

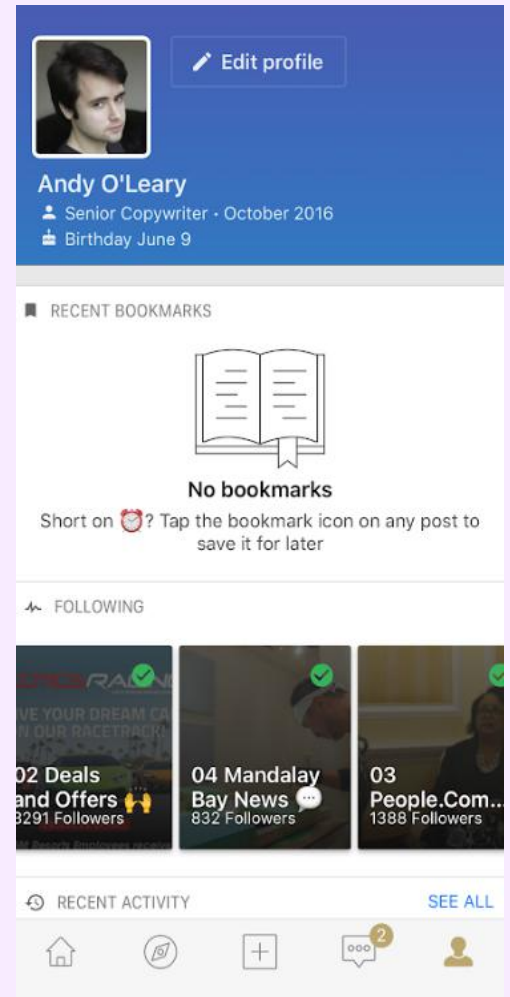
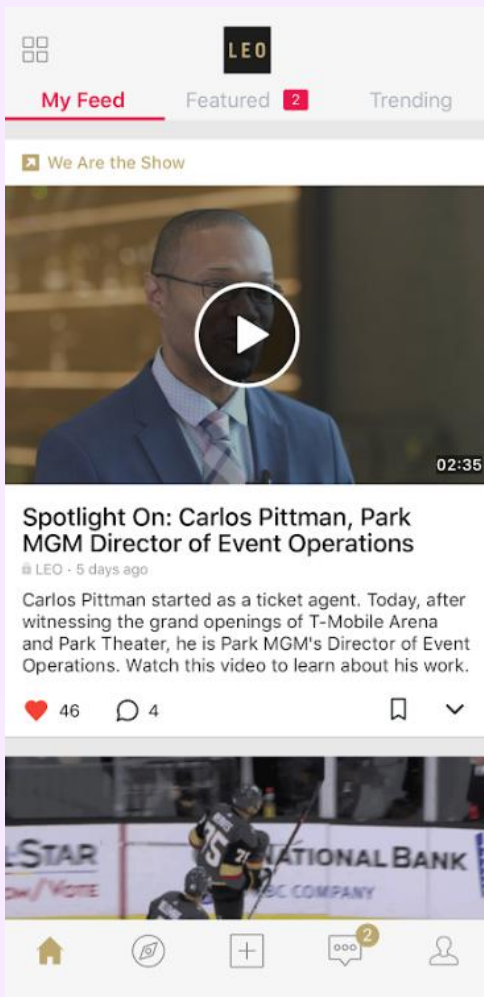
AJ O'Leary

Copywriting & Content Creation Portfolio 2020

Sample #1

LEO: An All-New Employee Communications App

LEO, MGM Resorts' internal communications app, has been the primary focus of my work as a Senior Copywriter. I am the lead content writer, content calendar manager, technical support, and statistical analyst for the platform. I am the source of the app's channel names and sweepstakes names (e.g. "Valentine's Day Sweet-Stakes" and "Luck of the Puck Giveaway"). We're rolling LEO out to the entire MGM Resorts enterprise — including beloved hotel brands like Bellagio and Borgata Atlantic City — with a mission to conveniently connect all of our employees, from executives all the way down to the line level, with company news, information, and fun.



