



### Lawn & Garden Amazon Banner

**Purpose:** To facilitate the sale of gardening products whose margins were suffering from incomplete launches. High-investment items were not moving as we liked, so we developed a campaign to rectify that, piggybacking off of completed launches for all-time best-sellers.



### Big-Deals-Day Shopify Lifestyle

**Purpose:** Showcased our quarterly best-sellers while marketing the image of space-saving furniture that still spoke to a lifestyle of frugal and reasonable abundance.



# BRINGING Families Together

ONE PRODUCT AT A TIME

Best Choice Products offers affordable, high-quality items that enhance family time, creating lasting memories with loved ones.

## Spring Savings Shopify About Us

**Purpose:** To create a sense of continuity between the products we sell by connecting our customers to our values. The company prided itself on being a purveyor of products with people in mind, transforming old classics by making small improvements and additions. The copy here was a collaborative effort between myself and the Brand Manager.



# FALL HOME ESSENTIALS

TRANSFORM YOUR HOME FROM THE INSIDE OUT  
WITH STYLISH DECOR

[SHOP NOW >](#)

## Fall Campaign Module

**Purpose:** To drive the customers toward our outdoor catalog while the weather was still favorable. We framed this as both a leisure and a style update for customers who value a comfortable yet presentable home, with the door open to guests.



### Mobile – Home Furniture

**Purpose:** To market space-saving furniture to the more space and cost-conscious customers. We identified the key demographic for these products as ages 25-35, so we prioritized the mobile layout and messaging to reach them, as this is their primary shopping method.



### Lawn & Garden Campaign Module

**Purpose:** To plug the new colors of one of our old best-sellers. This was less of a copy exercise and more of a collaboration on keywords and imagery. Space for the written word was limited to showcase our new lifestyle images, but we still needed to stay on brand and maximize the gains from the product launch.



## Cyber Monday Amazon Home Page (Zoom to View)

**Purpose:** The results of the marketing, copy, brand, and graphic design teams to showcase our best items, push the products in need of a boost, and create a sense of urgency for the coming holidays. This was made concurrently with our Cyber Week and Black Friday Campaigns, demonstrating an ability to juggle high-value assets in record time. The overall revenue generated via CVR was around \$48 Million over a two-day period.



**Spring Savings Shopify Home Page (Zoom to View)**

**Purpose:** To address declining CVR in the outdoor catalog and energize the audience to improve and expand on all facets of home life during the new season. Outdoor Living, Home, and Garden catalogs were prominently featured, with bestsellers and new takes on old classics taking center stage. This project was populated on the home page for the entire month of March and generated roughly \$22 million in revenue based on CVR data at the time.