



KARINA SCHINK

copywriting  
— writing samples —

The Walt Disney Company

2018 - 2019

The Project:

D23.com's Annual Summer of Savings

The Task:

Create taglines for *Finding Nemo* and *Finding Dory* themed characters.

The Process:

Was given a list of characters as well as the desired call to action. Then, I worked with the designer to determine which characters were preferable and then crafted copy based on them.



Designer: Angelica Alatorre  
Web Banners

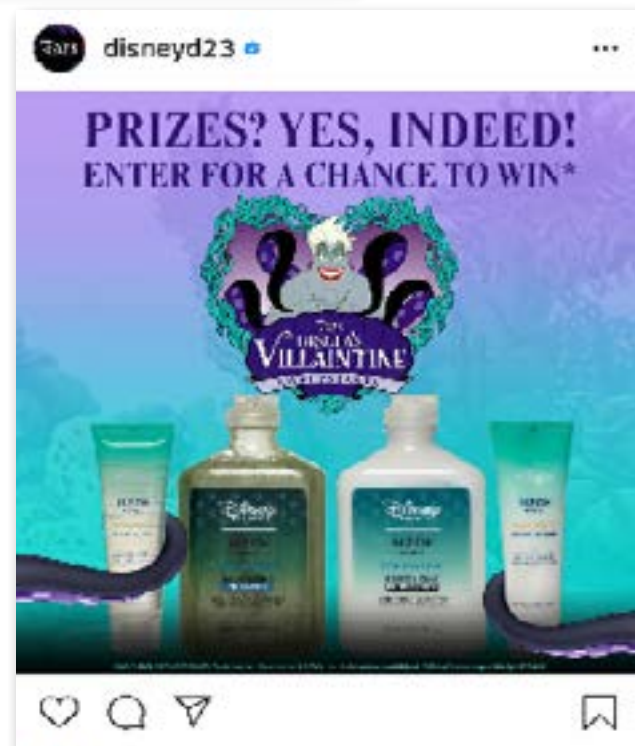
The Project:  
D23.com's "Villaintine" Sweepstakes

The Task:  
Write short copy inspired by Ursula from *The Little Mermaid*

The Process:  
For this project, I was asked to create simple taglines and call-to-actions inspired by Ursula from *The Little Mermaid*. I pulled primarily from "Poor Unfortunate Souls" and worked with the Social Media team to determine fan favorite quotes.



Designer: Liz Sweeney  
Mobile Banners & Social Media



The Project:  
Disney Employee Events End of Summer Celebration

The Task:  
Write punny copy for signage.

The Process:  
I was given a list of menu items for the End of Summer Celebration,  
and the client specifically asked for character-themed puns to  
accompany each station.



Designer: Liz Sweeney  
Event Signage



**ROCKETEER**  
**CORN**  
**DOGS**

**BLAST OFF WITH THESE DOGS!**

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www



**JUDY HOPPS'**  
**NACHO**  
**BAR**

**OH SWEET CHEESE AND CRACKERS!**

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● **SALSA, JALAPENOS, MELTED CHEESE** ●

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www

# The Center for Visual Communication (VISCOM)

2017 - 2018



## The Event:

VISCOM's annual design exhibition, Hi-Rez

## The Task:

Develop copy that reflects the theme of Ascenders and attracts a lot of attention.

## The Process:

Crafted the copy to be relatively similar to the previous year's but also unique and impactful enough to stand alone. Client asked specifically for dramatic, attention grabbing copy.

