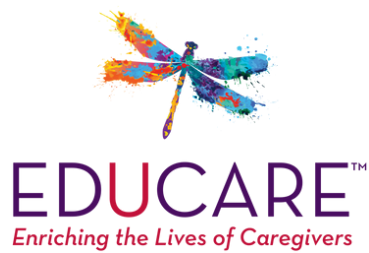


EMILY DENTON

COMMUNICATIONS PORTFOLIO

PREVIOUS CLIENTS & PROJECTS INCLUDE



PEOPLEFUN

MOBILE GAMING STUDIO

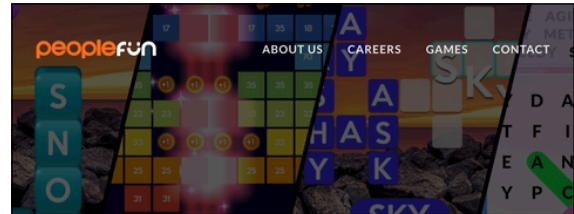
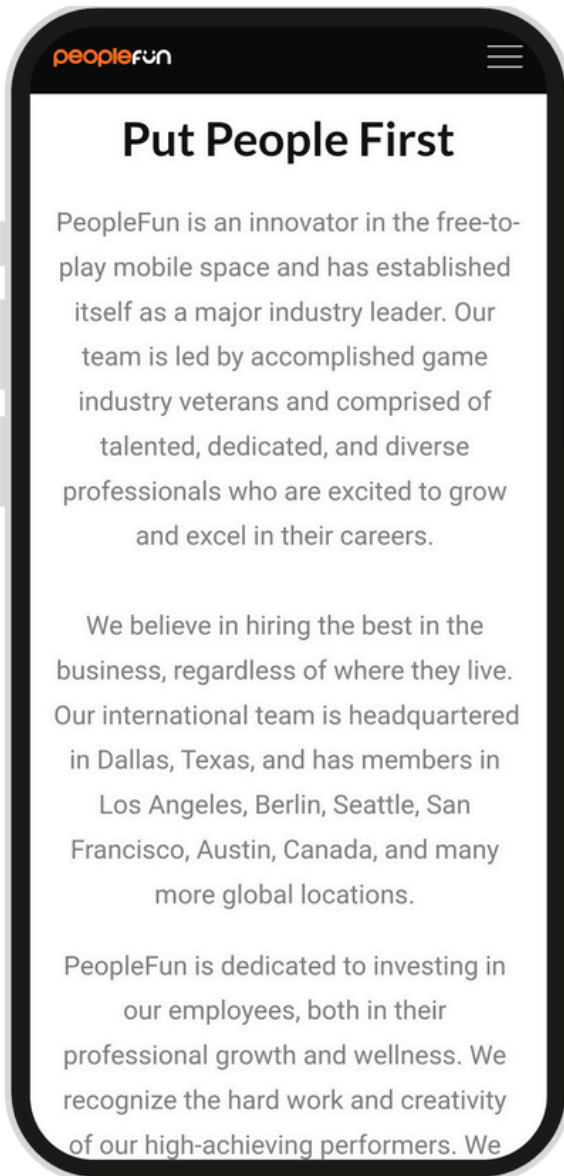
PeopleFun is a leading mobile gaming studio whose products include Wordscapes, a #1 mobile word game, and other top-charting international mobile games.

As the sole member of the marketing team for the entire company, I strategize, plan, and execute all content marketing, branding, and social media initiatives, as well as supporting product management and user research. This includes monthly editorial content calendars and corresponding analytic reports, graphic design, copywriting, editing, and driving overall marketing goals.

Along with daily social content for the studio and its multiple uniquely branded products, I ensure brand consistency in all print and digital venues. I also collaborate with each team to adjust marketing strategy according to their data-driven goals.

STUDIO MARKETING + BRANDING

In 2022, I initiated and executed brand guidelines, including establishing brand voice and tone and writing brand values from scratch. I also wrote new website copy and updated the PeopleFun website using the existing template to reflect the new brand goals.



Making fun games people love to play

PeopleFun is an award-winning creator of mobile games for players across the globe. With an international team headquartered in Dallas, Texas, we are developing truly fun and innovative games that can stand the test of time.

Our #1 word game, Wordscapes, transformed the word game category into one of the top genres on mobile. The growing PeopleFun team now has several exciting new projects in development across multiple genres, casual and beyond. Above all, we are invested in the well-being of our team, the games we make, and the users who play them.