Camelot Steakhouse Drink Pairing Series

As part of my efforts to support Excalibur Hotel & Casino's re-brand as their social media strategist, I devised a "Drink Pairing Series" concept for their centerpiece dining experience, Camelot Steakhouse. The goal: to establish Camelot Steakhouse as a 'best-kept secret' quality dining destination where the only limit on one's meal is their imagination. To that end, I worked with Camelot's head chef to identify 'adventurous' drink and meal pairings and worked with my department's broadcast team to create a series of bite-sized videos showcasing the pairings. The videos received airtime on Facebook, Twitter, and Instagram and currently run in rotation on Excalibur's video wall signage and slot machine ad marquees.



Sample #3

Camelot Steakhouse Recipe Cards

I served as Excalibur's social media strategist during an ambitious re-branding campaign designed to reintroduce the hotel brand to Vegas tourists. I was tasked with conceptualizing new ideas to put Camelot Steakhouse at the forefront of a traveler's mind. I designed, pitched, and produced the recipe cards you see below for Camelot Steakhouse. The steakhouse's four signature dishes were paired with instructions on how to reproduce the meals at home, dovetailing with Excalibur's goal of establishing a brand identity for themselves that extended beyond check-out.

	<h3>PORTERHOUSE STEAK</h3> <ul style="list-style-type: none">× 24 oz. PORTERHOUSE STEAK× KOSHER SALT× GROUND BLACK PEPPER× 1/2 oz. BUTTER× EXTRA VIRGIN OLIVE OIL <p><i>Our tender and tasty Porterhouse Steak starts with just the right amount of salt and pepper seasoning and extra virgin olive oil on all sides. The Porterhouse Steak is cooked for 6-8 minutes on each side on our open flame grill and rests for 5 minutes before it's served to you with butter and a side of Blue Cheese Potato Gratin.</i></p> <p>CAMELOT STEAKHOUSE Excalibur <small>RENO, LAS VEGAS & SEASIDE</small></p>
	<h3>CAMELOT PORK BELLY</h3> <ul style="list-style-type: none">× 6 oz. PORK BELLY× 1/2 oz. CLARIFIED BUTTER× 2 oz. JACK DANIELS WHISKEY× 1 oz. DEMI GLACE× 1 oz. APPLE PEAR CHUTNEY <p><i>Our Camelot Pork Belly starts with the finest cut of pork sliced into 3 cubes. We brown the pork in a pan with clarified butter on medium heat until golden brown and crispy. We add a fiery kick with the help of 2 ounces of Jack Daniels whiskey. Finally, we add apple pear chutney and demi glaze and simmer until the pork is cooked to perfection. Enjoy with our single barrel Jack Daniels whiskey or a spirit of your choosing.</i></p> <p>CAMELOT STEAKHOUSE Excalibur <small>RENO, LAS VEGAS & SEASIDE</small></p>
	<h3>CAMELOT PRIME NEW YORK STEAK</h3> <ul style="list-style-type: none">× 14 oz. PRIME NEW YORK STEAK× KOSHER SALT× GROUND BLACK PEPPER× 1/2 oz. BUTTER× EXTRA VIRGIN OLIVE OIL <p><i>Our scrumptious Camelot Prime New York Steak begins with a drizzle of extra virgin olive oil and a salt and pepper seasoning. After cooking on our open flame grill for 4-5 minutes on each side and resting for 5 minutes, our steak is topped with a generous helping of clarified butter and served with our Loaded Baked Potato.</i></p> <p>CAMELOT STEAKHOUSE Excalibur <small>RENO, LAS VEGAS & SEASIDE</small></p>
	<h3>CAMELOT LAMB CHOPS</h3> <ul style="list-style-type: none">× 3 each 4 oz. LAMB RIB CHOPS× OLIVE OIL× KOSHER SALT× GROUND BLACK PEPPER <p><i>Our Camelot Lamb Chops are prepared from a classic rack of lamb. We season all sides with kosher salt and ground black pepper, drizzle with olive oil, and sear the chops on a hot grill for three minutes on each side for medium-rare. Enjoy with asparagus.</i></p> <p>CAMELOT STEAKHOUSE Excalibur <small>RENO, LAS VEGAS & SEASIDE</small></p>