### Poster copy:

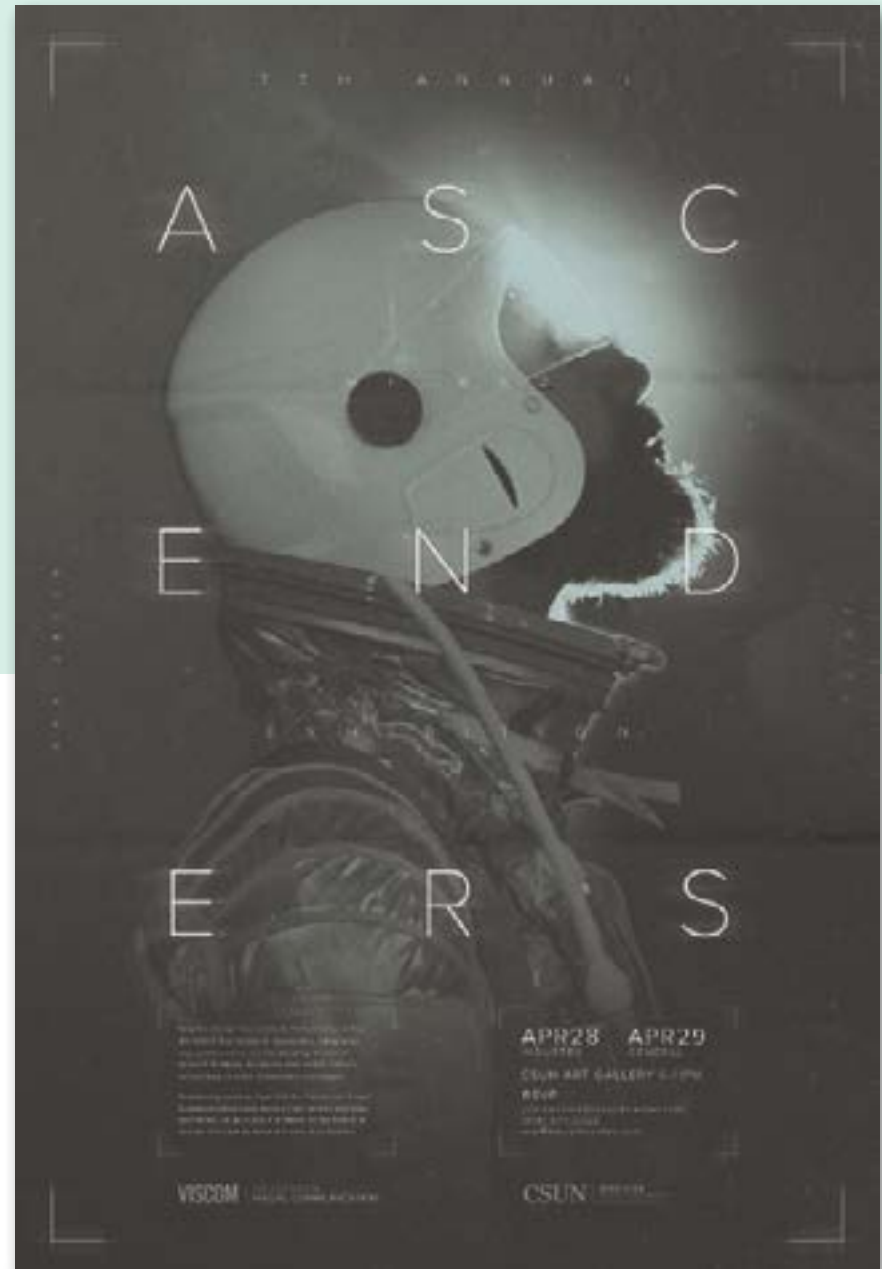
We are ascenders.

There's no limit to what dedicated visual designers can achieve. From semester to semester, our skills and our passion progressed. We've scaled new heights of creativity as we carved our own paths to seek new horizons. And the view is pretty great from up here.

Through hard work and with a lot of heart, the graduating seniors of CSUN's Center for Visual Communication and DesignHub have honed their portfolios to display the level of quality they'll need to thrive in any environment.

Industry professionals looking for top talent are invited to meet our designers and view our best work on Friday, April 28th. Family and friends are encouraged to enjoy the scenery on Saturday, April 29th.

Let us show you how we rise...



Designer: Austin Bennett  
11" x 17" Poster

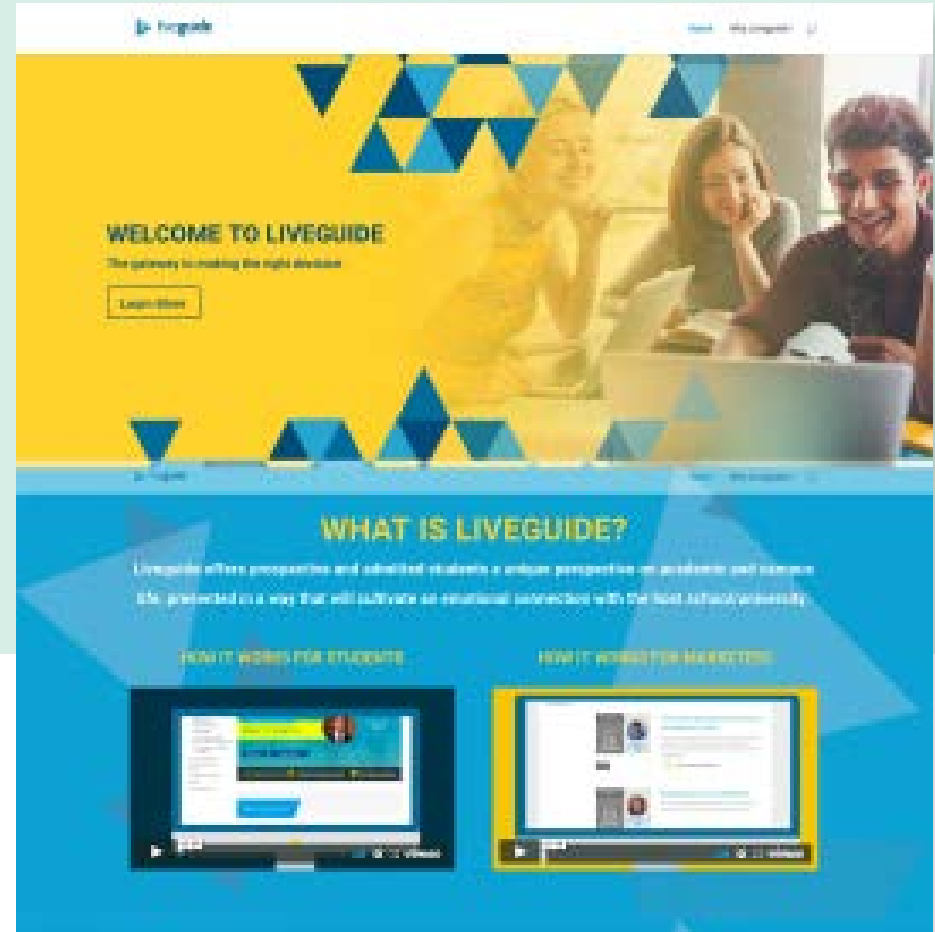
# The Event: Liveguide

## The Task:

Lead and manage a team to design a website and then take it and rebuild using Divi. Write scripts for two short videos.

