



NOTAFISH'S MARKETING COPY PORTFOLIO

MARKETING GRAPHIC DESIGN PORTFOLIO HERE

notafish here!

I have 5+ years managing social media accounts across both indie and professional industries, and a lifetime spent telling stories and exploring how they connect us as humans.

Below you'll find a short resume and marketing copy from some of my wily marketing efforts. :) Feel free to reach out with questions or any projects you'd like to discuss! My rates are flexible and open to negotiation.

INDIE PROJECT EXPERIENCE

Social Media Manager, Content Writer/Developer, Marketing Graphic Designer

Projects: Fatal Affair || Blanket Cat || Pearlglow Cafe
Studio Ghost Legs || 4/2022 - Current

Content Writer/Developer

Projects: FOOL'S PARADISE || Hung, Drawn, & Quartered
DEADline Studios || 09/2022 - Current

Content Writer/Developer, Marketing Graphic Designer

Projects: Angel Hare's Learning Adventure || Crowing
East Patch Productions || Freelance

FOOL'S PARADISE ANNOUNCEMENT CAMPAIGN

FOOL'S PARADISE is a satirical horror dating sim dealing with themes of isolation and stagnation. The marketing copy was written to match this aesthetic and build dread within players. Much of the copy relied heavily on the visual themes of each character. For example, the character Mona has a spider motif, and much of the marketing copy for her makes allusions to this.

The FOOL'S PARADISE marketing campaign ran from **May 2023 to Nov. 2023 with an average of four posts per week.** The goal of this campaign was to build studio awareness and introduce potential players to the game concept and romanceable characters.

CAMPAIGN CONTENTS:

- Teaser Trailer
- Main Game Reveal
- Situational Teasers
- Individual Character Teasers
- Character Reveals
- Character Relationships
- Character Posters

The following pages will show marketing copy for each of these sections, as well as explanations for what each section hoped to achieve. All copy was shared to Twitter, Instagram, and Tumblr and was written to fit within Twitter's character limits.

You can look through the full announcement campaign by [visiting the studio's tumblr archive and scrolling to the bottom.](#)

Mini Teaser Trailer / Game Reveal: D-1

As the studio did not have an established presence, the trailer reveal was designed to imbue players with a sense of curiosity and dread. The marketing copy's purpose was to expand on those feelings and encourage people scrolling by to follow the studio through the use of questions and call to actions. This was the studio's pinned post on all social media accounts for several months while we carried through with the rest of the marketing campaign. The trailer can be viewed [here](#) (tumblr link).

Version One:

Shadows beckon and blissful companionship awaits in FOOL'S PARADISE, a satirical horror romance visual novel.

Will you join us?

[Social Media Links + Hashtags]

Version Two:

Abandon reality in FOOL'S PARADISE, a [satirical/psychological] horror romance visual novel that will fill the empty voids rotting in your heart. <3

Isn't this the carefree life you've yearned for?

[Social Media Links + Hashtags]

Version Three:

You know you don't belong in this soulless society, so why not join us at FOOL's PARADISE, a horrifyingly romantic visual novel. We welcome you with open arms.

What does your paradise look like?

[Social Media Links + Hashtags]

Version Four:

Find connection at FOOL'S PARADISE, a romantic [satirical/psychological] horror visual novel where you experience the dark side of self-discovery.

Is this where you belong?

[Social Media Links + Hashtags]

Main Game Reveal: D-2

This post was shared after the above trailer post and was used as a 'buffering' post to encourage potential players to follow the studio for updates. The various options were drafted to play on potential audience expectations.



Version One:

Slip deeper and deeper into paradise—and try not to worry. We're here for you.

Follow us here to slip deeper still:

[Social Media Links + Hashtags]

Version Two:

There is beauty in the shadows and the unknown they promise... but there's no shame in wanting to know more.

Follow us for updates:

[Social Media Links + Hashtags]

Version Three:

All dreams end, but when you wake... who remains at your side?

Follow us to find out:

[Social Media Links + Hashtags]

Situational Teasers:

Fool's Paradise takes place within a single area: a communal facility. These situational teasers were used to give glimpses into the characters and locations within that facility. With the use of questions, the marketing copy was designed to be enticing and inviting for potential players.

