

*Nancy C. Sampson* | Creative Content Portfolio

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## Email Campaigns

Examples of writing and graphic design from email campaigns for an online B2C fragrance retailer.

THE AROMI  
AUTHENTIC & TRUSTED SINCE 2019



**SHORT SALE,  
LONG WEEKEND!**

VIP FRAGRANCE LOVERS SALE

**Get 25% Off  
All Fragrances**

This weekend only (Sept. 3rd – 5th)

USE COUPON CODE

**25OFF**

SHOP NOW

## Halloween Fun

During the sale, we're pairing a fragrance with a favorite costume. Check your inbox through Halloween for more combos.

**Vampires** will lure in prey with the everlasting scent of Gucci Intense Oud. Notes of amber, smoky wood, and oud blend with oils of warm & fresh spices to create an incense-like effect. An enchanting fragrance.



## Research Triangle Foundation

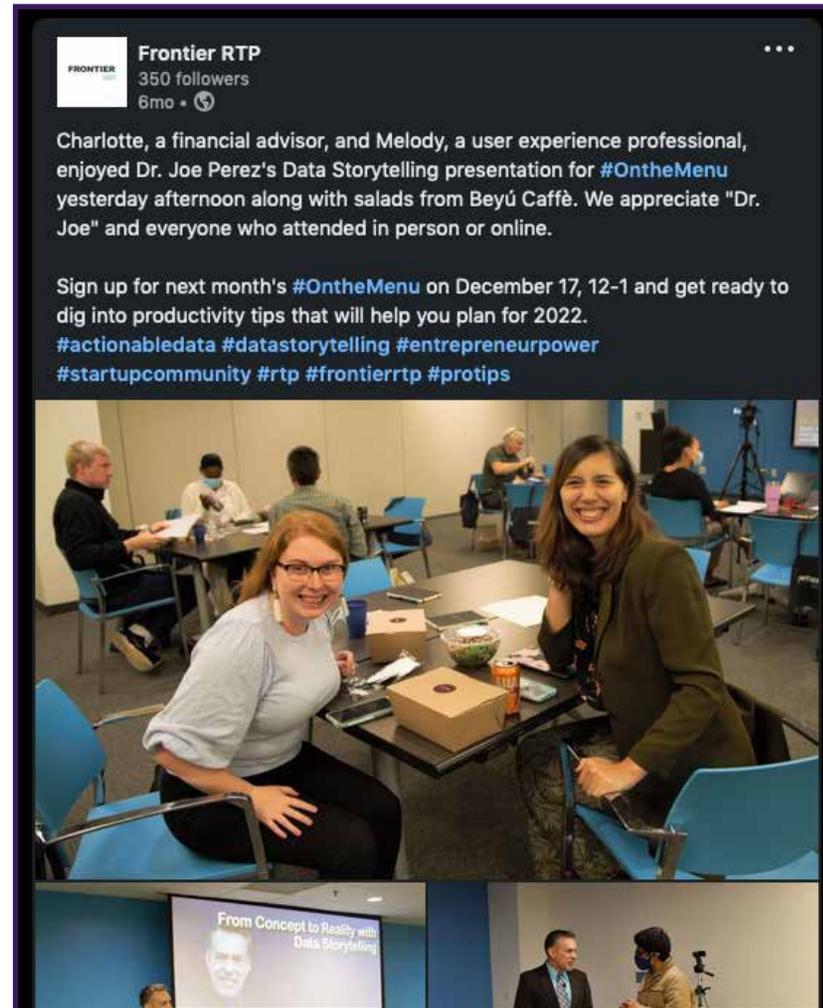
I contributed short- and long-form written content for this 501(c)(4) non-profit as Content Marketing Manager. The core missions of the organization are to bring benefits of economic development to all North Carolinians and to facilitate collaboration between local universities and corporations.

The following six pages contain examples of my work from this experience:

- Social media
- Blog posts
- Ad copy

## Social media

Examples of copy I provided for event promotions, achievement highlights and awards for the organization, all with the common goal of building community and brand awareness.



**"On The Menu: Data Storytelling," a live, monthly, event.** Frontier RTP, LinkedIn, November 2, 2021.

**Opening of Lilly Science and Technology Center.** Research Triangle Park, LinkedIn, March 18, 2022.

**Sponsored social media post for Boxyard RTP.** WALTER Magazine, Instagram, March 18, 2022

**Recap of a live event, "#RTP180: Medicine."** Frontier RTP, LinkedIn, February 24, 2022.

Durham Magazine's "Influencer" issue, out now, contains an interview with our own Scott Levitan. The article brings attention to Boxyard RTP, Frontier RTP and Hub RTP which are all results of public-private partnerships, nurtured by Scott and the Research Triangle Foundation team. Read more in the article, on page 39, about the Park's influence in the Triangle region and beyond. Research Triangle Park, LinkedIn, February 2, 2022.

