
WRITING PORTFOLIO

K E L S E Y S . B A R C O M B

CREATIVE MARKETER & STORYTELLER

CONTACT

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ARTICLE

Noccalula Falls Park: More Than Just A Waterfall



GADSDEN, AL | Nestled in the city of Gadsden, Alabama, at the top of a 90-foot waterfall, a faded bronze statue of an Indian princess stands, posed to jump to her death.

This is Noccalula Falls Park.

“To me, it’s a tragic love story,” Administrative Supervisor Janet Tarrance says of the legend surrounding Princess Noccalula.

According to Tarrance, Princess Noccalula was the daughter of an Indian Cherokee tribe chief, who promised her to a member of the Creek Indian tribe in exchange for peace.

Although Noccalula was in love with someone from her own tribe, she still went through with the wedding plans. The food was prepared, the guests were ready to celebrate, and Noccalula even put on her dress.

“But instead of walking down the aisle, she went over the falls,” Tarrance says. “To me, it’s just really sad, but at the same time, she

died for love. She believed in and wanted her own thing and unfortunately took her own life.”

Tarrance works in the Kiwanis Pavilion near the main entrance of the park. The window in her office faces a spacious playground surrounded by chain-link fences. Bright neon plastic slides and houses fill the scene. Faint shouts, shrieks, and bursts of laughter can be heard from inside the office.

Only a few yards to the left of the playground is the waterfall. The statue and running water are fenced off for visitors’ safety. The water flows into a deep gorge surrounded by caves, accessible to guests via a trail.

Tarrance adds that while most people come to Noccalula Falls Park to see the statue and learn the legend, the park is so much more than just a waterfall. There are also walking trails, a miniature train, pioneer cabins, a petting zoo, and even a caged lion. But above all, there’s a sense of community.

Ellen Dunn, a train driver for the park, gets especially excited when talking about the park’s lion during an afternoon ride.

“That’s Sheila,” Dunn exclaims, pulling the train to a stop, its motor rumbling quietly. She points to a golden lion perched inside a double chain-link fence. “We’ve had her for 12 years.”

Dunn tells me she's lived in the Gadsden area all her life. She began working for the park six years ago.

"The area is so beautiful, you can almost see the history when you think about what's going on," Dunn says. Dunn explains that one of her favorite parts about her job is seeing the children's faces light up when they ride the train during the Christmas season.

Christmas At The Falls is the park's most popular event. This event typically starts in November and offers everything from a Santa workshop to a Christmas-themed gift store to a cookie-decorating station. And, of course, the lights.

"We start putting up lights in September all the way up until Thanksgiving Day," Tarrance says. "And even after that is over we're still like, 'Oh we see a dead spot, we need to put lights there.'"

Tarrance says that when people ask what company she uses to decorate the park, they are surprised to learn that the park staff handles events themselves. There are about 20 to 25 staff members who decorate.

"We all love our jobs," Tarrance says of her staff. "Our little slogan is, 'We work hard so you can play.'"

Not all events are as heavily planned as Christmas At The Falls. Tarrance spends the morning of the interview helping prepare the Kiwanis gazebo for a last minute Arbor Day event. According to Tarrance, she and her staff were told about the event just one week before.

People begin trickling into the gazebo around noon for Arbor Day. They form lines along the right side of a long row of wooden benches. Park staff members stand on the left side, giving out tree saplings to these guests. Tarrance says that the tree offerings include bald cypress, crepe myrtle, and river birch.

The smell of barbecue wafts into the gazebo as someone grills nearby. A mother and her two daughters greet people by a makeshift stand, selling Girl Scout cookies near the entrance. A light breeze rustles the leaves of the park's trees and bushes. And in the distance, people stand by the statue of Princess Noccalula, leaning over the guardrail slightly to read the plaque that tells her story.

A local resident, Brianna Lowe, eventually approaches Dunn at the end of the line. Lowe holds her young daughter, Vivien, as Dunn hands them a few saplings. Another staff member leans in to tell Lowe that the trees are each one-year-old today.

