

WELCOME

PORTFOLIO INCLUCES

intro I projects I testimonials

Gayvin Powers is a Red Bull disguised as apple pie with 12+ years in copywriting, brand marketing, publication (print and online), and developmental editing. She's the embodiment of being excited, focused, and creative. Professionally, she excels in collaborative environments working as a team and individually.



GAYVIN POWERS

COPYWRITER, BRAND MARKETER, & WRITING COACH

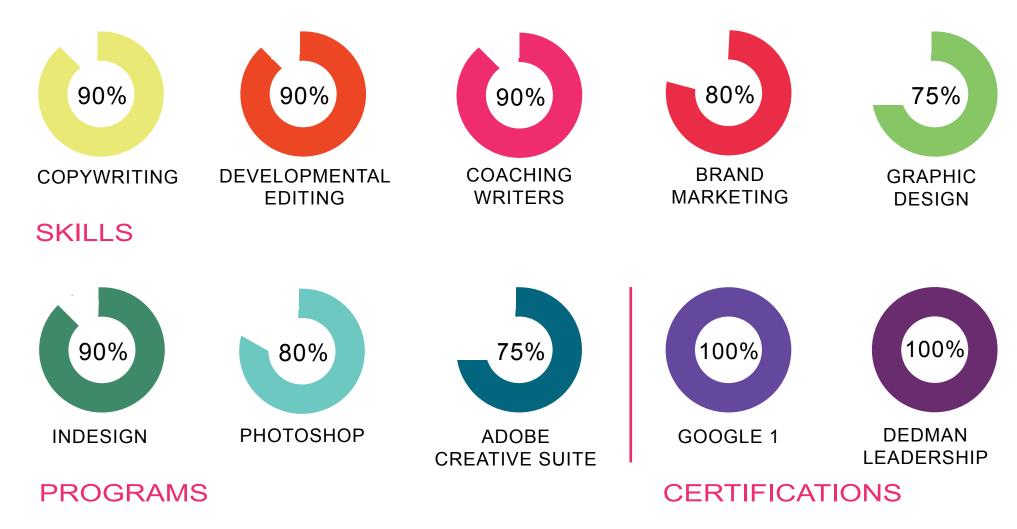
creative I focused I inspiring

"Life is either a daring adventure or nothing!" The quote by Hellen Keller sums up Gayvin's approach to life and work. She has an unquenchable energy for story, writing, and marketing. You'll find her focused and always seeking the sweet spot where meaning, engagement, and entertainment come together for readers. While Gayvin spent many years building her own brands in fashion and publication, both online and in print, Gayvin continues to write copy and books, coach writers, and help entrepreneurs on a weekly basis.

She enjoys collaborating with others and watching a brand and its voice come alive. She's revamped existing brands and matched other brands' marketing guidelines through copywriting and design. She's most effective working individually and with a team in creative environments that thrive on innovation, professionalism, and inspiration.

EXPERTISE

Over ten years implementing creative solutions and copy for businesses and individual brands. Gayvin specializes in holistic written, verbal, and visual communication, echoing the brand voice throughout all three. The chart highlights her skills, programs, and certifications that she regularly uses.