Jenny and Celene's Journey: Instagram Story Excerpts

Excalibur's marketing team approached me in early 2018 with news of a group of their employees teaming up to raise money for the St. Baldrick's Foundation's fight against childhood cancer. Their challenge to me: find a way to turn a charity fundraiser into a captivating story for social media. I identified two employees and created "Jenny and Celene's Journey", a multi-part Instagram Story detailing their experience at St. Baldrick's. The 'Journey' earned 55,000 organic views on Instagram for an account that, at the time, had approximately 80,000 followers.



Sample #5

I cut my teeth in brand marketing as a social media strategist and editorial content writer for the Ayzenberg Group of Los Angeles and their advertising industry-facing publication, [a]listdaily. I was tasked with covering major breakthroughs in emerging tech as part of my scope of editorial work. Virtual Reality Is Officially Consumer-Ready stands as the best example of my work on that beat.

Virtual Reality Is Officially Consumer-Ready

Fifty years on from The Beatles' legendary first American performance on The Ed Sullivan Show, Sir Paul McCartney is back on the cutting edge of music with a little help from his friends, participating in a venture with virtual reality video company JauntVR that sees his performance at San Francisco's Candlestick Park's final concert broadcast in 360 degrees as their groundbreaking virtual reality viewer's first offering.

"Paul is the perfect ambassador for this new medium because he's so widely respected," Jaunt vice president of content Scott Broock said of his company's decision to place him on center stage for their new product. "A lot of people love Sir Paul McCartney."

If you're looking to enjoy Jaunt's app for yourself, you can head over to their official website; it's Android-only (an iOS app is on the way), and you'll need a Google Cardboard holder (available through major online retailers; Jaunt recommends vendors on their site) if you want to take advantage of 3D video. Jaunt has also produced a 2D version for those without Cardboard.

Jaunt do not see themselves as a direct competitor to household-name Oculus, as they intend to focus on shooting and enhancing live-action video along the lines of McCartney's performance while Oculus primarily concern themselves with interactive gaming experiences. Jaunt plans to be more friendly to the casual consumer by offering their app to anyone with an Android phone, while Oculus' Rift will require dedicated virtual reality goggles.

Jaunt sees their business model as a path towards mass adoption of virtual reality technology on an Internet-like scale, breaking it beyond the domain of "techies" and right into the palm of a casual consumer's hand.

For McCartney's part, Broock is hoping his reputation as an innovator and forward-thinking artist will inspire fellow musicians to follow his lead. Broock sees JauntVR implementations like McCartney's performance as "...a fascinating new way to reach people with their music in a completely different way. You can put people right there with you onstage, giving them access they would not otherwise have."

Broock sees great things for JauntVR's future, suggesting that the McCartney concert heralds a regularly-updated stream of captivating VR content to come in the near future. "There's going to be a lot of content coming out by year's end." One can only hope we will soon be able to go on our own Magical Mystery Tour in an immersive 360 degrees.

Link:

<http://www.alistdaily.com/media/virtual-reality-is-officially-consumer-ready/>

Sample #6

Apple Takes A Shine To Social Media is another great example of work produced in my time as an editorial content writer for the Ayzenberg Group. In this case, an assignment to write about an enticing development in corporate social media resulted in my writing a piece about Apple's sudden and uncharacteristic embrace of social, drawing on my expertise as both a content writer and social media professional to create a well-researched, to-the-point article.

Apple Takes A Shine To Social Media

Hold on to your hats, folks: Apple, world's largest tech company notorious for a marked unwillingness to participate in trade shows and social networking services, might be throwing skin in the social game after all.