NOEL + MONA:

Sweet scents and bickering words waft through the polished kitchen.

Should you intervene?

SORIN + MARY:

Deep in the tranquil garden, two ethereal silhouettes bask in warm sunlight.

Will you join them in their reveries?

VEIN + TEMPEST:

Seems like these competitive players are dancing within a neon-lit arcade!

Want to join in?

TEMPEST (SOLO):

Ding! Your elevator to paradise has arrived!

Are you ready to enter?

Individual Character Teasers:

Fool's Paradise is a romantic visual novel (a dating simulator), and the most important part of that is the characters. The character teasers were used to build anticipation in players and get them excited about the future character reveals (shown next). The marketing copy was designed to be mysterious and enticing by using language that implied familiar character tropes found within visual novels.

NOEL:

Under dimmed kitchen lights looms an imposing and towering individual, the secrets beneath their flesh burning hotter than the skillet in hand...

MONA

Bewitching though they may be, gaze too long into the eyes studying you and you'll find yourself tangled in this black widow's web...

SORIN

It's said a ghost shrouded in gossamer moonlight stalks the commune's gardens at night: a stoic, princely figure whose serene smile will enchant your soul...

MARY

Prim, proper, and perfectly poised, an unnervingly doll-like and delicate facade will have you spilling your darkest desires...

TEMPEST

This magnetizing and thunderous presence might leave you windblown—unless you think you can weather the storm...

Character Reveals

The character reveals were used to show off the character's personality, interests, and appearance. The marketing copy was designed to show off a bit more about each character's personality as well as hint what role they might have within the commune by assigning them an alliterative title.

NOEL

Noel ♡ The Modest Mediator

Imposing but mild-natured, Noel exudes a quiet confidence to protect his inner peace.

MONA

Mona ♡ The Vivacious Virtuoso

Behind her alluring and mysterious charm, Mona possesses an ardent and rebellious impishness.

SORIN

Sorin ♡ The Placid Prince

Though elegant and insightful beyond measure, Sorin prefers to spend their life in isolation.

MARY

Mary ♡ The Tactical Terror

Don't let the sweet pastels and gentle features fool you: [Mary's colorful words are sure to put you in your place.]

TEMPEST

Tempest ♡ The Explosive Entertainer

Loud-mouthed, impatient, and brash, some might say Tempest is a washed up rockstar, while others: PEST.

VEIN

Vein ♡ The Pepper Planner

Eternally upbeat and quick to laugh, Vein's never-fading smile conceals her true feelings.

Character Relationships

Fool's Paradise is largely about community, and the Character Relationship series of posts was used to showcase how the characters feel about one another within their small commune—and hint at the oodles of drama to come within the story. All copy was paired with the related graphic.

NOEL

"Friends? Hm. I prefer privacy."

Noel's serene nature effortlessly draws people toward him, despite his inclination to keep his distance.

MONA

"How spoiled I've grown being so wholly ensconced by inspiration, day and night!"

With an irrepressible mischievousness, Mona both unsettles and enthralls the other members.

SORIN

"What beauty strives to endure betwixt the ephemerality of chershing another..."

Often lost in their own world, Sorin's tranquil introversion adds a touch of enigma to every gathering.

MARY

"Huh? Friendship? What the hell would I do with that?"

While all know *of* her, Mary's guarded nature keeps anyone getting to truly know her.

TEMPEST

"Heh. Well. Since you asked, who doesn't want to be friends with a badass like me?"

Tempest's belligerent disposition often stirs up whirlwinds of conflict within the commune's shared spaces.

VEIN

"Friends are so easy! Just give them what they want."

Ever the selfless mediator, Vein's determination to meet the needs of others leaves little room for personal boundaries within the communal network of interdependence.

Character Posters:

Character Posters were shared at the end of each character's reveal cycle. Because Fool's Paradise is part horror game, the marketing copy for each poster was used to hint at deeper, more dangerous truths with each character and further build a sense of dread within the players.