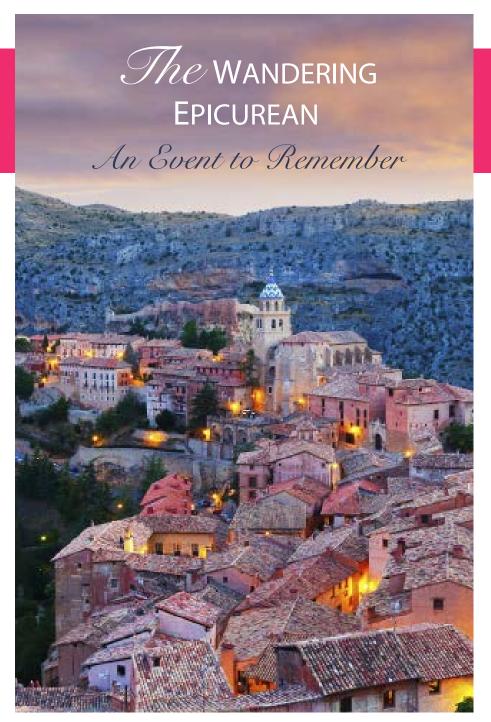
THE WANDERING EPICUREAN

SANDHILLS COMMUNITY COLLEGE

elegant I savory I exclusive

A high end event designed to cultivate donors and engage the community in the culinary department. A part of the launch team, Gayvin headed up marketing. The marketing strategy was a feast for the eyes and senses, playing upon the anticipation of the invitation only event that came around once per year. Salut!





Program from the event, above

"A FEAST FOR THE SENSES."

ROLE

Brand Strategist, Copywriter, Graphic Designer

CLIENT

Sandhills Community College

AUDIENCE

High end donors (limited)

PROGRAMS

InDesign, Photoshop, Adobe Creative Suite

ASSETS

Look book, programs, cookbooks, signage, all event collateral

ACHIEVEMENTS

- Creation of 100% of copywriting and design on 300+ pieces of marketing material
- Published two programs (52+ pages each), thank you cookbooks (40+ pages each), and a pre-launch invitation look book (19 pages)
- Sourced 10,000+ and edited 4,000+ images
- Managed 30+ staff, volunteers, and contractors
- Sold out 100% before event due to marketing look book
- Increased size of guest attendence by 20% due to demand

"OUR FRIEND FLIES ALL OVER THE COUNTRY FOR THESE KIND OF EVENTS. HE SAID THIS ONE WAS THE BEST. HE'S COMING AGAIN NEXT YEAR."

- Charlie Eichhorn, Sandhills Community College, Board Member

Greetings

Welcome to our kitchen.

Indulge with us as you experience a journey of the senses, where food, wine, music, and atmosphere crescendo into an epicurean adventure. Roam through our commercial kitchen and bakery, meet the students, and mingle with fellow foodies as you sample innovative flavors and combinations designed to heighten your culinary experience.

The evening is truly a collaboration, a combined labor of love for our beloved Baking & Pastry, Culinary, and Hospitality programs working in partnership with the Sandhills Community College Foundation. The event is a reflection of the curriculum, and we're ever mindful of our intent to provide students real-world experiences that prepare them for what lies beyond our doors at Sandhills. We are happy you could join us tonight and experience first-hand our passion for what we do.

A special thanks to our Foundation hosts Lin Hilton and Charlie Eichhorn for their support and the many other valuable people who made tonight possible. With all of their insight and love of our department, we are able to offer you a truly memorable evening.

Thank you for being a part of our culinary celebration. Your attendance and support tonight directly enhance and maintain our dynamic programs, ensuring we have the tools and resources to continue supporting our students and producing exceptional graduates.

Thank You for Being Our Guest,

Fiona Chef Fiona McKenzie



LOOK BOOK

A pre-event marketing booklet was sent out with invitations and heightened the anticipation of a new, exclusive high end event. The image, left, is one page from the teaser book.

COPYWRITING

Wrote copy for marketing purposes and print and online collateral for publications, programs, social media, and event. To the left is a sample of cross-departmental copy.

BRAND DEVELOPMENT

Collaborated with the culinary depart. to invent the brand from scratch. including the name, tone, voice, style, brand kit, and exclusive launch. The event of the year!

MARKETING

All of the strategic planning and marketing came together visually and through writing to achieve a cohesive brand tone of luxury and culinary discovery.

FREELANCE WRITING

COPY I PRINT & ONLINE

innovative I craft-oriented I professional

Since 2011, Gayvin pitched and wrote copy for magazines, websites, blogs, and marketing material. Collaborated with publications to produce branded copy that met organizational standards and engaged readers. Included short- and long-form articles of 250-3,000 words as well as feature-length scripts and novels. Specializing in fiction and creative non-fiction.

