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01 **Emma Simon**



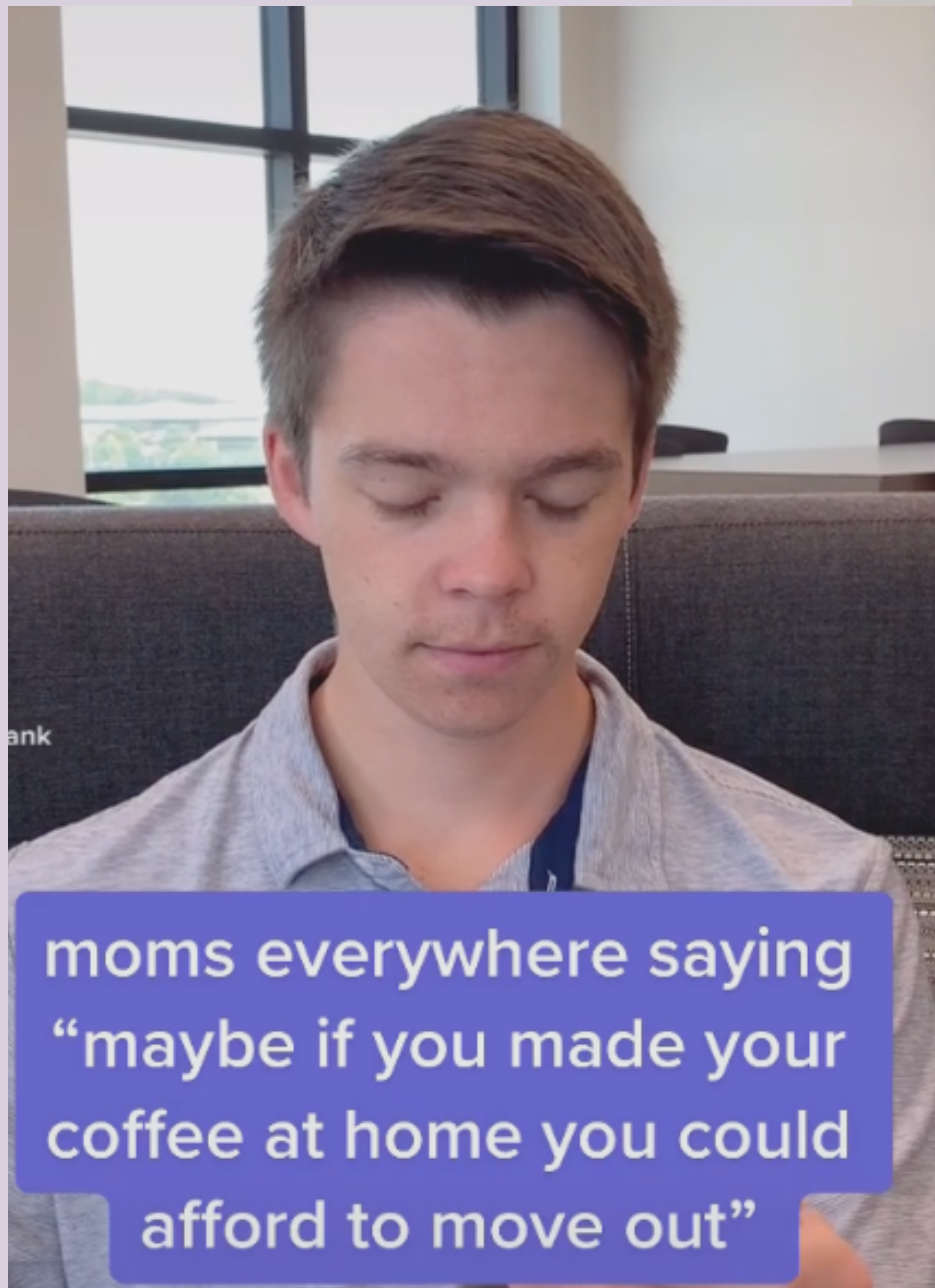
Portfolio

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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!



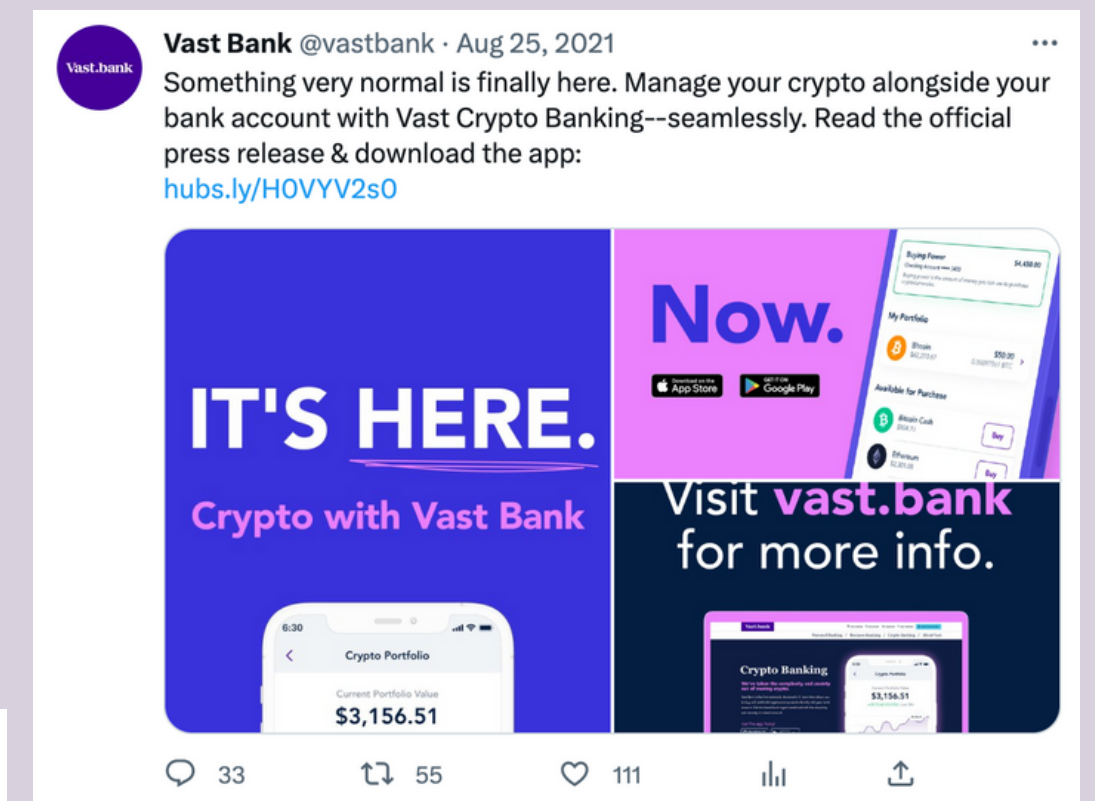
When I first started helping out with AV's social media, I started the "INVITE" initiative. The goal was to create a large set of timeless Instagram Stories that students could pick from & share on their personal accounts. This is one of the early drafts!

06 Featured Work

Vast Bank, 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.



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07 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?



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08 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.

if you think this is cute then crypto banking is for you.



Spot the difference