## The Process:

This project required a lot of hands on management to act as a liason between the team and the client. The script writing was the most lengthy process as it was written without direction.



Designer: Linda Park  
Website Landing Page  
[info.onliveguide.com](http://info.onliveguide.com)

The Client:

A Step in the Right Direction

The Task:

Update the previous brochure to alter copy and design.

The Process:

This project has been on-going for a year, one that I've managed from start to finish. This was a complete redesign as well as one of our first marketing clients. We worked as a team to determine the best direction for marketing through social media, traditional, and online. This brochure is just one of the components along with the website designed and built using Divi by me, as well as the marketing plan, business cards, and e-blasts.

### Levels of Care:

- Alcohol and Drug Detoxification
- Partial Hospitalization Program
- Intensive Outpatient Program
- Outpatient Program
- Luxury Sober Living Homes
- Pet Friendly

### What We Treat:

- Alcohol Abuse
- Drug Abuse
- Dual-Diagnosis
- Anxiety Disorders
- PTSD/Trauma
- Co-Dependency

### What We Offer:

- Custom Treatment Planning
- Biopsychosocial Assessment
- Psychiatric Assessment
- Relapse Prevention
- Anger Management
- Drug and Alcohol Abuse Education
- Nutrition Education
- Group and Individual Therapy Sessions
- Family Therapy and Support
- Couples Therapy
- Meetings and Support Groups
- Case Management
- Discharge Planning and Aftercare Referrals
- Life Skills and Sober Coaching

Sometimes the smallest step in the right direction ends up being the biggest step of your life!



**A STEP IN THE  
RIGHT DIRECTION**

**(855) 975-4357**

9535 Reseda Blvd., Suite 300  
Northridge, CA 91324

[www.astepintherightdirection.org](http://www.astepintherightdirection.org)



**Alcohol and Drug  
Addiction Treatment**



We are proud to offer men and women luxury sober living homes to individuals who are in need of an environment that offers a safe haven away from the old influences and triggers that were once catalysts to their addiction.



Evidence has proven that the social model approach where individuals are in a supportive environment around others who have shared similar experiences can be extremely beneficial.

Our luxurious supportive housing environment empowers our guests by giving them guidance and support to face life's challenges in a healthy way and make positive, responsible steps forward.

## Where Healing Takes Place

Whether suffering from alcohol abuse, substance abuse, anxiety, trauma, co-occurring disorders, or mental health issues, each individual is given a customized treatment plan that is tailored to his/her customized treatment plan that is tailored to his/her specific needs and goals. We are committed to seeing and maintaining the standard for the highest quality care.

Our highly educated, experienced, and professional treatment team utilizes the latest and most cost effective evidence-based treatment modalities. Our program for recovery is designed to teach and implement life-skills and coping-skills that help each patient transition into a life free from reliance on alcohol, drugs, or process addictions.

At A Step in the Right Direction, individuals seeking recovery learn about addiction, triggers, and thought processes which allow for healing and hope as each individual begins to uncover, discover, and recover.

## We accept most PPO Insurances



**At A Step in the Right Direction Outpatient Treatment Center our commitment is to help individuals recover from alcohol, substance abuse, trauma, and co-occurring disorders so that they may live balanced and productive lives.**