COME TOGETHER

PeopleFun brings people together – from all over the world – both within our games and our game development teams. We hire the best, wherever in the world they may be found, and our games have been known to forge global friendships.



CHASE CURIOSITY

We create innovative, engaging experiences for our players and have several new mid-core and casual games in development. Our game developers bring collaboration, creativity, teamwork, and fun to every stage of the discovery process.



PUT PEOPLE FIRST

We are nothing without our players, and the player experience is always at the front of every decision we make. We are also proud to invest in our employees, both in their professional growth and their wellness, and recognize high achievement. PeopleFun is a place for team members to learn, innovate, grow, and excel.

[SEE OPEN POSITIONS](#)

BRAND GUIDELINES - EXCERPTS

About Us

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Brand Values

	For Players	For Employees
Global	Our games and features bring players together, often forging global friendships.	We hire the best in the industry - wherever in the world they may be found.
Innovative	We look to the future of mobile games, providing unique, engaging, and innovative experiences for our players.	We emphasise the discovery processes, focusing on product, innovation, and data-driven processes to create big new games.
People-Focused	We highly value our players and their experiences.	We invest in our employees, both in professional growth and wellness, and recognize high-achieving performers.

BRAND GUIDELINES - EXCERPTS

Brand Tone

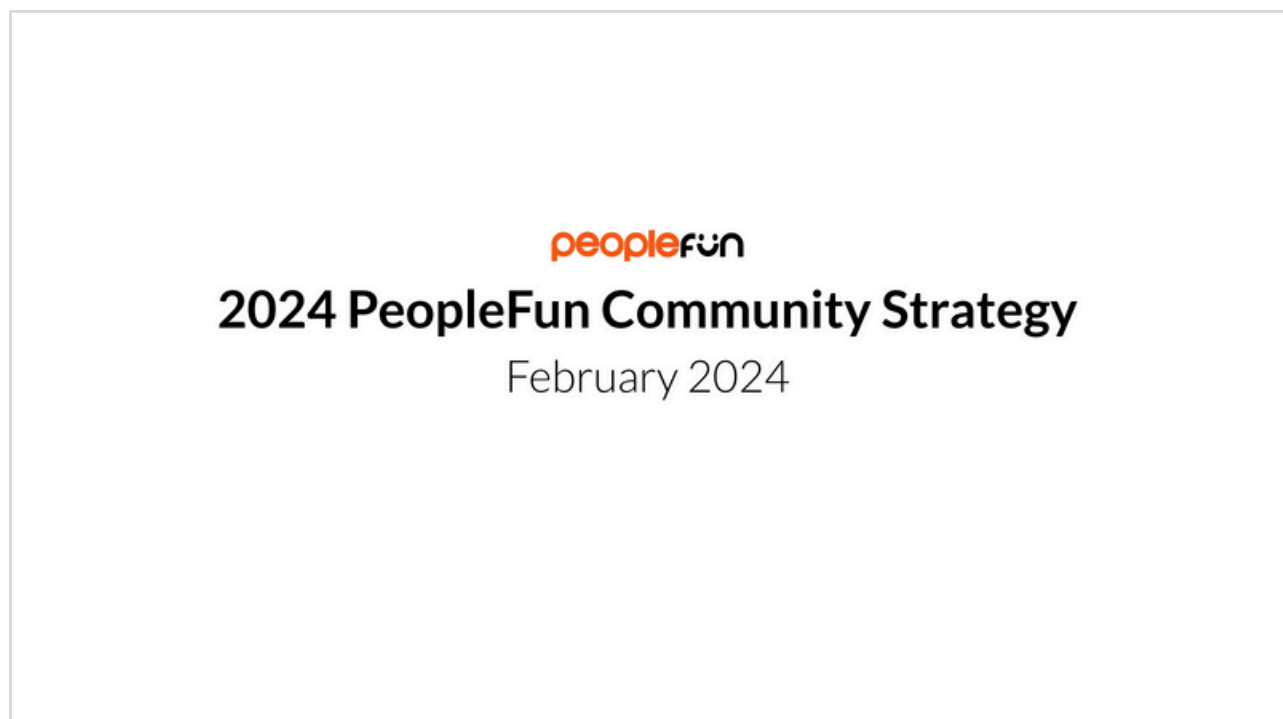
Energetic	We are bringing engaging, fun, exciting experiences to our players. We don't want to be reserved or stuffy. PeopleFun is energetic and excited about the products we create and provide.
Inclusive	Our games are for all people and we want our tone to reflect this. we consider our players part of the PeopleFun family and speak to them with the care of a family member. PeopleFun feels the same way about our employees, and strives to provide our employees with whatever they need to be effective, feel productive, and produce innovative work. This should come across in our employee-facing social media.
Professional	While fun and energetic, we are still serious about our work and want to convey that. We wouldn't be considered sassy or anything that could undermine the achievements of our team and their work. Also, we hope to expand our products to appeal to all types of customer demographics, so we don't want to speak in a way that would alienate any of them.