"Vivien is one today," Lowe replies with a smile. "That's kind of one of the reasons we came, to get a tree to plant on her birthday. They'll [the saplings] be the same age as her!"

Like Tarrance said earlier, there is so much more to the park than the waterfall. Princess Noccalula's story may draw in tourists, but small events like Arbor Day bring in the local community.

Noccalula Falls Park is more than meets the eye. For one-year-old Vivien Lowe, it is where her mother found the tree that will grow up with her. It is a place where memories are made.

INTERNAL UX INSTRUCTIONS

EMAIL SUBJECT LINE: Yes, You Can (Socially) Influence New Business

You guys, WE MADE IT. Happy Friday and welcome to another edition of Social Snippets!

As we all know by now, out of home and social media are a powerhouse duo that can't be ignored, and here are some of my favorite recent examples why.



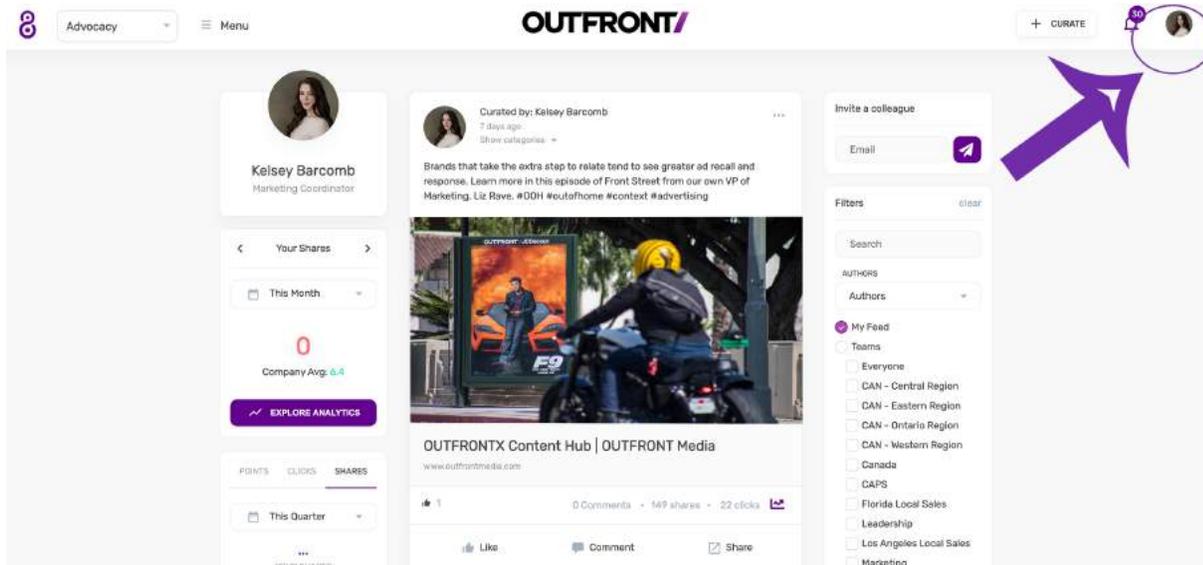
BUT WAIT, FIRST...

Do you want to spotlight our success stories and active campaigns, but simply have no time in your busy schedule to gather the content, write the captions, and choose the images? Trust us, *we get it* and we're here for you. This is why we urge you to sign up for the internal platform that allows you to become a social influencer without losing your valuable selling time: DSMN8 (*diss-em-in-ate*)!