Call us today for a free consultation!  
**(855) 975-4357**

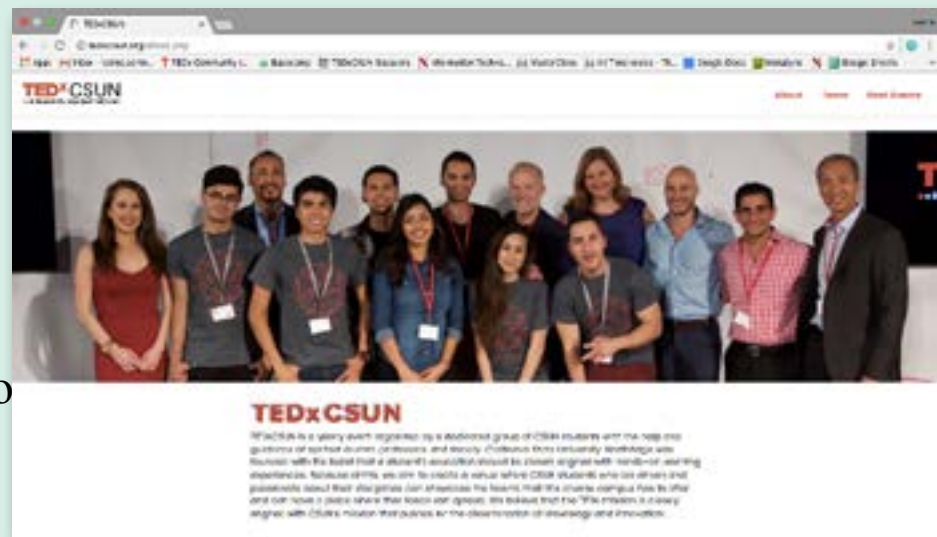
## The Event: TEDxCSUN

### The Task:

Create a mission statement and determine what to put on various print materials.

### The Process:

This project required specifically tailored writing to go along with the specific rules set forth by TED. Web, print, and social media were all written in accordance to their guidelines.



Designer: Marco Sandoval & Jazmin Orozco  
Website Landing Page



Designer: Marco Sandoval  
6" x 6" Flier (front)



(back)

# The University Student Union

2015 - 2017

The Client:

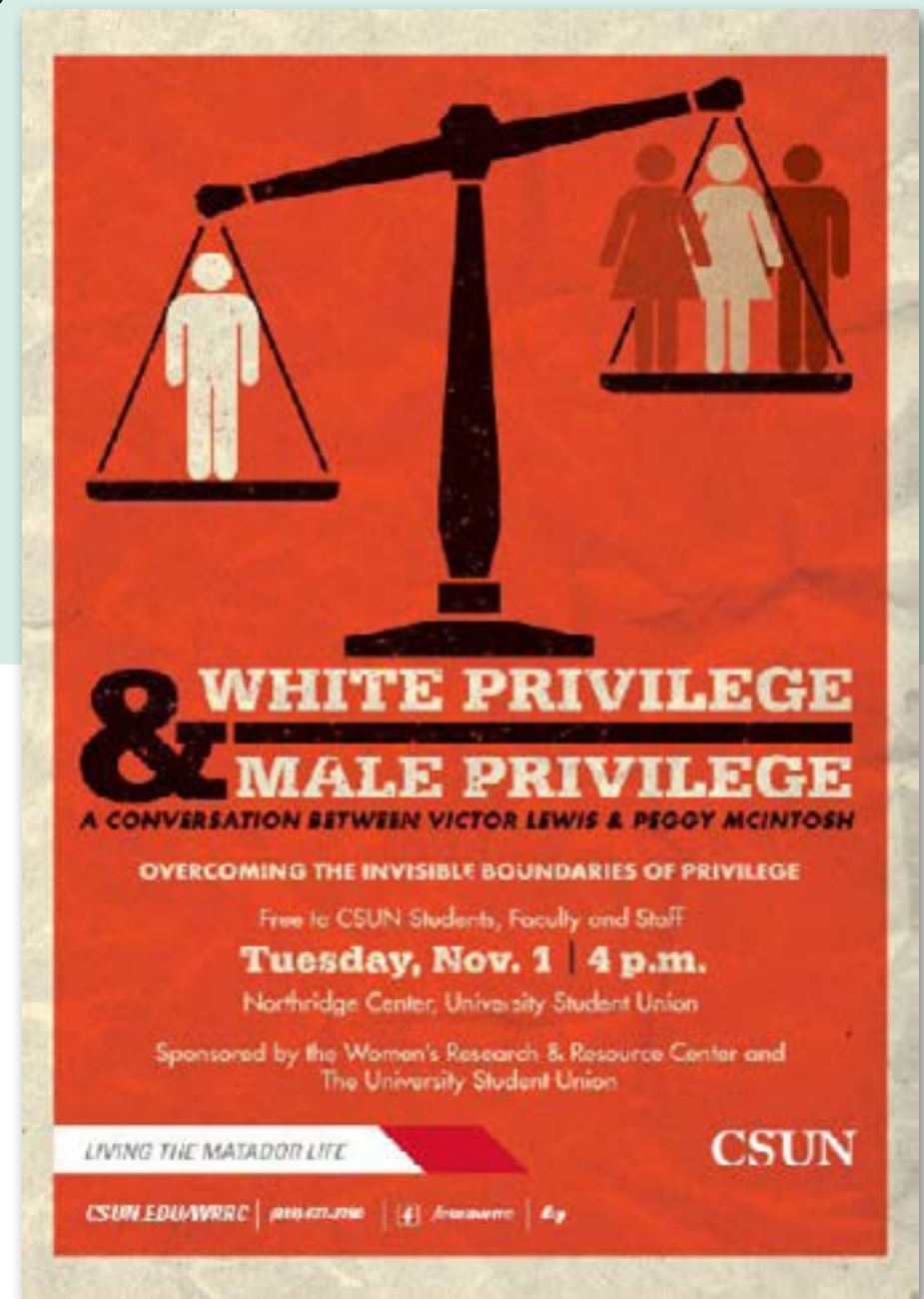
The University Student Union Events Department & Women's Research and Resource Center

The Task:

Create print materials using language approved by talents' PR firms while still keeping to the USU's tone.