Visual Identity



COMPANY-WIDE PRESENTATIONS

Each quarter, I present an update on the company's community initiatives to a company-wide audience. Using visual, written, and spoken storytelling skills, I keep the company informed and unified in its mission.



Wordscapes Community Engagement Strategy

Build Trust	Grow Community	Deepen Engagement
<ol style="list-style-type: none">1. Listen first2. Address issues3. Ensure the community feels heard	<ol style="list-style-type: none">1. Grow Facebook as the main community channel2. Increase community visibility within the game3. Explore new channels4. Support localization	<ol style="list-style-type: none">1. Continue improving content strategies2. Explore product improvements3. Create more meaningful ways for the most avid fans to engage with the community

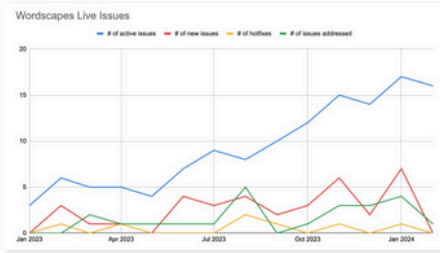
Our community engagement strategy is based off the [Wordscapes vision](#).

COMPANY-WIDE PRESENTATIONS: EXCERPTS

Listen First: Track

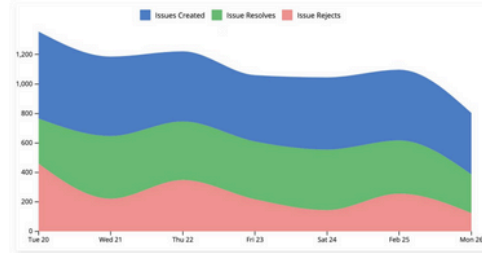
Build Trust

Track community issues



Collaboration with QA, Production, Customer Support, Product, Engineering, Data

Track customer service outcomes



Collaboration with Customer Support

Continue improving content strategies

Deepen Engagement



Become a critical source of information



Highlight social features



Align content to player motivations



Provide value and build community



Grow Facebook as the main community channel

Grow Community

Facebook Follower Goals

Current followers: 277,445

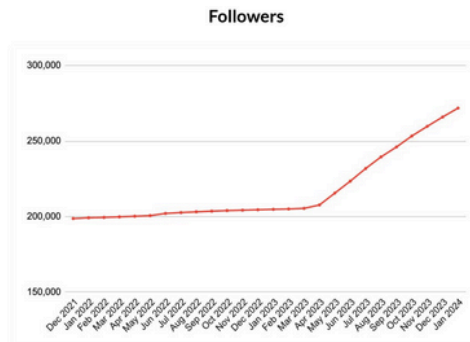
- Current rate is ~6,000/month, but slowing

2024 goal: 375,000

- Need 10,000 followers/month

The big-picture goal is to reach 1 million followers in the next 5 years

- Need a consistent 12,000/month



Put community content in front of more of our players



STRATEGY: GAMES

For the gaming products, I developed a strategy to meet our players where they are - the demographic is primarily on Facebook - and created social content pillars of game events and updates, additional game content, and community.

CONTENT STRATEGY AND CALENDAR FOR WORDSCAPES

Wordscapes		Overall Goal = Community Building
Post Categories		
Game Graphic/GIF	1-2/week	Goal = Brand Awareness
- Word related posts		
- Characters, items, etc.		
- Could be all game graphics or elements combined with stock photos		
- Could be fun facts about game-related items		
Play Reminder	1/week	Goal = App Engagement
- Any content with a direct CTA to play		
- Tournament announcements, etc.		
IRL	1/week	Goal = Brand Relevance
- Further connects the game into the audience's real life		
- Photos that aren't strictly game graphics		
- Could be phone mockups, edited stock photos, tied in to current events, etc.		
- Can be used to convey the theme of the game/overall content (nature, serenity, etc.)		
- Could utilize user generated content		
- Could be fun facts about theme-related items		
- Possibly could feature user comments		
Conversation Starter	1/week	Goal = Social Media Engagement, Community Building
- Often straightforward questions		
- Player focused, encourages engagement/comments		
Interactive Post	1-2/week	Goal = Social Media Engagement, Brand Awareness
- Puzzles, guessing games, polls, etc.		
- Could be a weekly feature (like a puzzle every Sunday)		
- A way to bring unique game content to the audience while they are outside the game		
Behind The Scenes	1/week	Goal = Brand Relevance
- Could be photos from the office		
- Could be fun facts about game-related content		