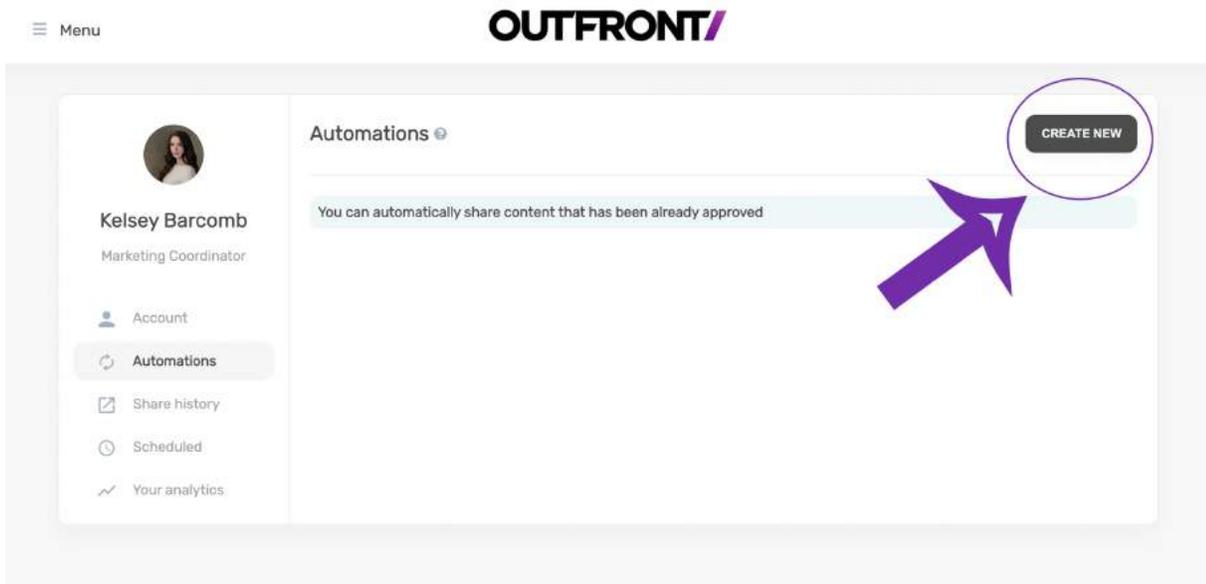
This is a platform that automatically shares OUTFRONT content *on your behalf* to LinkedIn. (Or, if you do have a little extra time to be picky, that's cool too—you can always manually choose the images and captions we upload. Here's a [quick tutorial on that process.](#))

Once you've added the automation, you can set it and forget it, just like a Crockpot! But also just like a Crockpot, you *will* have to occasionally check in on things to make sure nothing is burning—or in this case, deactivating. Luckily DSMN8 only asks that you reconnect your LinkedIn account once a year. That's better than certain other systems that ask you to pick a new password once a month, *amirite?* (Seriously, we only have so many pets' names and anniversary dates to recycle. Completely kidding, of course... 🙄 **waves at IT**)

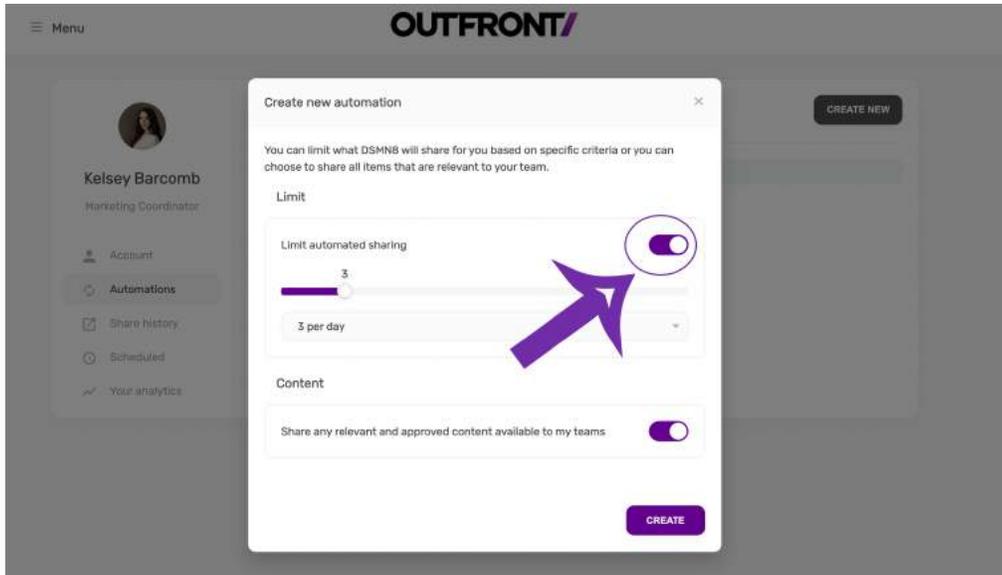
Once you're [on the DSMN8 site](#), click your account picture in the top right, and then from there click "Automations."