**Coffee and community.** Frontier RTP, Instagram, January 26, 2022.

**Growth in RTP.** Research Triangle Park, LinkedIn, January 25, 2022.

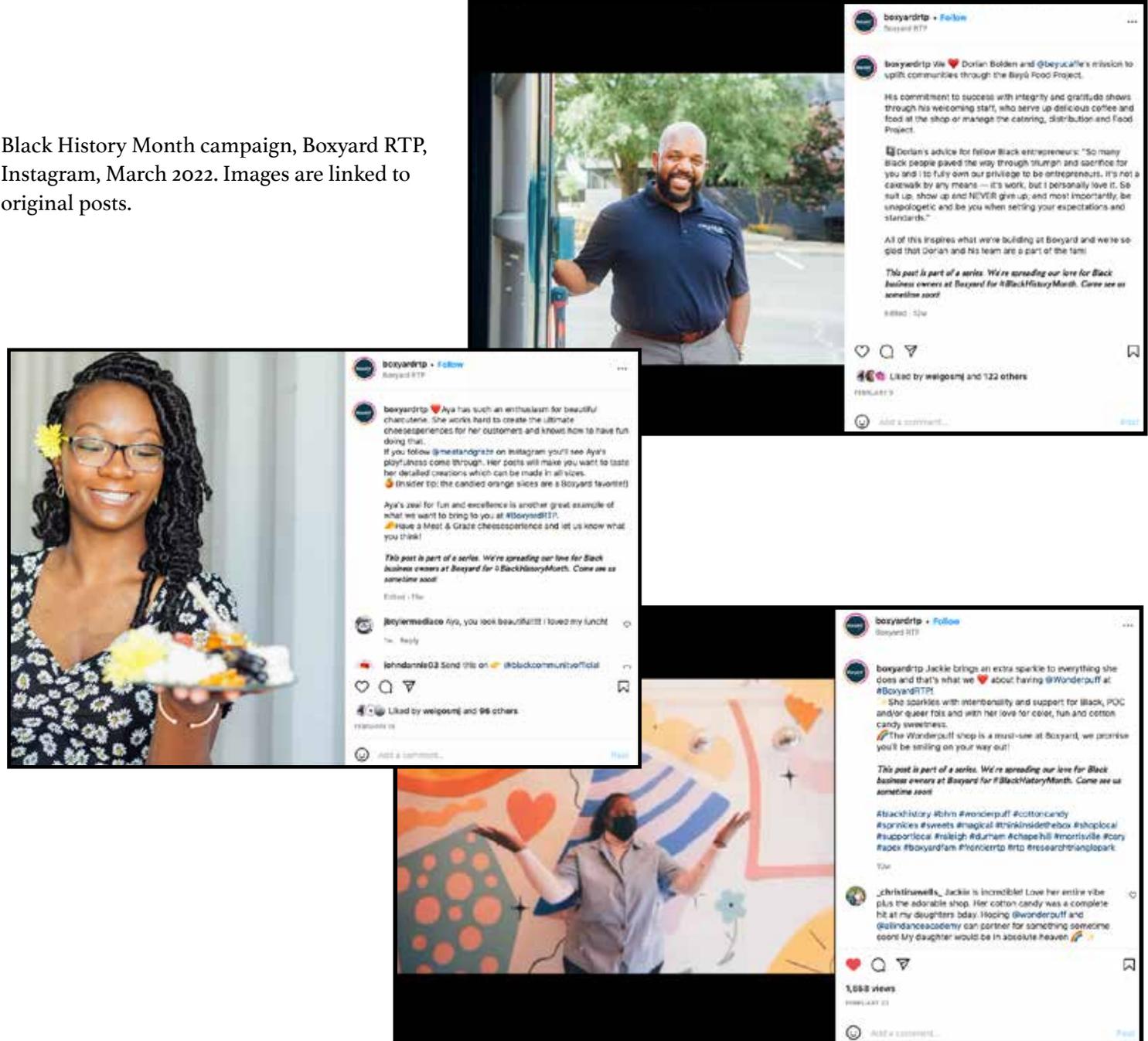
**Community bee hive tour with Bee Downtown.** Frontier RTP, Instagram, October 7, 2021.