The Process:

Worked closely with the designer and client through many different rounds of revisions to create a copy heavy flier.



Designer: Christian Medrano  
4" x 6" Flier (front)



# **& WHITE PRIVILEGE & MALE PRIVILEGE**

**A CONVERSATION BETWEEN VICTOR LEWIS & PEGGY MCINTOSH**

Victor Lewis and Peggy McIntosh are two of the most renowned speakers in the country on racism and sexism. Come listen to their thoughts on today's particularly tumultuous and racialized issues. Together, they will assess whether or not the important work they conducted over 20 years ago is still relevant to today's crises. Don't miss this powerful opportunity to hear Lewis and McIntosh interview each other about the prevalent social issues facing all of us in the future.

**THIS DYNAMIC INTERACTIVE SESSION IS FREE FOR ALL  
CSUN STUDENTS, FACULTY AND STAFF.**

**CSUN.EDU/USU**  
(919) 677-4677



4" x 6" Flier (back)

The Client:

The University Student Union Games Room

The Task:

Create copy for multiple deliverables including a poster, e-blast, and calendar description.

The Process:

Met with client and designer to determine overall feel for the event, and produced a fun, retro marketing campaign.

E-Blast Copy:

Subject:  
FREE Movie for CSUN Students in the Games Room: "Star Wars: The Force Awakens"

Headline:  
Games Room Movie Night: "Star Wars: The Force Awakens"

Subhead:  
The great time you are looking for this is

Body Copy:  
All Sith Lords, Jedi Knights, Wookiees and Humans alike are invited to a special FREE screening of "Star Wars: The Force Awakens" at the Games Room on Monday, Sept. 26 at 7 p.m. Fully immerse yourself in our heroes' most recent adventure in a galaxy far, far away on the big screen projector while enjoying FREE popcorn and drinks. Plus you can take advantage of FREE play on our two Star Wars console games all day! Don't worry, it's for both sides of the force. Bring your friends and check out "Star Wars: The Force Awakens" on the big screen in the Games Room, located directly across from Student Recreation Center main entrance.



Designer: Christian Medrano  
24" x 36" A-Frame

The Client:  
The University Student Union Events  
Department

The Task:  
Develop a lighthearted concept to promote  
passive engagements.

The Process:  
Brainstormed and developed a theme and worked  
with the graphic designer to make the copy  
compliment the design.



Designer: Riselle Trinanes  
5" x 3.75" Flier



Designer: Cynthia Tizcareno  
24" x 36" A-Frame

The Client:  
The Oasis Wellness Center

The Task:  
Write a short “Matador Music” radio campaign to help promote a special meditation series and a small “scroll wheel” for the website.

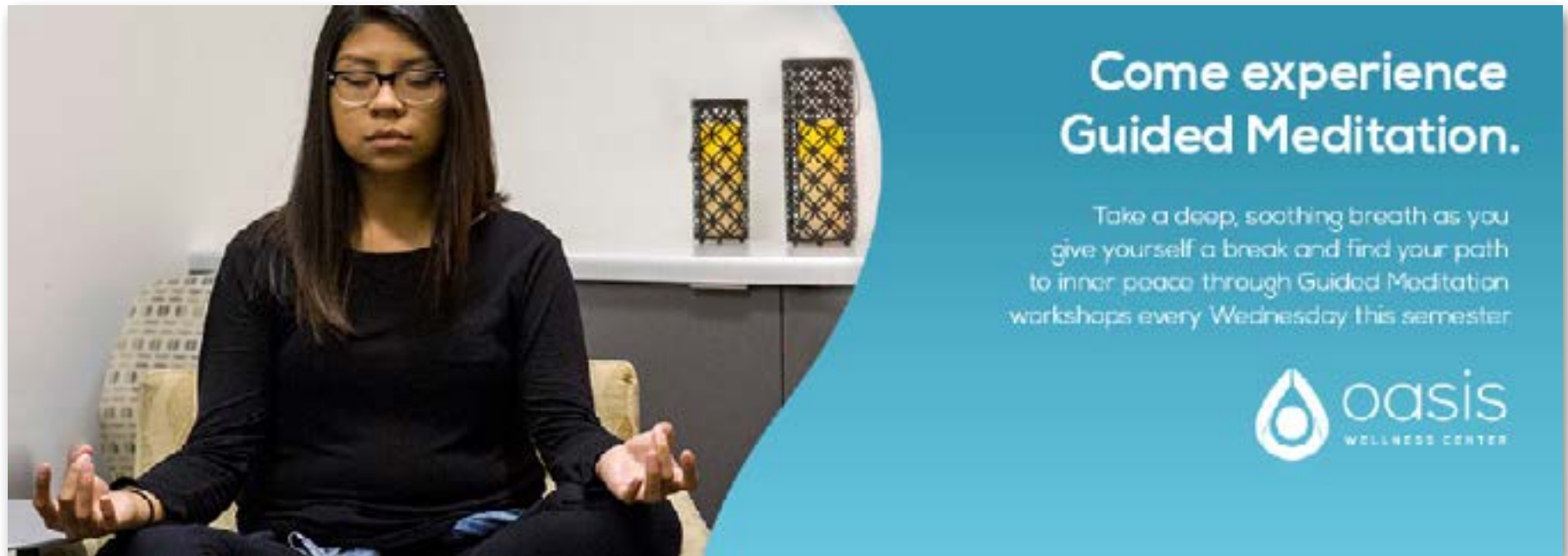
The Process:  
Developed a new tone and direction for the Oasis brand, a new center on campus. Pushed to move away from conventional University branding to create a unique ad for the Oasis.