You'll see this screen next. Simply click "Create New."



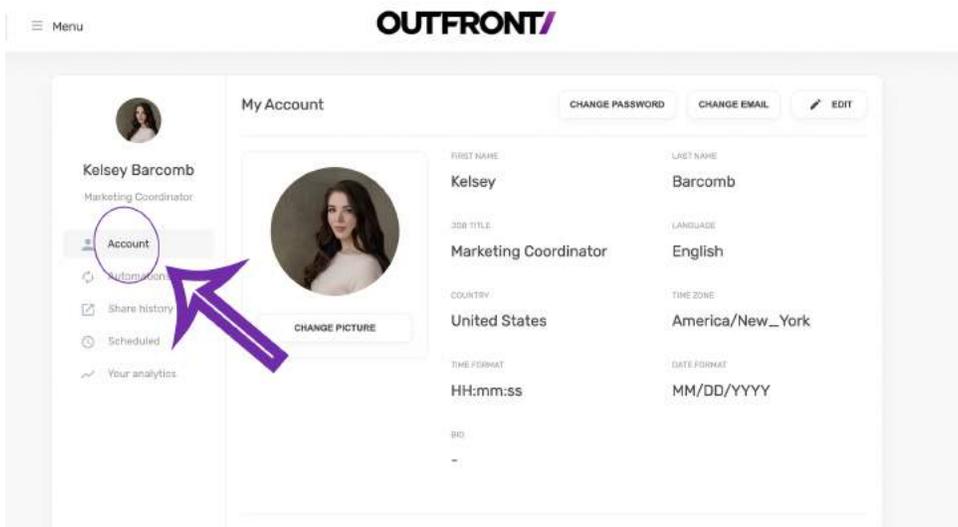
Then you'll see this. I recommend no more than three shares per day. Once you get past three automated posts, people in your LinkedIn network may start to suspect that—*GASP*—you're not *actually* sharing your own content. And we can't have that, since we want people to think you're posting in real time.