Wordscapes

★ 4.0 (544) · Video Game



Play game

apps.facebook.com

178,571 people like this

Home About Groups Photos Videos Cc

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Words Matter Week	2 Conversation Starter	3	4 National Grammar Day IRL	5	6 Game Graphic/GIF	7
8 Interactive Post	9	10 Behind The Scenes	11	12 Play Reminder	13	14 Game Graphic/GIF
15	16	17 St. Patrick's Day Interactive Post	18	19 Game Graphic/GIF	20	21 World Poetry Day IRL
22	23 Play Reminder	24	25 Interactive Post	26	27 Game Graphic/GIF	28
29 Behind The Scenes	30	31 Conversation Starter				

Post Categories

- Game Graphic/GIF
- Play Reminder
- IRL
- Conversation Starter
- Interactive Post
- Behind The Scenes

As Needed:
Update Announcements
Holidays/National "Days"

- Monthly Themes:
- Green Landscapes
 - Clover Plants
 - Rainbows
 - Gold (hints)
 - Flowers (late March)
 - Rain (late March)

EDUCARE

NON-PROFIT ORGANIZATION

EDUCARE is a non-profit organization dedicated to enriching the lives of caregivers through professionally certified education and training.

Alongside planning, creating, and carrying out all social media initiatives, I was in charge of all communications throughout the organization, both internal and external. This included transitioning the company through a complete rebranding process.

Other digital projects included integrated content calendars, email communications, web copy and graphics, blog writing, and webpage design.

STRATEGY

In September 2018, EDUCARE had very little social media presence and no content strategy or schedule. At this time I joined the organization and took charge of all communications, including launching planned, cohesive social media campaigns.

GOALS:

- Organically reach 1000 likes specifically within the DFW area
- Increase post engagement
- Provide information and resources
- Drive event registrations

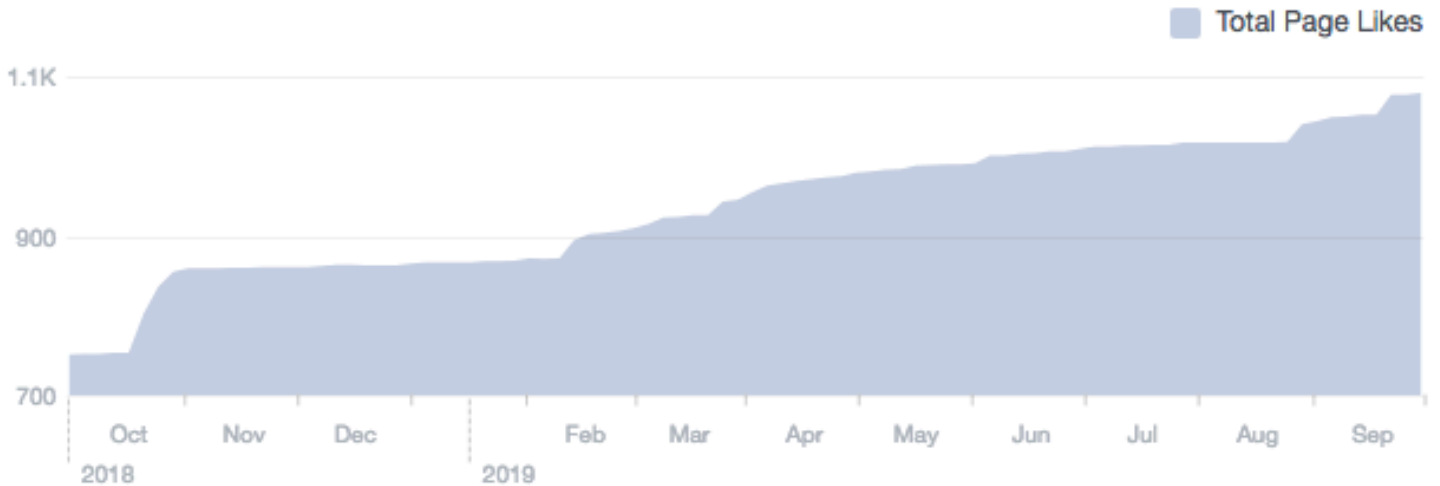
To achieve these goals, I developed a content strategy centered on providing our target demographic of DFW caregivers with outside news and resources along with original, inspirational (and shareable) messages.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Ed-U-CARE Content
2	3	4	5	6	7	8
Self-Care Resource	Ed-U-CARE Content	Healing Modality	Ed-U-CARE Content	Self-Care Resource	Social Square	News Article
9	10	11	12	13	14	15
Social Square	Healing Modality	Social Square	Aging Resource	Ed-U-CARE Content	Call for Volunteers	Social Square
16	17	18	19	20	21	22
Ed-U-CARE Content	Social Square	Self-Care Resource	Social Square	News Article	Social Square	Healing Modality
23	24	25	26	27	28	29
Question	Aging Resource	Ed-U-CARE Content	Social Square	Self-Care Resource	News Article	Healing Modality
30	31	Social Square (Quote, Stat, Etc.) [10]		Question (Conversation/Engagement) [1]		BBN CFS Outreach Partners Board
Social Square		Self Care/Com. Fatigue Resource [2]		Call for Volunteers [1]		
		News Article or Video [2]		Aging Resource [2]		
		Healing Modality Feature [1]		Ed-U-CARE Content [4]		

