

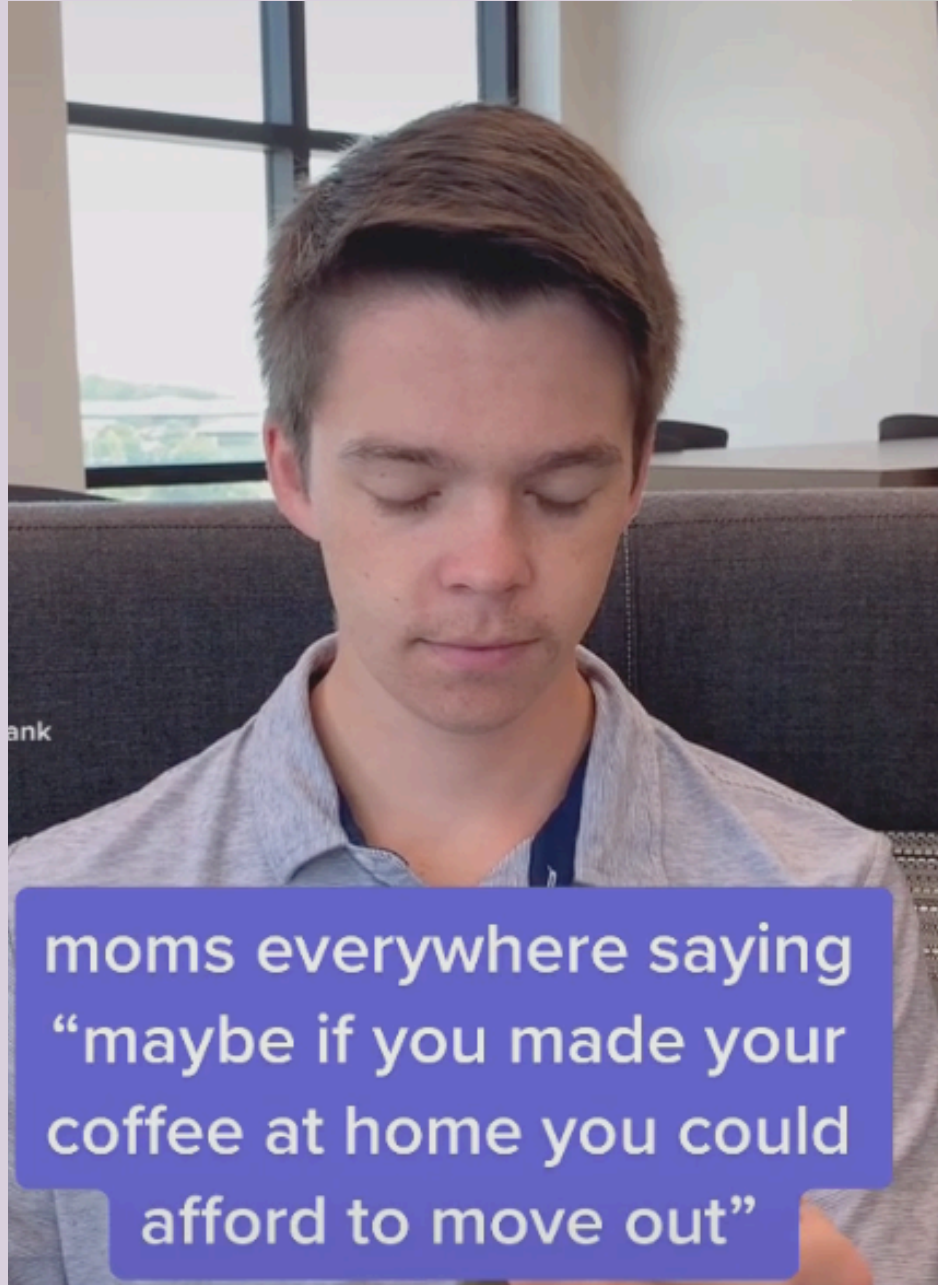


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## 02 About Me

I am a passionate, experienced creative who loves writing, design, and fashion. I have an undergrad degree in writing. A few phrases that capture me: enneagram 5, lifelong nerd, Goodwill fanatic.





# 03 Brand Work

## **Vast Bank.**

As Vast's social media coordinator, my responsibilities centered around creating the brand's personality on social media. I spearheaded the creation of Tiktoks and Reels with the goal of sharing a glimpse into the goofy, relatable, not-boring daily life of bankers.

Click on the images to watch the Reels! Tiktok versions can be found at @vastbank.

04 **It's my job as a writer to make sure the copy truly captures the subject.**

I had the privilege of serving as a volunteer social media director for Assembly Youth in Broken Arrow. Early on in my tenure with AY, the directors decided to host a Girls' Night. It was our (my volunteer team and me) first big campaign, and we wanted the branding to be feminine and sweet, but very, VERY fun.





# 05 Brand Work

## Vast Bank.

With Vast, I was intentional about using media with humans as the focal point. Banking can be a cold, impersonal industry, but Vast was the opposite! Its warmth and energy set it apart, so capturing that on social media was integral to the overall strategy.

To the left: Tom Biolchini and Doug DeJarnette chatting away at Vast's Drillers Opening Day celebration. Click on the photo to view the full post!



When I first started helping out with AV's social media, I started the "INVITE" initiative. The goal was to create a large set of timeless Instagram Stories that students could pick from & share on their personal accounts. This is one of the early drafts!

# 06 Featured Work

**Vast Bank** @vastbank · Aug 27, 2021

Our CEO, Brad Scrivner, shared what it's like to be the first bank to allow customers to seamlessly manage crypto alongside their checking accounts on @CoinDesk's First Mover.