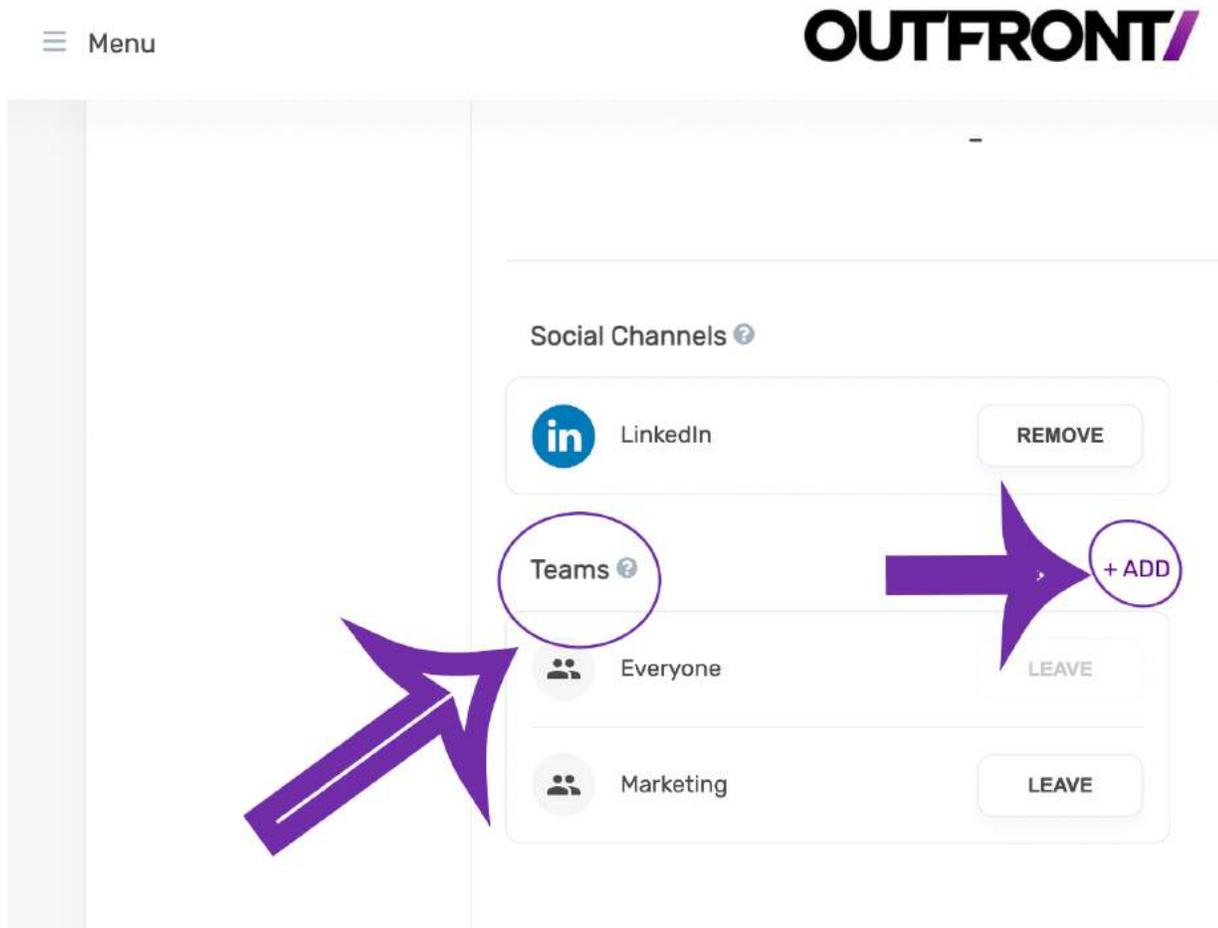
Once you've chosen a number between one and three, click "Create." TA-DA! You are now officially a social influencer for OUTFRONT. How does it feel to be in the spotlight?! Oh, actually, you can tell us after this last step, which is ensuring that you're on the correct team(s).

See, without a team, the automation you just set up won't have any content to share. For example, if you're an Account Executive in the West Region, you'll want to join the West Region team for case studies and campaigns in your local area. If you're a National AE, you'll instead join the National team for content related to activity across all of our markets.

To add your teams, click "Account" at the left of your screen, as shown below.



Then you can scroll down to add your teams.



Please note that you can't *ever* leave the Everyone team. (No, really, you're stuck with us, mwahahaha.)

Don't worry though, because content shared to Everyone will *always* relate to everyone. Basically the only stuff we'll ever push out there are episodes from our groundbreaking and innovative [video series](#), fresh and exciting [press releases](#), and pretty invitations for our external [virtual events](#).

If you still have questions about DSMN8, [let's meet screen-to-screen](#) so that I can virtually walk you through these steps. 💜

Okay, my TED Talk is over, so noooooow we can get into the actual Social Snippets... 🤗📱

PRESS RELEASE

Wiggin and Dana Expands Corporate Department

NEW YORK – Wiggin and Dana LLP is excited to announce that a group of lawyers from innovative New York boutique Gray, PLLC have joined the firm in its Manhattan office. This acquisition brings five new attorneys to the firm's rapidly growing corporate and transactional practice, including Gray, PLLC's founding partners.