- Resulted in 60+ published magazine articles and continued relationships with publishers
- Specializes in narrative storytelling that evokes emotion and/or connection with reader



'OTHERWORLDLY HAPPENINGS ARE WHISPERS OF APPARITIONS LIKE STRANGERS OUT OF TIME."

ROLE

Copywriter

CLIENT

PinsStraw Magazine

AUDIENCE

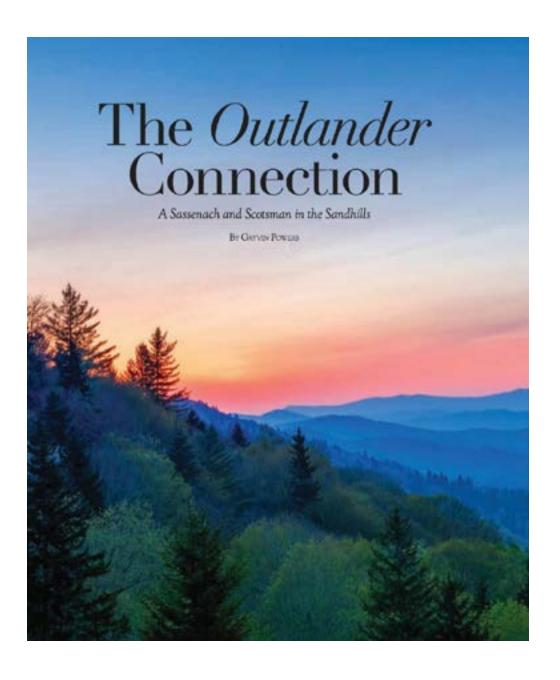
35K residents and surrounding area of Pinehurst, NC

PROGRAMS

Word, InDesign, Photoshop

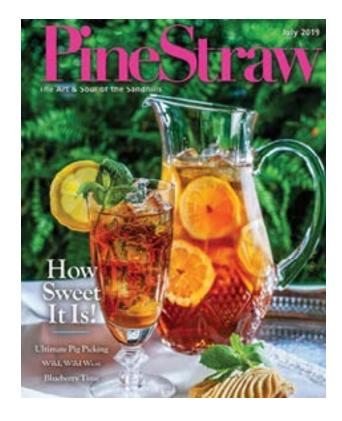
IMAGE

The Outlander Connction: A Sassenach and Scotman in the Sandhills. Replicated brand tone, tied in local Scottish history and wrote creative non-fiction. 2,500 words.



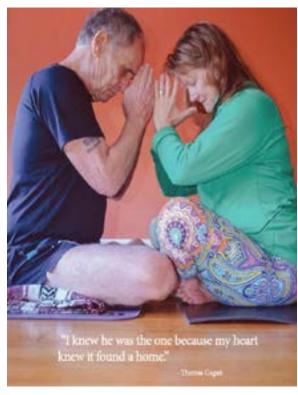
FEATURE ARTICLE PineStraw Magazine, September, 2019

CURATED ARTICLES



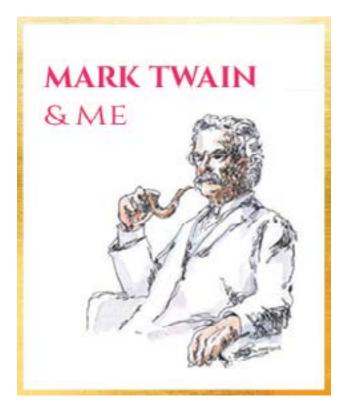


"The Soul of Sweet Tea" has three interviews and historical reserach that goes back centuries. The elegant, Southern lifestyle reflects the magazine's brand. 2,500 words.



WELLNESS ARTICLE
OutReachNC Magazine, March, 2015

"Conscious Coupling" embodies the brand's focus on health, lifestyle, and relationships. Interviewed three people and honored an interviewee who died one week after publication. 2,000 words.