## Research Triangle Foundation

I led the plan for a Black History Month campaign to highlight Black-owned businesses. The original concept was to gather quotes from the business owners. During the process we received feedback that some in the group did not feel comfortable with this style of observation. I reevaluated the approach and I wrote the series from the perspective of our appreciation for each person and the positive aspects that their businesses bring to the community.

## Social media: Instagram campaign highlight

Black History Month campaign, Boxyard RTP, Instagram, March 2022. Images are linked to original posts.



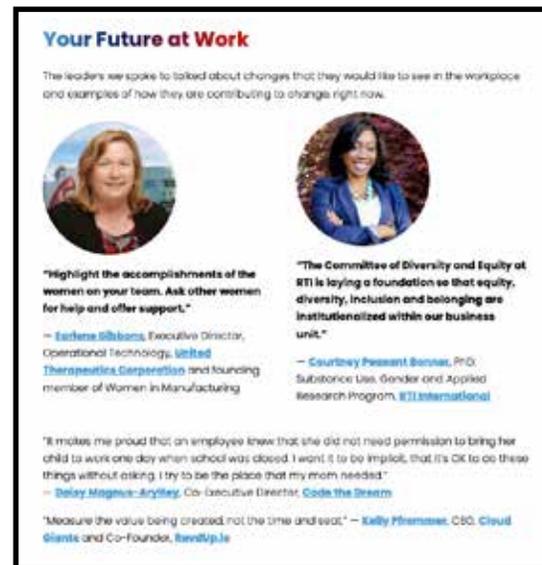
Nancy C. Sampson



### Inside Hub RTP: Street Name Stories, Elion and Hitchings

“Elion Drive and Hitchings Way, which intersect in Hub RTP’s retail and residential district, are named after Gertrude B. Elion and Dr. George H. Hitchings, health science teammates who began their groundbreaking research in 1944 at the U.S. headquarters of Burroughs Wellcome in Tuckahoe, New York and later, Research Triangle Park.”

RTP.org, March 1, 2022. Wrote and formatted in WordPress.



### Breaking the Bias: Leadership in RTP

“We asked women leaders across Research Triangle Park to share their thoughts about success, their leadership styles and the benefits of working within RTP. We’ve collected compelling advice from the four panelists who participated in our International Women’s Day event and other accomplished women in our community.”

RTP.org, March 15, 2022. Selected photos, wrote, and formatted in WordPress.

### Research Triangle Foundation announces additions to leadership team

“The Research Triangle Foundation (RTF), the organization tasked with the administration and stewardship of Research Triangle Park, today announced the promotion of two staff members after their exemplary contributions to the growth of the Foundation over the past several years.”

RTP.org, August 31, 2021. Press Release. Selected photos, wrote, and formatted in WordPress.

# Breaking the Bias: Leadership in RTP

Research Triangle Park hosted leaders from companies within the Park and a community of professionals for a fireside chat at Boxyard RTP on March 8, International Women's Day.

Our speakers shared notes about their own success, meeting challenges and contributing to growth and opportunities in North Carolina.

Read more about what we discussed [RTP.ORG/BREAKINGTHEBIAS](https://RTP.ORG/BREAKINGTHEBIAS)

Durham Magazine, April / May 2022, pages 110-11.

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RTP

Photo credit: [unreadable]

Speakers: [unreadable]

Event: [unreadable]



## Blog Articles

### **UNC-Chapel Hill awarded funding for study of Malan Syndrome**

I conducted interviews with scientists and a Malan Syndrome Foundation representative to report about this rare disease and UNC's plan to research treatment options.

November 16, 2022

### **I Learned to Make Fresh Pasta in Italy**

An account of my experience at a pasta-making class during a vacation to Italy which I had booked through BonAppetour.com. The company noticed an increase traffic as a result of my article and asked for permission to publish it on their site.

*Etsy New York Team, May 30, 2016.*

### **DIY Charging Station**

The process of creating a simple charging station for my own needs became a DIY home project post for the AIGA blog.

*Raleigh AIGA chapter, March 22, 2017.*

### **Food and Fun Near Brooklyn Collective**

Brooklyn Collective, an independent retailer in the Cobble Hill neighborhood, offered a space in their expertly-curated store to sell my wares. I created this activity guide for the neighborhood to entice my fans and other customers to visit the shop and nearby businesses.

*Nancydraws.com, July 21, 2015.*