The Script:

Namaste (nah-ma-stay) Matadors,

Stop by the Oasis Wellness Center to find your path to inner peace through our Guided Meditation workshops on select Wednesdays this semester. You’ll focus on sounds, envisioning, breathing and chakras (sh-ah-kraws) as you become aware of the peaceful, present moment around you. Reduce stress and promote relaxation as you enhance your personal and spiritual growth with meditation.

Register on-line through the Oasis Mind-Body Portal one day in advance to each workshop. It’s always the perfect time to give yourself a break and take a deep soothing breath through Guided Meditation at the Oasis Wellness Center.



Designer: Melissa Ortega  
Web Banner

The Client:

The Pride Center

The Task:

Update the previous brochure to add in seven new programs and events.

The Process:

Evaluated effectiveness of previous brochure and consolidated the events and programs onto a trifold brochure. Worked with the designers to ensure copy fit into the template comfortably.

## Services

### LGBTQ From A to Z

LGBTQ from A to Z is an interactive workshop for the CSUN campus community that creates visible allies across campus. After attending this presentation, those interested in becoming allies can receive a sticker or button to show their support for the LGBTQ community.

### LGBTQ Peer Mentor Program

The LGBTQ Peer Mentors are CSUN students, not counselors, who want to help you through your journey here at CSUN. They offer support, encouragement and resources as you explore your personal and academic interests to find your own sense of community and identity. Get the support you need with a face-to-face session or through our weekly online chat.

### LGBTQ Media Library

The Pride Center houses a large media library of books, magazines and films for students to check out or read in our comfortable and colorful lounge space.

**For additional information and the specific schedule for each listed event, please visit the Pride Center website at [csun.edu/pride](http://csun.edu/pride).**

All events are subject to change.

## Contact

The Pride Center is located in the University Student Union on the second floor of the Sol Center.



**Email:** [pride@csun.edu](mailto:pride@csun.edu) **Phone:** (818) 677-4355

**Hours:** Monday – Thursday: 10 a.m. – 7 p.m.  
Friday: 10 a.m. – 3 p.m.

**Contact:** Sarina Loeb

Coordinator, Pride Center and LGBTQ Initiatives  
[sarina.loeb@csun.edu](mailto:sarina.loeb@csun.edu) (818) 677-5977



LIVING THE MADDON LIFE

CSUN



PRIDE  
CENTER

## Be You.

The Pride Center supports lesbian, gay, bisexual, transgender, queer (LGBTQ) and questioning students, faculty and staff through programming and educational outreach to improve the campus climate for LGBTQ individuals, as well as advocating for the respect and safety of all members of the campus community.



[CSUN.EDU/PRIDE](http://CSUN.EDU/PRIDE)

Designers: Linn Sarmiento & Julienne Shih  
8.5" x 11" Trifold Brochure (exterior)

## Events and Services

### Weekly Pride Center Events

#### Tuesday Talks Tuesdays: 7 – 8:30 p.m.

This weekly discussion group provides a safe space for students to share their experiences and discuss topics facing the LGBTQ community. Topics may include bisexuality, queer people of color, asexuality, relationships, sex, gender identity, etc. The weekly topics will be chosen by you and other participants. Allies are more than welcome to attend to show their support of the community!

#### LGBTQ Coffee Nights Thursdays: 5 – 7 p.m.

On Thursday evenings, we host a coffee night for the LGBTQ community and its allies to socialize and connect in a safe environment. Join us in taking a break from studying to relax with friends while enjoying some free coffee.

#### T-Time Mondays: 5:30 – 6:30 p.m.

Do you identify as transgender, gender questioning, genderqueer or believe that you fit outside the gender binary? Come and join our discussion at T-Time! Unlike our other events, T-Time is a group only for CSUN students who identify within the trans\* community as gender-non-conforming and/or are questioning their gender identity. Trans\* students may bring an ally to T-Time for support.

To learn about the trans\* community, please attend a session of LGBTQ from A to Z or visit the Pride Center Resources page online for more information.

#### QTPOC Conversations

Wednesdays: 7 – 8:30 p.m.

Designed specifically for Queer and Trans\* People of Color, QTPOC Conversations is a closed, safe and welcoming space to Be You and explore topics surrounding the intersection of LGBTQ and POC identities. It's all about helping you with navigating the CSUN campus, bridging communities together and any other topic you wish to discuss. We are here for you.