Len Gray, founder of Gray, PLLC, has joined Wiggin and Dana as co-chair of the emerging companies and venture capital practice group. Andrew Ritter, a Gray, PLLC partner, has joined as co-chair of the finance and restructuring practice group.

Len Gray, who is known in the New York startup community for his leadership of Gray, PLLC, has extensive experience working on a diverse range of corporate and financial transactions. Gray founded Gray, PLLC in 2016, after beginning his career at a major international law firm in New York City. He is a proven entrepreneurial leader with a track record for establishing deep relationships with emerging growth companies from formation to exit. Gray holds a J.D. with honors from the University of Michigan Law School and a B.S. in Business Administration from the University of Florida.

Andrew Ritter, recognized as a top-rated mergers and acquisitions attorney by "Super Lawyers," is an experienced corporate and restructuring attorney who has advised clients in connection with a broad range of domestic and cross-border transactions. Before joining Gray, PLLC, he worked at two prominent international law firms and served as an infantryman in the U.S. Army, deploying to Afghanistan with the 82nd Airborne Division. Ritter earned his J.D. from Northwestern University and his B.A. in Political Science and Economics from Florida Gulf Coast University.

Regarding the move to Wiggin and Dana, Len Gray said, "From my earliest conversations with the Wiggin and Dana team, it was clear that we shared a vision of the law firm opportunity that exists in the New York startup market, specifically a company-oriented practice nimble enough to provide its clients varied, but cost-efficient, solutions."

"Our emerging companies, mergers and acquisitions, and restructuring practices are points of focus for us as we continue to grow strategically in areas important to our clients," said

Managing Partner of Wiggin and Dana, Paul A. Hughes. He continued, "Adding colleagues of this caliber to our corporate department plays to the firm's strengths and is an exceptional win for our clients and us. We anticipate that the skill sets, ingenuity, and creativity that Len, Andrew, and their team bring to their new roles will allow them to have a positive impact on Wiggin and Dana's bright future."

Wiggin and Dana is a full-service law firm serving clients domestically and abroad from offices in Connecticut, New York, Philadelphia, Washington D.C., and Palm Beach. For more information on the firm, visit www.wiggin.com.

CASE STUDY

Dom Perignon x Lady Gaga

When Luxury champagne brand Dom Perignon and superstar Lady Gaga collaborated on a new rosé collection, they entrusted out of home advertising to amplify their product and achieve sparkling success. The campaign ran from the East to the West Coast on digital billboards in New York City's famous Times Square, and bright wallscapes in sunny Los Angeles. Fans went wild with excitement on social media, making their collection as adored as the superstar herself. Posts of the ads reached millions on Instagram and thousands on Twitter. Let's toast to that!

CLIENT SUCCESS STORY

Nano Air Mask LLC

When a diverse New York City-based face mask company needed pro bono legal representation, they reached out to Wiggin and Dana's newly introduced Wiggin Opportunity Initiative program for assistance.

Nano Air Mask LLC was founded by native New Yorkers who wanted to help others amidst the ongoing pandemic, particularly the Latina and Black communities where they grew up. Nano Air Mask LLC offers its high-quality nanofiber face masks through online distribution to the general public, professional sports teams, companies, and cultural institutions across the United States.

They have been featured on *The Today Show*, *Forbes*, and *Newsweek*, and their popular masks have even been tested in Nelson Labs, a leading U.S. laboratory testing facility for medical technology.

"Joe Casino and Wiggin and Dana have been invaluable to the business of Nano Air Mask, particularly when critical legal counsel was needed most," said Co-Founder Jonathan Malveaux.