This built a sense of authority, trust, and community around the organization, raising shares, likes, and therefore event sales.

RESULTS

LIKES



Added 107 DFW local, organic likes **within 30 days (14% increase)**
and 327 **within one year (43% increase)**

EVENT REGISTRATIONS

6

SUCCESSFUL
EVENTS

1,146

TICKETS
SOLD

\$68K

TOTAL
REVENUE

Successfully promoted 6 events, with **combined registration numbers of 1,146** and **revenue of \$68,000**

DUNHAM+COMPANY

MARKETING & FUNDRAISING AGENCY

Dunham+Company is a marketing and fundraising agency serving international, multi-million dollar non-profit clients through integrated content strategy and campaigns.

As a Digital Content Coordinator within the agency, I strategized and managed production for up to 8 simultaneous clients, including yearly content overviews, monthly content strategies, and daily social media content.

Other digital projects included paid Facebook advertising, email communications, web ads, branding overviews, A/B testing, analytics reports, and website management.

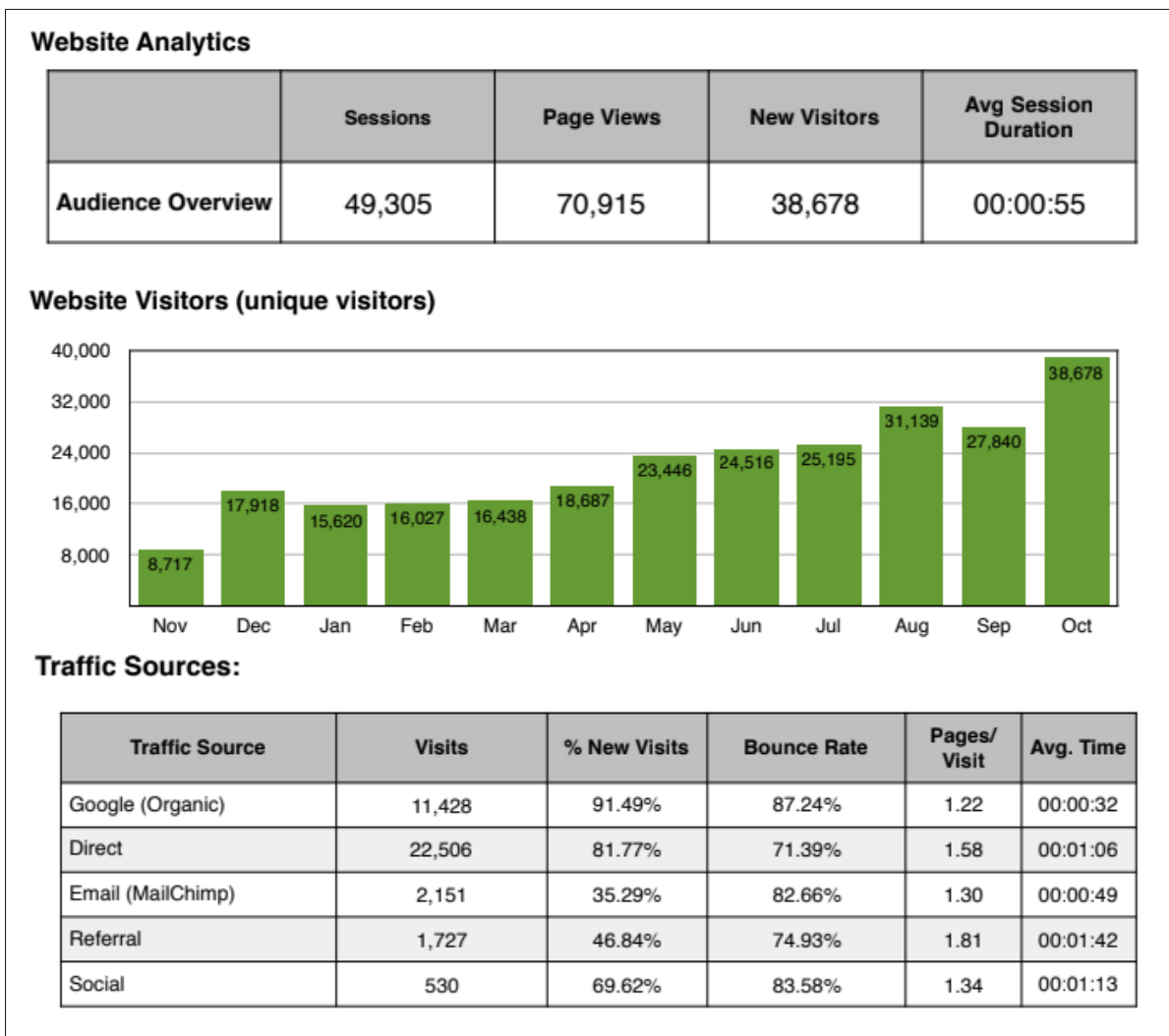
STRATEGY & STATISTICS

Dunham+Company serves global clients through strategic marketing and fundraising projects, both digitally and through traditional direct mail. My role was to create and drive content strategy, actively managing all digital projects at each step and facilitating production.

GOALS:

- Complete and schedule all content at least 2 months in advance
- Drive fundraising by raising social engagement
- Provide relevant and impactful information and resources
- Find innovation within the monthly topics and content calendars

EXAMPLE MONTHLY WEB REPORT