The iPad, iPod, and iPhone manufacturer whose previous social ventures include a YouTube channel with comments disabled, an attempt at launching an iTunes-based social network of their own, and a Twitter account that may or may not be theirs, made waves today with a job posting for a "social media expert" at the Los Angeles headquarters of their Beats subsidiary.

The move arrives hot on the heels of August's high-profile hiring of former Nike and Burberry social head Musa Tariq, as well as an increased interest in tweeting by CEO Tim Cook and senior vice president Philip Schiller.

Speculation about Apple's apparent intention to edge into the mainstream as far as their relationship with social is concerned centers on a shift in corporate culture following longtime CEO Steve Jobs' death. "Apple sees itself as being in transition from its old communications model," Fortune reports, "where a 'single narrator' — aka the late Steve Jobs — articulated a 'single narrative' at a time and place of his choosing, to a new model where the company speaks in multiple voices and participates in two-way discussions with its consumers and fans."

In other words, Apple, formerly employing a strategy of waiting on the oft-unpredictable maneuvers and decisions of its CEO and CEO alone, finds itself favoring a design-by-committee approach as it moves on from Jobs' death. The goal for Apple is to do a better job of maintaining its position as a major industry player than the first time Jobs departed the company, something they feel can be accomplished in part with a stronger social effort.

Link:

<http://www.alistdaily.com/visual-id/apple-takes-a-shine-to-social-media/>

Sample #7

I wrote Gotta Brand 'Em All while employed as a social media manager for BrillMedia.co. My boss's desire for me to put my journalistic writing skills to work contributing thought leadership to LinkedIn coincided with Pokémon Go's explosive popularity, compelling me to write a piece on the power of smart branding in Pokémon Go's success.

Gotta Brand 'Em All: Pokémon Go, Augmented Reality, and the Power of Smart Branding

Tech's latest Race for the Next Big Thing seems to have a winner in augmented reality. Niantic Labs and The Pokémon Company have a mega-hit on their hands with Pokémon Go, as players are drawn to augmented reality tech's power to display their favorite Pokémon amidst real-time, real-world environments on their phone screens without requiring pricey and weird-looking equipment.

Pokémon Go fans might be shocked to learn that this isn't Niantic's first attempt at an online role-playing game powered by augmented reality. Ingress, a game nearly identical to Pokémon Go in look and function down to its special portal locations, failed to capture even a fraction of the attention surrounding Pokémon Go upon its release four years ago.

Why, then, is Pokémon Go living Ingress's best life?

The answer is simple: Branding is a powerful thing.

When an exciting new piece of technology becomes consumer-ready, developers and marketers can get so caught up in the mystique surrounding their own press releases about "shifting the paradigm" that they believe every old key to success and profitability no longer applies. In Pokémon Go's case, however, consumers know what they like, and they like the presence of an old, familiar brand in their shiny new game.

The presence of a strong, respected brand in a game takes a heavy storytelling burden off the game developer's shoulders, freeing up resources to be dedicated to delivering a worthwhile gaming experience capable of attracting a large user base. Would you be as interested in playing Pokémon Go if you'd never heard of Pokémon before, had no emotional attachment to it, and had to spend large amounts of time learning the mythology? Probably not, which is why Ingress failed where Pokémon Go succeeds.

By taking an established and promising, if not overwhelmingly popular, gaming concept in Ingress and attaching the Pokémon brand to it, Niantic captured the hearts and minds of children interested in all things Pokémon and young adults looking to revisit happy childhood memories. What's more, Pokémon Go's immense popularity leaves the door open for additional branding opportunities, as shown by news of an upcoming partnership with McDonalds.

Game developers and tech pioneers, take note: Your creation might be the greatest thing since sliced fruit, but it never hurts to bring a few familiar faces in to take you to the Promised Land. As shown by Pokémon Go, smart branding, exciting tech, and pure fun are a golden trifecta worth celebrating.

Link:

<https://www.linkedin.com/pulse/gotta-brand-em-all-pok%C3%A9mon-go-augmented-reality-power-andy-o-leary/>