Check out the full interview below!  
[youtube.com/watch?v=WTUkCA...](https://youtube.com/watch?v=WTUkCA...)

#cryptocurrency #vastbank #cryptobanking



youtube.com  
 Vast Bank CEO on Becoming First US Bank to All...  
 Oklahoma-based Vast Bank has become the first national bank to allow consumers to buy, sell, an...

2 Retweets 6 Likes

**Vast Bank** @vastbank

WE SAID YES!!!! 🍷🍷🍷👩👩👩 to crypto banking

4:49 PM · Oct 29, 2021

6 Retweets 25 Likes

**Curt Raffi** @Marketingviews · Oct 29, 2021  
 Replying to @vastbank  
 Can we be invited to the ceremony?

**Vast Bank** @vastbank · Oct 29, 2021  
 Replying to @Marketingviews  
 We'd actually like you to officiate

## Vast Bank, Twitter

Crypto Twitter is a crazy place. Vast Bank launched crypto banking in August of 2021. Its Twitter following more than doubled in the first week, then ultimately tripled in size (one of my favorite career moments).

Over the following months, I spent hours on Twitter getting to know this new audience. Everything about them, including their slang, was different from the brand's other social platform audiences. We got into a good groove! They loved dry humor, crypto news, and.... fake marriage proposals.

**Vast Bank** @vastbank

If only we could predict the future with as much accuracy as Kylie Jenner fans predicted this pregnancy.

4:03 PM · Sep 8, 2021

1 Retweet 1 Quote Tweet 3 Likes

**Vast Bank** @vastbank · Aug 26, 2021

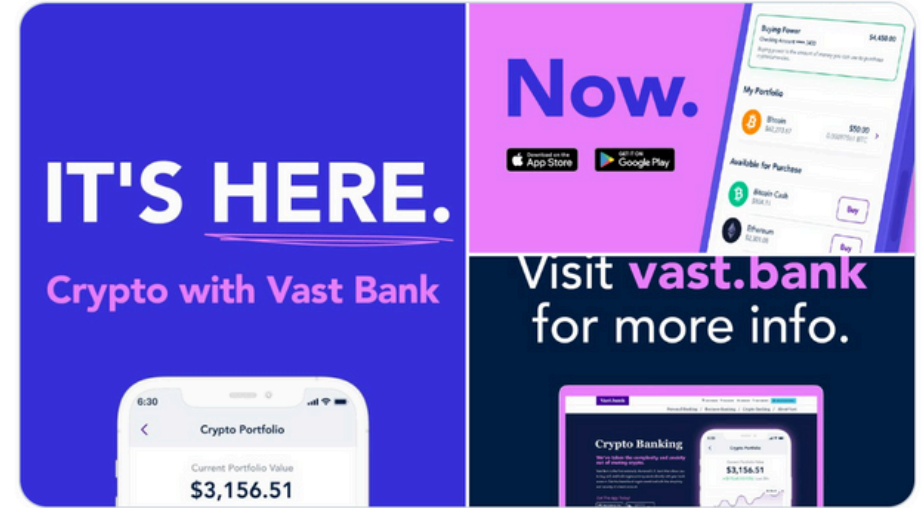
We feel like that liberty mutual car commercial but it's BRAD. No one compares to Brad.

**Blockworks** @Blockworks\_ · Aug 26, 2021  
 Oklahoma bank to offer crypto to customers:  
 "Whales have been waiting for a national bank to get involved,"  
 - @vastbank, CEO Brad Scrivner  
 Via @jacqmelinek  
[blockworks.co/oklahoma-famil...](https://blockworks.co/oklahoma-famil...)

2 Likes

**Vast Bank** @vastbank · Aug 25, 2021

Something very normal is finally here. Manage your crypto alongside your bank account with Vast Crypto Banking--seamlessly. Read the official press release & download the app:  
[hubs.ly/HOVYV2s0](https://hubs.ly/HOVYV2s0)



33 Comments 55 Retweets 111 Likes

**Vast Bank** @vastbank

We'd eat at McDonald's for a #McRibNFT

3:45 PM · Nov 2, 2021

2 Retweets 6 Likes



pov:  
you live in broken arrow and  
there's a spring market hosted by  
the cutest local bookstore/  
flower shop 🌸



Book & Bloom  
Broken Arrow, OK

Above: The viral reel that received over 78,000 views

To the left: A reel spotlighting the first annual Spring Fling, an indoor/outdoor event with local vendors. It garnered over 14,000 views.

to the right: A reel that I love. That's a good enough reason to include it, right?

# 07 Featured Work

## Book and Bloom, Instagram

In 2024, I started offering contract social media management services to the cutest combination bookshop and floral store, Book and Bloom.

What girl hasn't dreamed of doing the exact same thing!

In building Book and Bloom's Instagram strategy, I prioritized creating brand awareness through organic reels and carousel posts. One post that highlighted their adorable storefront went viral, reaching over 78,000 views!



pov: the idea made it out of the  
group chat and now you and your  
bestie own a bookstore +  
flowershop 🌸

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# 08 Featured Work

## ImogeneLee, Etsy

I'm at a point in my life where I think about creating almost every minute of every day, so I started an Etsy store to metaphorically "scratch the itch".

Imogene Lee is a mixture of my name, my mom's name, and both my grandmothers' names. I primarily design bridal shower and baby shower invitations, but also dabble in instant download screen time trackers.

The four designs on this page are some of my favorites. I also think they accurately capture my design style.

Can you tell I love pink?





# 09 Get in Touch

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Some additional content. Click on the photos to see the full posts!

**From the left:** Part of an ad set that Vast's marketing team created with Gitwit.

Promo for an informational blog post on stocks and cryptocurrency.

A carousel post of positive/funny tweets from Vast's crypto banking launch.