SOCIAL MEDIA STRATEGY

SOCIAL MEDIA CONTENT CALENDAR

August 2017 - Social Communication Calendar						
SUNDAY	MONDAY	TUESDAY 1	WEDNESDAY 2	THURSDAY 3	FRIDAY 4	SATURDAY 5
		Blog Q&A Video Quote	Blog Quote	Blog Quote	Blog Quote Email Promo	Link to old video Quote
6	7	8	9	10	11	12
Quote YouTube Promo	Blog Broadcast Quote	Blog Q&A Video Quote	Blog Quote	Blog Quote E-appeal post	Blog Facebook Promo Quote	Link to old blog Quote
13	14	15	16	17	18	19
Quote Link to old broadcast	Blog Broadcast Quote	Blog Quote Q&A Video	Quote Blog	Blog Quote	Blog Video Series Promo Quote	Link to old video Quote
20	21	22	23	24	25	26
Quote Twitter Promo	Blog Broadcast Quote	Blog Q&A Video Quote	Blog Quote	Blog Quote E-appeal follow-up	Blog Quote Podcast Promo	Link to old blog Quote
27	28	29	30	31		
Quote Link to old broadcast	Blog Broadcast Quote	Blog Q&A Video Instagram Promo	Blog Quote	Blog Quote		

DRG CONCEPTS

RESTAURANT GROUP

DRG Concepts owns and operates a growing collection of restaurants in the DFW area, ranging from fast casual to upscale dining.

As the Marketing Associate I created and scheduled content for all restaurant locations and the corporate accounts. I created individual content calendars based on seasonal promotions, local events, and national holidays.

Other digital projects included industry trend reports, email marketing, blog writing, and online guest relations/community management.

COPYWRITING



FEBRUARY 21, 7:00PM-8:30PM

GET CLASSY STAY SASSY

Spend your Ladies' Night learning how to ramp up your 'ritas and spice up three different kinds of ceviche with Chef Katie. School will get a little WILD with our margarita and ceviche class.