ARTICLE (LAST PAGE)

PineStraw Magazine, August, 2019

"Mark Twain & Me" was printed on the coveted last page. A creative non-fiction, it retells the time when Gayvin ate dinner with Mark Twain and the unexpected turn of events that transpired. 250 words.



THE SOUL OF SWEET TEA

EVOLUTION OF SWEET TEA excerpt

ROLE

Copywriter, Graphic Designer

CLIENT

PineStraw magazine

PROGRAMS

InDesign, Photoshop, Word

PURPOSE

The chart started as Gayvin's timeline to keep important facts in chronological order. PineStraw editor used the complete graphic in the final article (right).





Frederic "The Ice King" Tudor starts shipping ice from Massachusettes to Martinique. The dangerous, expensive business of "ice harvesting" is born. At first, only the wealthy can afford such luxury.



The first sweet tea recipe in The Kentucky Housewife cookbook is published. Known as a "Tea Punch," it used green tea-preferred until the 1940s.



The Royal Horticultural Society sent Robert Fortune, a Scottish botanist to break into a Chinese tea plantation and discover the 2,000-year-old secret of making tea. He dressed as a Chinese tea merchant, smuggled seeds to India and uncovered that small quanities of poison were used to color green teas "greenier." Due to those findings, Britain moved forward with plans of tea production in India.



"A WRITER WHO DIVES INTO EVERY ASSIGNMENT WITH A CREATIVITY AND ENERGY YOU SIMPLY CANNOT TEACH."

"I find her (Gayvin) not only to be a person of uncommon grace and infectious enthusiasm but a writer who dives into every assignment with a creativity and energy you simply cannot teach – something all fine writers are born with. Her versatility and ability to tell a great story on deadlines and short notice makes Gayvin a true stalwart of the craft, someone we've come to count on at our magazines."

> Jim Dodson, NY Times Best Selling Author of Son of the Game and Editor for PineStraw magazine, Southern Pines, NC

SOUL SISTERS WRITE

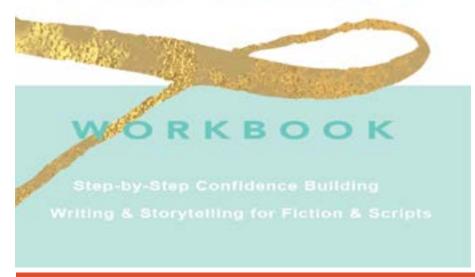
ONLNE WRITING COURSES BUSINESS

inspiring I inclusive I fun

Gayvin created an inclusive brand and copy that embodies a fun, supportive community, inspiring writers and underrepresented voices to take writing classes and share their stories. Focused on aspiring writers with busy lives who appreciate quality and a down-to-earth approach to advanced writing training.



WRITE INTO CONFIDENCE



ROLE

Brand Strategist, Copywriter, Graphic, & Website Designer

AUDIENCE

Writers who follow Gabby Bernstein (Spirit Junkie) and Marie Forleo (B-School)

PROGRAMS

InDesign, Photoshop, Adobe Creative Suite, Wordpress, LearnWorlds, WPEngine, MailChimp

ASSETS

- Wookbooks, books, pamphlets
- Business and online school websites
- Brand kit, logo

"Know Thyself." - THE ORACLE OF DELPHI





a dreamer."

- HARRIET TUBMAN

"Whoa, how can I write about a character? I don't know where to start." It's a question many people have asked before.

Let's being with the protagonist. The protagonist is the main character.

Not to worry. You know the protagonist better than you realize. It's you!

Just like any main character is the hero of her journey, you too are the VIP of your own story."

The left and middle image come from the "Write into Confidence" workbook, an intro course paired with a challenge prior to launch. It targets beta user's pain point about overcoming their confidence in writing.

The top image comes from the branded "Write a Focused First Draft" course where content and images inspire students in an inclusive environment.

WOMEN WRITING DANGEROUSLY

PODCAST

sophisticated I alluring I safe

Developed a brand with a unique voice that blends safe danger and mystery with stories across historical time periods.