Through the Wiggin Opportunity Initiative, the firm was able to address a competitor's objection to the use of "Nano Air" in its branding, and helped Nano Air Mask LLC respond to a critical inquiry from the Food and Drug Administration. Wiggin and Dana then coordinated with an FDA expert counsel in Washington, DC on the company's behalf.

"As former lawyers, we appreciate excellent legal counsel and Joe [Casino] and the broader team, including Frank Duffin, have been very easy to work with, super responsive, and very commercial with their legal counsel ... so that we could make well informed business decisions in a timely manner," said Malveaux.

For more information about the Wiggin Opportunity Initiative, please visit www.wiggin.com/wiggin-opportunity-initiative.

VIDEO SCRIPT

Roaring 2021: A Catalyst for Greater Things

I think it's safe to say that we are all eager to get out of our homes and make up for lost time. Let's be honest, who *doesn't* want to get back outside?!

Across the country, vaccination numbers are up and there's a new excitement in the air as summer approaches. And I'm not just saying this as someone who is personally eager to make up for the lost summer of 2020. CARAVAN's recent survey conducted in April revealed consumers' desires for a life in the great outside again.¹

And an AdAge article from March 2021 *did* say we are in for a "Return of the Roaring 20's."² In fact, let's call it "The Roaring 2021's!" Because we are leaving 2020 in the past, and 2021 is the catalyst for even greater things to come.

People are eager to once again enjoy their favorite places. The survey found that 56% of people are planning to eat in a restaurant, 52% are planning in store shopping, and 31% are planning to attend a large event like a sports game, concert, or convention.¹

With 75% of people saying they've spent too much time on their digital devices and 41% of people noticing out of home ads more now than ever before, now is the time for brands to invest in presenting themselves to the public in the ULTIMATE picture frame—out of home!³

Imagine your brand being present during all the joy and excitement as people live their lives again, like at the baseball stadium; on their first vacation in over a year; or even on date night at an actual restaurant!

So, what are you waiting for? 2021 should be the year we make up for lost time. It's time to get back to making memories with your loved ones... it's time to get back *outside*. We will see you there!

¹ CARAVAN 2021, "Pulse of the American Consumer"

² AdAge 2021, "Spring Is the New Christmas As Brands Prep for the Return of Roaring '20s Consumerism"

³ The Harris Poll 2021

SOCIAL MEDIA POSTS



If you didn't take a pic and post it, were you *really* even in Times Square? 💜 @The Harris Poll found that 91% of Gen-Z and 82% of Millennials would reshare out of home ads on social. #OOH #outofhome #advertising #newyorkcity #mentalhealthawarenessmonth @Madhappy



Nothing cures the pandemic blues better than a wagging tail, big doe eyes, and all the unconditional love you could ever ask for. To find homes for these furry friends, @Orange County Animal Services turned to #outofhome for help. #OOH #advertising #storytelling #billboards



Good morning and Happy Friday, everyone, but especially you, @WhiteClaw. 💜 #outofhome #whiteclaw



Put away your snow boots, Santa—spring is the new Christmas! 🧑‍🎅 📺
@adage says retailers should prepare for the return of Roaring '20s consumerism as marketers increase their media spending.
#OOH #outofhome #advertising #spring #retailtherapy #retail #shopping #adage

E-NEWSLETTER

SUBJECT LINE A: Happy Women’s HERStory Month!

SUBJECT LINE B: Ever Wonder Why We’re Called OUTFRONT?

Lifted Up By HERStory

This Women’s HERStory Month, we are celebrating over 40 remarkable women on digital billboards and in transit hubs through our national campaign, “Lifted Up.” From healthcare, to education, to media, we applaud today’s female leaders for the impact of their achievements, while also acknowledging those who helped make them possible: their mentors. Our hope is that this campaign resonates and inspires a future generation of leading ladies.

In Name and Nature

In our latest brand film, we proudly remind everyone that we are not just a billboard company—we are OUTFRONT, one of America’s most innovative media companies. We leverage the power of creative excellence, unbeatable location, and smart audience data to change the game for advertisers and supercharge their campaigns. What exactly does this mean, you ask? Well, click below to find out!