Tickets available at: WildSalsa.Eventbrite.com

Wild Salsa Fairview
241 E. Stacy Rd Fairview TX, 75069



February 22nd, 2017 6PM-8PM

ANTI ♥️ VALENTINE'S MIXER

It's time to recover from the day of love and claim it for your own. Dress to impress and show up for cocktails, bar bites, and professional matchmaking advice and speed dating from our friends at LUMA Luxury Matchmaking! This event is suggested for those 25 - 45 who are open to finding the love of their life, because who needs Cupid when you've got us?

**TICKETS AVAILABLE ON
DCHEVENTS.EVENTBRITE.COM**



INTEGRATED PROJECTS

TIE-IN PROMOTIONAL PLAN WITH A LOCAL NON-PROFIT ORGANIZATION

Promotion: \$1 goes to Vogel Alcove for every Gobbler burger sold in November

Restaurant: Chop House Burger

Location: Downtown Dallas

Duration: 11/1/16 – 11/30/16

Restrictions: None

Marketing:

- Graphic Text:
 - The Gobbler Burger is giving back! \$1 from every Gobbler sold in November goes straight to our neighbors at Vogel Alcove, an early education center for homeless children in Dallas.
- Social Media Intro Post:
 - Vogel Alcove provides free child development services and care to the young members of homeless families in our community. Homelessness can have a strong impact on a child's education and growth. Help us in supporting Vogel Alcove's mission to build each child's skills and potential.
- DRG Concepts Promotion
 - Social media
 - Signs in the restaurants
 - Marketing emails
 - Press release
 - Downtown Dallas, Inc
- Vogel Alcove Promotion
 - Partnership with Flight Young Professionals Organization
 - Social media
 - Newsletter
 - Friday 5 – goes out to board members with a call to action to help promote it to their own businesses
 - Partnership with Volunteer organizations
 - Partnership with Downtown Dallas, Inc



THE GOBBLER IS GIVING BACK

\$1 from every Gobbler Burger sold in November goes straight to our neighbors at Vogel Alcove, an early education center for homeless children in Dallas.



BLACK BOOK INK

MARKETING & BRANDING AGENCY

Black Book Ink is a creative marketing & branding agency serving local and international clients.

In my Content Creator & Copywriter role I worked simultaneously on 15 diverse lifestyle brands, becoming an expert in prioritization and time management. This was my introduction to strategy and content planning, as well as expertly utilizing distinct brand voices.

Along with creating daily social media content for all clients, other digital projects included web ads, email marketing, e-commerce product descriptions, and blog writing.

CONTENT

CLIENT BLOGS

Vacation Smarts



Summer vacations should be relaxing, but, when you're traveling with children, it might not be as peaceful as you'd like. However, with some careful planning and lots of communication, you can have the family trip of your dreams!

- **Be inclusive.** Help children feel involved in vacation planning by giving them a few choices of places you would be comfortable going on vacation, and then letting them choose from those pre-approved options.
- **Let your children know the rules.** Discuss appropriate travel behavior well in advance, and review it many times before you embark on your getaway.
- **Set limitations.** Give children a set amount of spending money upfront that they can use to buy souvenirs or on extra activities.
- **Plan for a rainy day.** Make sure you have a few indoor activities available in case of bad weather.
- **Don't overdo it.** There is no need to take the family on expensive trips to exotic locations to have a great time. It's who you're with, not where that matters!
- **Have reasonable expectations.** Children get cranky and tired; don't let their mood swings discourage you.

Most importantly, remember to pack your go-with-the-flow attitude! Schedule as much as possible beforehand, but always expect the unexpected - a suddenly tired child, transportation delays, unplanned but exciting detours - and go with the flow. A positive attitude from everyone involved can go a long way to creating a happy, memorable family vacation! Happy travels!

Caring for those who need it most,

Children's Home Healthcare

Fun Family Night Activities



Movie night is a family night classic, but sometimes it's good to try something new. With minimal effort, your family can create a new tradition full of lifelong memories. Children's Home Healthcare has a few suggestions!

- **Volunteering.** Find a cause that each family member is excited about and find a way to help! Animal shelters are a great place to start.
- **Yard games.** Many kids are entertained just by a simple game of kick the can. Take your family night to the backyard for outdoor fun!
- **Time capsule.** Put photos, small toys, and handwritten notes in a small jar. Set a future date to open it and write it on the outside.
- **Art night.** Get out the watercolors and get creative! Paint portraits of each family member and hang them on the wall.
- **Reading time.** Each family member can pick a picture book and read it aloud. Book club style discussion is encouraged!
- **Scavenger hunt.** Basically a more involved version of I Spy, hide items around the house and print a list of what needs to be found.