### Monthly Pride Center Events

#### Karaoke Nights Select Wednesdays: 8 – 10 p.m.

Grab your friends and come to the Games Room in the USU to take center stage and belt-out your favorite hits, new or old! Whether it's your first time with a mic, or you can sing like a pro, this is your time to shine. Enjoy free food and participate for a chance to win great prizes.

### Annual Pride Center Events

#### Rainbow Reception September

Rainbow Reception is a gathering of CSUN's lesbian, gay, bisexual, transgender, queer, asexual and allied students, faculty and staff. Come network and meet new people within the LGBTQ community here at CSUN, while enjoying free snacks and fun activities. Whether you're a staff member, faculty, new or returning student, all Matadors are welcome to attend.

#### Beyond The Binary September

In honor of Bisexuality Visibility Day, come join us for an informative celebration of non-binary sexualities! Enjoy an opportunity to watch performances by bisexual individuals, learn more about what it means to identify as bisexual, and share your own experiences regarding your non-binary sexuality with other similarly identified individuals. Be visible, Be You, be proud, and be validated at this one of a kind event.

#### National Coming Out Day October

Show your support for the LGBTQ community and celebrate this national holiday with the Pride Center. Enjoy a fun afternoon filled with activities, arts and crafts, entertainment and snacks with all types of Matadors. Embrace who you are with your friends, and just #BeYou.

#### Trans\* Awareness Week November

Join us during Trans\* Awareness Week for groundbreaking film screenings, dynamic discussions and engaging events that include panel discussions, lectures and artistic performances. Enjoy a weeklong celebration of the trans\* community at CSUN!

#### Mix 'n' Mingle February

Start out the semester by meeting people in the LGBTQ community at CSUN through interactive activities and learning about all of the resources available on campus. LGBTQ Allies are also welcome to join us for this night of fun and friendship in a comfortable environment too!

#### Queer In Your Career April

Join us at Queer In Your Career, a one-of-a-kind networking opportunity where you can discuss the issues of coming out and being out in the workplace. Enjoy a compelling panel discussion and networking dinner with professionals from a variety of career fields and learn all about their personal experiences.

#### Rainbow Graduation May

Enjoy a memorable ceremony featuring speakers, food and a special presentation of scholarship awards while honoring the graduating members of the CSUN LGBTQ community. Allies are welcome to participate in Rainbow Graduation.



The Client:  
The Pride Center

The Task:  
Completely rewrite and rework the existing Pride Center website.

The Process:  
Copyedited existing website and incorporated client's revisions while still keeping the same tone as before. Worked closely with client to ensure all needs were met. Rewrote over eight pages from scratch and worked with the web designer through each revision.

<http://www.csun.edu/pride/>



Web Designer: Steven Wein  
Website Landing Page



The Client:

The Oasis Wellness Center

The Task:

Develop copy for a special one-day event.

The Process:

Researched the special guest and developed copy for print material by working one-on-one with the designer. Held several meetings with the client to ensure that the copy was aligning with their vision.



Designer: Arie Salemi  
24" x 36" A-Frame

The Client:

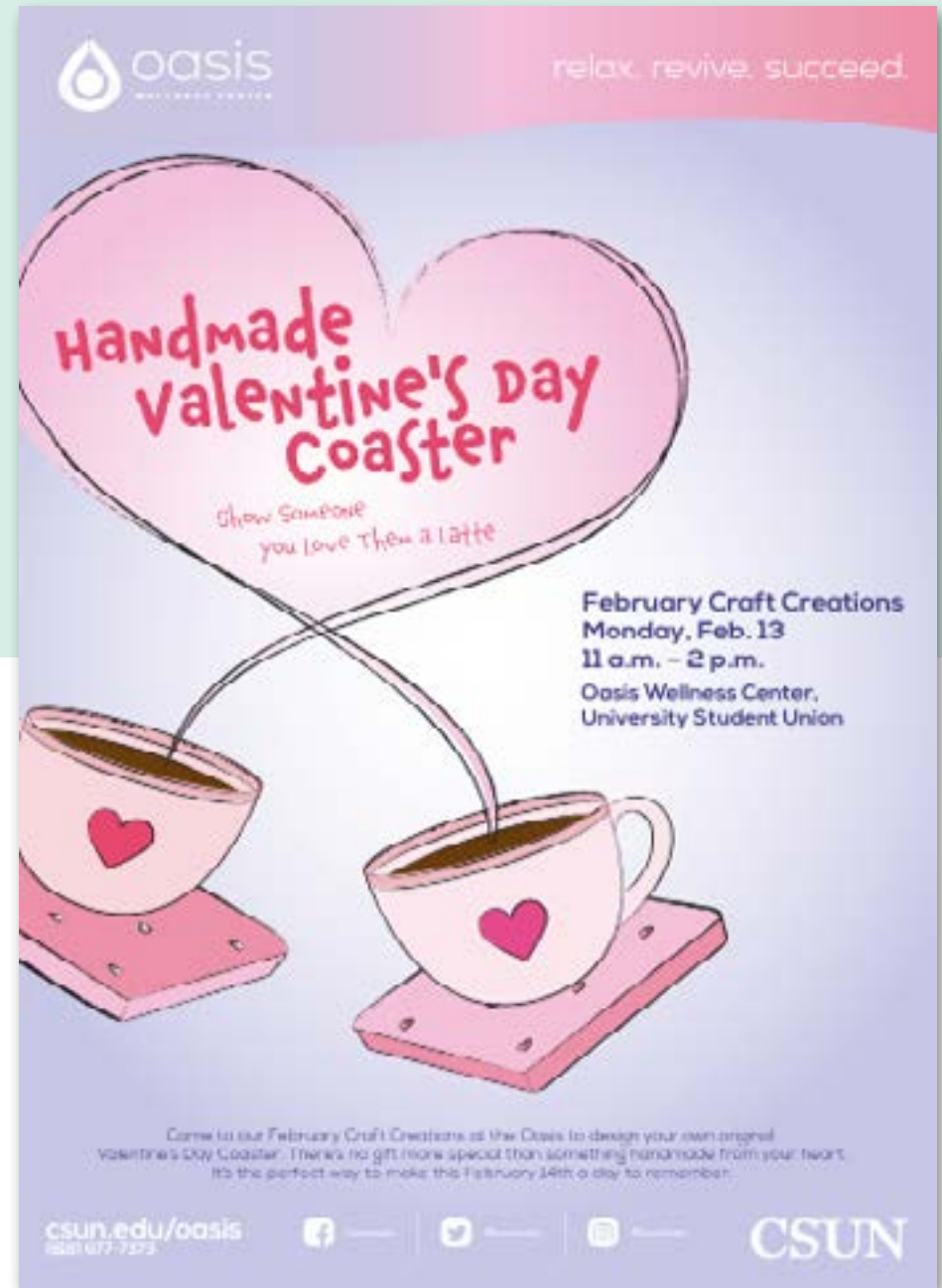
The Oasis Wellness Center

The Task:

Create a short body copy for a fun Valentine's Day themed event.

The Process:

Wrote multiple one-line sublines to present to the client and coordinated with the designer about which ones to move forward with.




Designer: Rubaie Jaffer  
11" x 17" Poster

The Client:  
The Student Recreation Center

The Task:  
Write a long form e-blast that gets updated every month to feature new events and special classes.


The Process:  
Coordinated with client and project manager to select which classes and events would be featured. Worked with existing copy and reformatted for an e-blast.

Having trouble seeing this email? [View it online.](#)



February 2017


**Break's Over, Matadors.  
It's Time To Jump Back Into Your Workout!**



**Spring Intramural Sports**  
Registration open now!

Whether you're "in it to win it" or just looking for some friendly competition, it's time to get in the game! We've got an exciting new round of intramural sports league action for all SRC members, new and old. It all starts by choosing your sport — from basketball, indoor soccer, floor hockey, or volleyball. Then get your team ready to compete for the crown. It's a great opportunity for you to make new friends while playing a sport you love! To register, [visit IMLeagues](#) and check the [calendar](#) for when league play begins for your sport.

Keep an eye out for special one-day tournaments like the 9-Ball Billiards Tournaments in the Games Room. Be sure to [check the Intramurals Calendar](#) for full event details.



Web Designer: Naomi Rodriguez  
E-Blast

### Train Like a Pro Boxing Challenge

Monday, Feb. 20 –  
Saturday, Feb. 25

Take your workouts to a whole new level during the **Train Like a Pro Boxing Challenge**. Whether you're experienced or just a beginner, we'll increase your skills and knowledge of boxing. Keep track of your progress for your chance to win one of two **Boxing Essential Packs!**

Register now and get pumped to experience the **Train Like a Pro Boxing Challenge** for yourself.

### Group Exercise Classes

We've got everything you need to achieve your fitness and wellness goals this month. **Join us in our Group Exercise classes** like Yoga Balance, Matador Cycle, Zumba® and much, much more. Experiment with a new workout, or stay in shape with an old favorite!

Register up to 24 hours in advance on the **SRC MINIBODY Online Portal**.

### CPR, AED and First Aid Certification

You can become American Red Cross Certified in only one day! You will acquire the essential skills needed to immediately recognize and respond to cardiac, breathing and first aid emergencies until more advanced medical personnel arrive and take over.

**Register online now** and gain these life-saving skills.

### Oasis Wellness Center

Come unwind from your daily grind with our range of great programs at the Oasis Wellness Center — from experiencing a power nap in an ultra-cool Nap Pod to finding your artistic inspiration during our art workshops or just relaxing in one of our beautiful indoor and outdoor spaces. Take advantage of the nutrition counseling, meditation sessions, massages, acupuncture, massage chairs, workshops on wellbeing, mindfulness and much more.

For more information, **visit our website** or stop by between classes!



Inclusive Language Spoken Here



CSUN

Web Designer: Naomi Rodriguez  
E-Blast

# Thank You!

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W: [karinawrites.com](http://karinawrites.com)



[@karinawrites](https://www.instagram.com/karinawrites)



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