CLIENT

Women Writing Dangerously

ROLE

Copywriter, Creative Director, Graphic Designer

PROGRAMS

Brand development, copywriting, scripts, website, brand kit

ASSETS

InDesign, Photoshop, Divi, WordPress, WPEngine, Alitud

WOMEN WRITING dangerously

"Journey with us as we uncover the allure of dangerous books."

BRANDING KIT WOMEN WRITING DANGEROUSLY

FONTS

Titles: iKhand Light; "Women Writing Italics & Accents: Mr. Bedfort" italicized, "Dangerously" Names: Abel Text Body: Abel?

LOGO

Main

#394844

#162420



COLORS

Main: Accent:

Green Stripe - #2E2700 Ampersand - white + #645D5

WEBSITE MOCKUP



COLOR PALETTE

Complimentary Accent & w/ Main Colors Green Stripe

#44394A





White

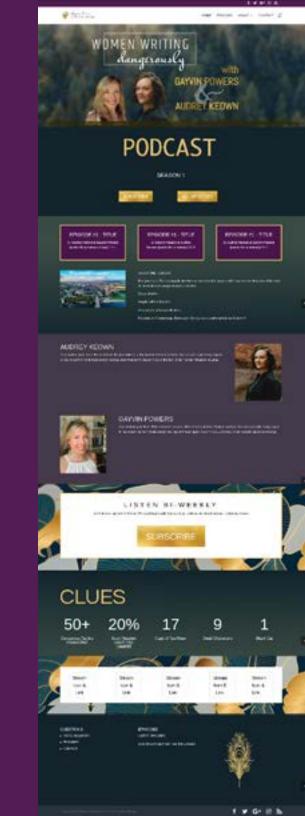




GRAPHICS

Keep with the beautiful, muted palatte with accents of gold in art deco inspired graphic that gives a modern feel with historic, feminine origins. One of my designer teachers mentioned a graphic element brings in a modern, edgy vibe. An idea is to find a gold pattern that brings in a modern element to be sprinkled in the design -- used sparingly.





REBRANDING CERSI LANNISTER, GAME OF THRONES SPECULATIVE PROJECT

hope I power I wealth

Based upon a speculative "what if" scenerio that Cersi Lannister had taken over the Seven Kingdoms. How would she utilize marketing tools to make her new subjects bend to her rule? The entire project included a billboard, 4-page brochure, and "The Mountain's Musing" blog with an interview about the "real Cersi" behind the crown.











ROLE

Brand Strategist, Copywriter, **Graphic Designer**

CLIENT

Cersi Lannister

AUDIENCE

Game of Thrones fans and the Seven Kingdoms

PROGRAMS

InDesign, Photoshop, Adobe Creative Suite

ABOVE

A progression of the Cercei image that took 40+ steps in Photoshop. A Lannister necklace was added in Photoshop to tie her to the Lannister's influence.

DESIGN

This billboard is designed to coerce Seven Kingdoms houses to bend the knee to Cercei as Queen. The copy is inspiring but also demanding. Text is layered over red coins, signaling back to that "A Lannister always pays his debts" and the blood that came from their rise to power.

The billboard is made of animal skin, that would line the King's Road and in Kingslanding. For people who might put their allegiance elsewhere, the billboard is a reminder of Cersi and the Lannister's power.

"I HAVE RECEIVED SO MANY COMPLIMENTS FROM CLIENTS AND PEERS!"

"Gayvin was quick and very professional in helping me with branding and advertising for my new business. I presented her with my vision and she was able to create business and information cards that were not only beautiful but informative. I have received so many compliments from clients and peers!"

- Kim Gray Hedge

ROLE

Brand Developer, Graphic Designer

AUDIENCE

Clients seeking to heal from grief

ASSETS

Brand kit, logo, business and information cards

CLIENT

Kim Gray Hedge, MSW, LCSE, RYT, therapist, yoga teacher

PROGRAMS

InDesign, Photoshop

DESIGN

Image on this page was the brand inspiration



"If you IMAGINE it, you can create it."