A little creativity goes a long way. Don't be afraid to stretch your imagination - as a family!

Caring for those who need it most,

Children's Home Health Care

COPYWRITING



CELEBRATING 16 YEARS!

SWEET 16!

Celebrate 16 years of Homemade Gourmet with **16% OFF** your entire order!
Don't forget to check our site through the month for weekly bonus buys!

FREE SHIPPING
on all orders \$60 or more!
No coupon required!

USE COUPON CODE

16YEARS

homemade gourmet



16 REASONS TO

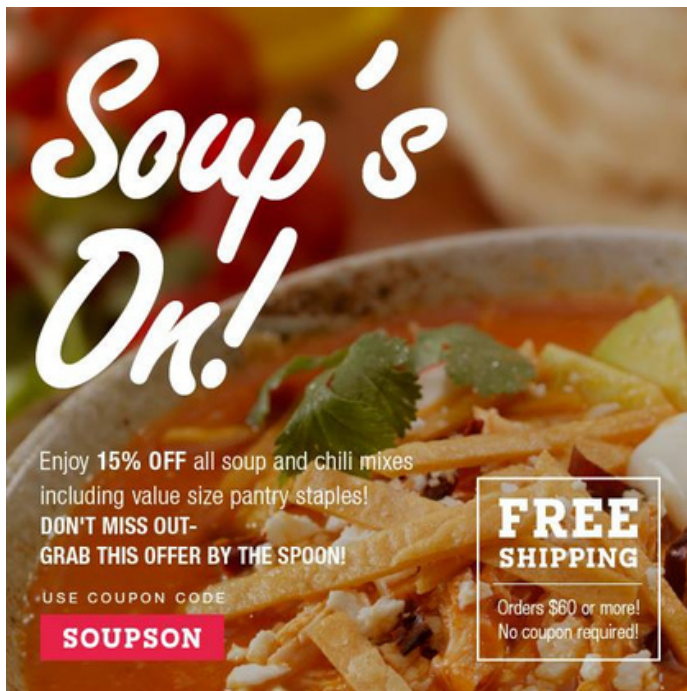
CELEBRATE!

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16YEARS



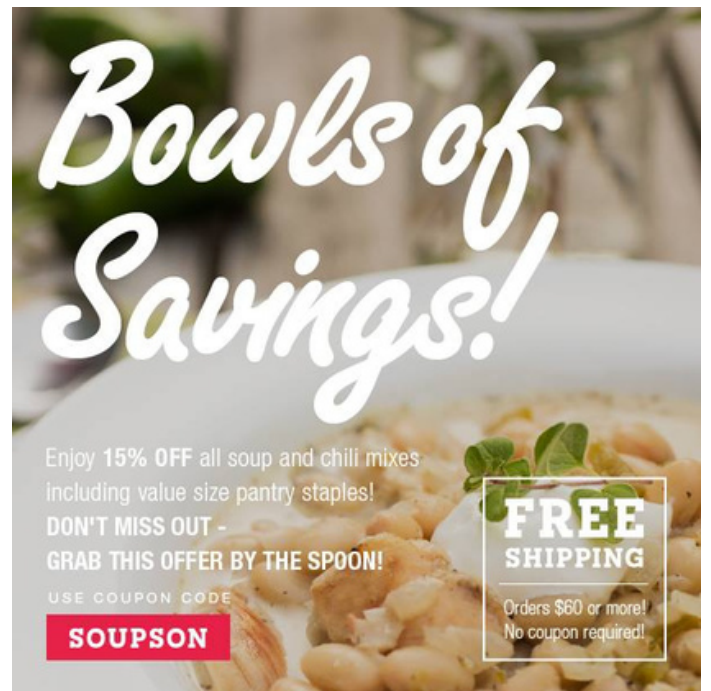
Soup's On!

Enjoy **15% OFF** all soup and chili mixes including value size pantry staples!
DON'T MISS OUT - GRAB THIS OFFER BY THE SPOON!

FREE SHIPPING
Orders \$60 or more!
No coupon required!

USE COUPON CODE

SOUPSON



Bowls of Savings!

Enjoy **15% OFF** all soup and chili mixes including value size pantry staples!
DON'T MISS OUT - GRAB THIS OFFER BY THE SPOON!

FREE SHIPPING
Orders \$60 or more!
No coupon required!

USE COUPON CODE

SOUPSON

CONTACT

emilyrosedenton@gmail.com

972-768-9817