NOEL - *Even hibernating bears still have fangs...*

MONA - *Cobwebs cling to even the brightest of minds...*

SORIN - *A gentle spirit is the best shield from the world's dangers...*

MARY - *The prettiest flowers are often a veil for the ugliest truths...*

TEMPEST - *Storms may pass, but this one harbors dark, impenetrable clouds...*

VEIN - *It's the vibrancy of one's soul that beats louder than any pulse...*

PEARLGLOW CAFE ANNOUNCEMENT CAMPAIGN

The PEARLGLOW CAFE marketing campaign was a month long, running from May 31st, 2023 - June 30th, 2023 with daily posts. The goal of this campaign was to build studio awareness and introduce potential players to the game concept and romanceable characters. For this campaign, I created all post graphics and copy. All character and background art seen within the posts was done by others.

Pearlglow Cafe is a comedic and cozy dating simulator and the tone of all marketing posts was written to fit this aesthetic. The goal was to be inviting, wholesome, and laid-back.

CAMPAIGN CONTENTS:

- Game Teasers
- Individual Character Teasers
- Character Reveal Posters

The following pages will show marketing copy for each of these sections, as well as explanations for what each section hoped to achieve.

Game Teasers

The game teasers were designed to immediately establish the tone and genre of the game.

Teaser One:

"Let me tell you about all the love you will find in this world...and the magic it will bring."

Set in a seaside town, Pearlglow Cafe is an upcoming cozy-fantasy otome about new beginnings, the persistence of love, and...a magical cafe!

Teaser Two:

Inspired by cooking sims and fairy tale classics, **Pearlglow Cafe: Sweet Crumb Kisses** is a cozy otome visual novel in active development for Otome Jam!

If you like...



New Beginnings



Enchanting Food-Themed Stories



Romancing Handsome Men

Then stay tuned! ✨

Character Teasers

Pearlglow Cafe was created and released for Otome Jam 2023, an annual game developer event that comes with a built in audience actively looking for new titles and studios to follow. The poll at the end of this cycle was created to give me an early indicator as to which character players would be most interested to retain project attention.

Juniper:

Enter a cafe filled with warmth and enchanted pastries lovingly curated by a kind and adventurous soul. 💖

Are you ready to experience the magic that can only be found at Pearlglow Cafe?

Graham:

Roll up your sleeves to prepare for this broad-shouldered, diligent, and surly figure who can often be found ordering his morning coffee at Pearlglow Cafe. ☕

Can you discover his sweet side? 💖

Briar:

You'll need to pack your bags to join this cheerful and energetic explorer as he studies all the natural wonders the local island has to offer! His visits to Pearlglow Cafe are as unpredictable as he is. ✨

Can you convince him to grow roots? 💖

Aspen:

As equally enchanting as they are elusive, this silent and mysterious figure can often be found lingering around Pearlglow Cafe... but no one's quite sure what they want!

Can you get them to open up? 💖

GROUP:

Character reveals for Pearlglow Cafe are up next! Who would you like to see first?

☀️ Surly LI

🌑 Reserved LI

💧 Quirky LI

🦋 Cheerful MC

Cast your vote on Twitter and Tumblr!

Character Reveal Posters

This was a series of marketing posts with an experimental magazine concept to further build hype for the game by giving players a deeper understanding of the characters and world within the game.

Aspen:

☀️EXTRA, EXTRA☀️

Rumors speak of an elusive figure that roams only the quietest of streets. One reporter managed to corner him as he departed Pearlglow Cafe, but he was reluctant to reveal more about himself. 🗨️

Hopefully we'll know more soon!

Graham:

☀️EXTRA, EXTRA☀️

Convincing this impatient man to sit down for an interview was impossible - luckily, one reporter managed to trap him at Pearlglow Cafe! Unfortunately, he refused to answer our questions...

Maybe a little tenderness will work better next time? 💕

Briar:

☀️EXTRA, EXTRA☀️

This quick-witted man was more than willing to chat after a visit to Pearlglow Cafe. However, he was only interested in discussing the peculiar communication method of plants... 🌿

Will you unravel the mysteries of the natural world at his side?

Juniper:

☀️EXTRA, EXTRA☀️

This cheerful witch welcomes all who enter Pearlglow Cafe with sweet aromas, fresh coffee, and an infectious smile - she even sent our reporter home with a free pastry!

What joy will she find in our cozy town?