

At theSkimm, much of my work was invisible to the audience — but extremely influential behind the scenes. Here are samples of my pre-sale strategies and concepts, and the work that they became in post-sale.

FORD

Manifesto: Get Away, Your Way

Real talk: Life can be a lot. And between work, family, and maintaining friendships – plus *gestures wildly at the world* all this...Skimm'rs could use an escape.

In fact, 97% of Skimm'rs are seeking more balance in their lives. They come to us to help them find it, and get what they need to live smarter. And now, we do that and a little extra – by helping them **escape, smarter.**

This spring and summer, we partner with Ford on an impactful cross-platform campaign that generates awareness for the launch of the new Ford Escape. Our content-driven campaign **serves as both the *inspiration to escape* and the *escape itself*. And points to Ford as the ultimate Getaway Car.**

Together, we drive views for Ford's 'Getaway Car' campaign videos and increase brand relevancy among our audience. All while encouraging them to prioritize their own wellbeing and indulge in an escape. Vroom vroom.

Dedicated Email — 50 Ways To Escape This Summer

You know you need some “me” time – but what should you even do with it? And when you have some, why do you always end up staring at your phone until it's over?

In this fully custom, 100% ownable email, we partner with Ford to inspire our audience to escape in style. This bright, colorful email provides exciting ideas for great escapes – from a breathing exercise, to an art project, to a hotel staycation – depending on how much time you have (five minutes, 15 minutes, 1 hour, a whole weekend).

Written in our signature Skimm tone, this lighthearted, funny, jam-packed and actionable email gets Skimm'rs excited about their own great escapes. And positions Ford as the Getaway Car that gives you the momentum you need to make them happen. Ready, set, recharge.

Interactive Video — Your Perfect Escape

Our audience is busy. So we create a **choose your own adventure-style video** that leads them directly to the right escape for their situation.

At the start of the video, Skimm'rs can customize their experience, selecting the amount of time they have, the mood they're in, and what they want to get out of their escape (relaxation, fun,

education, or a mix of all three). From there, viewers are directed to the perfect escape for them – and see a video with tips for making it happen in the perfect Getaway Car.

This video lives on our custom web destination, with cutdown videos extending this content to our social audience and driving them back to web to experience the immersive destination.

Web Destination — Great Escapes

On web, we create a content hub that's all about the benefits of getting away. Through interactive content modules, we share key facts about the importance of escaping for your mental health – like that it can lead to increased creativity, more social energy, and improved personal exploration. We also include a short Q&A with a mental health expert who offers her own input about why to prioritize an escape.

On the strength of these concepts, this campaign sold — and became this [dedicated email, web destination, and interactive video](#). As a whole, this campaign is a finalist for a [Digiday Content Marketing Award](#).

NIKE

Manifesto: Color Us Running

Ahh, January. Time to say 'see ya' to bad habits and start a totally new, impeccably lived life. Right?

At theSkimm, we know it's not quite so easy. That's why, at the start of a new year, Skimm'rs come to us specifically for non-judgmental, info-packed resources to help them *actually* live smarter, and achieve everyday growth in pursuit of a balanced, well-rounded life.

That's where Nike comes in. With a mix of higher and lower priced footwear styles designed with color in mind, Nike understands and serves our audience of millennial adults looking for holistic betterment and growth. And we can't wait to paint the town red with the news.

Through a strategic mix of thematic and high-impact content across our ecosystem, we help Skimm'rs work towards balance and self improvement by putting their trust in Nike Running. Together, we show our audience that Nike is their partner in starting the year on the right foot – and running away with it, too. On your mark, get set, show your colors.

Dedicated Email – Color Psychology 101: How Color Can Help You Have A Creative Year

Feeling blue. Seeing red. Green with envy. It's no secret that we associate colors with our feelings. The fact is that when we're around certain colors, they just make us feel *different*. They even have the power to make us feel happy, energized, and creative.

Together with Nike, we start 2024 off right with a 100% SOV, completely custom Dedicated Email that's all about helping Skimm'rs harness the power of color. We Skimm color psychology (hint: it has to do with warm vs. cool colors), and offer a few tips for how to use this info to inform your habits and surroundings.

The email is custom designed with Nike colors and imagery, and tells readers that running is another great way to harness positive energy and release creativity. We show a few "color pack" shoes, and drive Skimm'rs to shop right from their inbox. Hue got this.

Video — Asking for a Friend: Running Edition

At the start of a new year, lots of Skimm'rs want to adopt or return to a running routine. But real talk: that can be easier said than done.

Enter our fan-fave video franchise, Asking for a Friend. In this special edition created with Nike, a Skimm'r tells us how she overcame initial setbacks to become a regular runner. With actionable tips for viewers, this is an inspiring story that helps them take action. The best part? With colorful b-roll aligned to the colors of the sneakers (think: our hero running in orange sneakers past an orange basketball court, then past a fruit cart selling oranges), the video uses color psychology to excite and energize everyone who watches. Just like that, you're ready to run.

[This sold, too, and became this dedicated email and this video.](#)