A Toast, to Out of Home Success

Did you know that out of home is essential to driving awareness, consideration, and purchase for alcohol brands? From local breweries to famous liquors, the beer, wine, and spirits industries regularly trust our creative and strategic advertising expertise. Join us on March 9 to learn more during our Alcohol Virtual Brand Builder!

POP CULTURE TRIVIA QUIZ

The Bachelorette: Horror Movie Edition

In this edition of The Bachelorette, the eligible candidates want thorns, not roses.

Take this quiz to determine your horror movie boyfriend!

1. Your ideal first date would be...
 - A. A romantic gondola ride on the lake
 - B. Playing a trivia card game
 - C. Cuddling on the couch and taking a nap together
 - D. Going to the local fall festival
2. Physically, your “type” of man is...
 - A. Incredibly tall and muscular
 - B. A man who isn't afraid to wear makeup and/or wigs
 - C. Looks don't matter as long as the feelings are real
 - D. It's all about the eyes - the more unique, the better
3. Your ideal man's personality leans towards...
 - A. Shy and moody
 - B. Reserved and calculated
 - C. Outgoing and aggressive
 - D. Playful with just a bit of a temper
4. Your ideal bachelor typically dresses in...
 - A. Hoodies and jeans
 - B. A tux or suit
 - C. A fedora and stripes
 - D. Honestly, you're looking for a project - a man whose style is so embarrassingly bad that he needs your help fixing it
5. Your ideal bachelor's future long-term goals include...
 - A. Resolving personal conflicts with his mother
 - B. Ridding the world of criminals
 - C. Overcoming his fear of fire and becoming a firefighter
 - D. Opening his own circus or, um, business

6. How would you and your ideal bachelor resolve conflict?
 - A. Sweep everything under the rug and never talk about it
 - B. Play mind games and hold out until one of you apologizes first
 - C. Yell and argue until you've both said your piece
 - D. The passive-aggressive silent treatment

7. Your ideal bachelor's love language is...
 - A. Physical touch
 - B. Acts of service
 - C. Receiving and giving gifts
 - D. Quality time

8. Your ideal bachelor's favorite hobby is...
 - A. Water sports
 - B. Video gaming
 - C. Hiking in nature
 - D. Watching musicals

9. Your ideal engagement ring shape/style is...
 - A. Princess cut
 - B. Round cut
 - C. Pear cut
 - D. Oval cut, like a balloon

If you answered mostly A, your horror movie boyfriend is Jason from *Friday the 13th*.

Your horror movie boyfriend Jason has a complicated history with his mother and a freakish obsession with the lake. But that doesn't mean he won't treat YOU like the princess you are.

If you answered mostly B, your horror movie boyfriend is Jigsaw from *Saw*.

Jigsaw is your horror movie boyfriend, and he's a brilliant man with a huge ego. He enjoys all kinds of games (whether they're board, video, or mind), and he'll spoil the right woman if she *literally* plays her cards right.

If you answered mostly C, your horror movie boyfriend is Freddy from *A Nightmare on Elm Street*.

Your horror movie boyfriend Freddy is terrified of fire, so no late-night cuddles around a bonfire for the two of you! This relationship will be a lot of work on your part, as Freddy is not the type of man to open up about his feelings. But in the end, the love is worth it... right?

If you answered mostly D, your horror movie boyfriend is Pennywise from *IT*.

Pennywise is your horror movie boyfriend, and to be honest, he's incredibly immature. But that's why he needs YOU to turn him into the loyal and high-quality man he's meant to be.

ABOUT

KELSEY S. BARCOMB

As a born-and-raised writer from the South who is now navigating her twenties in the Northeast, I am inspired by how the written word connects and educates different cultures and communities from all over the globe. I believe in the power of telling stories and sparking meaningful conversations, and am passionate about perfecting my craft each time I “pick up the pen.”

