

NAYA CLARK



Copywriting Portfolio

WWW.NAYACLARK.COM



Introduction

This portfolio showcases copywriting work for a range of industry-leading brands, including Bank of America, Merrill, Starbucks, Georgia Natural Gas, Dow, Verizon, and Toyota. From financial services to consumer goods and energy, each project reflects a strategic approach to voice, audience, and storytelling. Whether the goal was to simplify complex information or bring warmth to a national campaign, the throughline is clear, compelling copy that drives results.

Naya Clark

I'm a writer with a background in journalism and a passion for language that feels intentional. I'm drawn to the challenge of shaping ideas into messages that connect—whether that's building trust for a financial brand or creating moments of delight in everyday content. Thoughtful, curious, and always tuned into tone, I bring both creative intuition and strategic thinking to every brief.





Copywriting

Writing sharp, purposeful copy that captures attention and drives action.

Creative direction

Developing big-picture concepts and guide them from idea to execution.

Editing

Crafting scroll-stopping content that sparks engagement and builds community.

Personal Skills

As a copywriter with a strong foundation in creative direction and social media, I specialize in crafting clear, engaging content that aligns seamlessly with brand voice and strategy. Whether developing campaign concepts, writing high-impact copy, or shaping narratives for digital platforms, I bring a versatile skill set rooted in storytelling, audience insight, and a sharp eye for detail.



NAYA CLARK

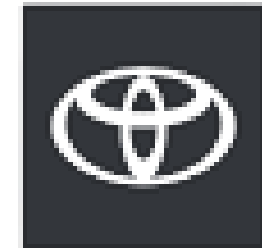


Brands I've worked on

Here's a look at some of the brands I've written and helped shape. From campaigns and brand storytelling to email content. Each project I've worked on reflects a blend of strategy, voice, and creative thinking tailored to the brand and audience.



audible



TOYOTA



verizon



BANK OF AMERICA

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BRANDS I'VE WORKED ON



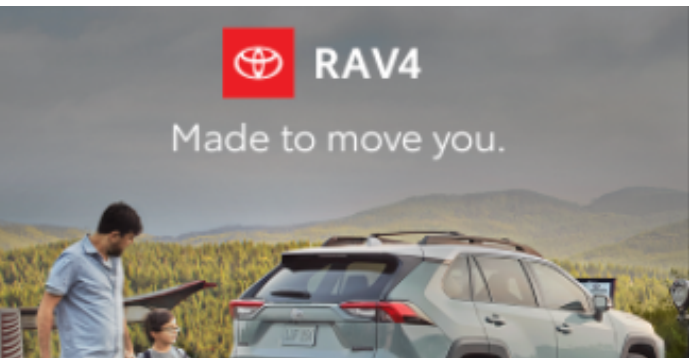
Toyota

With Toyota, I wrote copy for a range of vehicle models, each requiring a unique tone, voice, and messaging strategy to speak to its specific audience. From sporty crossovers to family-friendly hybrids, I helped shape content that balanced brand consistency with nuanced storytelling tailored to each model's identity.

My work spanned multiple platforms, including Facebook, Instagram, and various digital ad placements—each with its own creative considerations and engagement goals.

On social media, I crafted captions and concepts designed to build community and spark conversation, focusing on punchy CTAs that moved audiences to action.

Working closely with designers, art directors, and strategists, I ensured every piece of content aligned with Toyota's broader marketing objectives while feeling fresh, relevant, and platform-appropriate. Whether introducing a new model or supporting a seasonal campaign, I brought a mix of voice-driven writing, creative collaboration, and audience insight to every project.





Fancy ads? In this economy?
We're giving discounts instead.

 Georgia Natural Gas[®]
gng.com

No fancy ads. Just discounts.

 Georgia Natural Gas[®]
gng.com



GNG

At Georgia Natural Gas, I contributed to a variety of campaigns across multiple channels, including billboard ads, direct mail, and email marketing, each crafted to engage and educate the local community about energy solutions.

I had the opportunity to collaborate on unique partnerships such as the Georgia Aquarium Otters exhibit and the Fox Theatre's Greener Life campaign, helping to weave brand messaging into meaningful, environmentally conscious initiatives.

These projects required a balance of clear, approachable language and persuasive storytelling to inspire sustainable choices while reinforcing Georgia Natural Gas's commitment to the community.

Working closely with cross-functional teams, I ensured every piece of content—from outdoor advertising to digital outreach—was aligned with brand values and designed to resonate with diverse audiences across the state.

BRANDS I'VE WORKED ON



Merrill

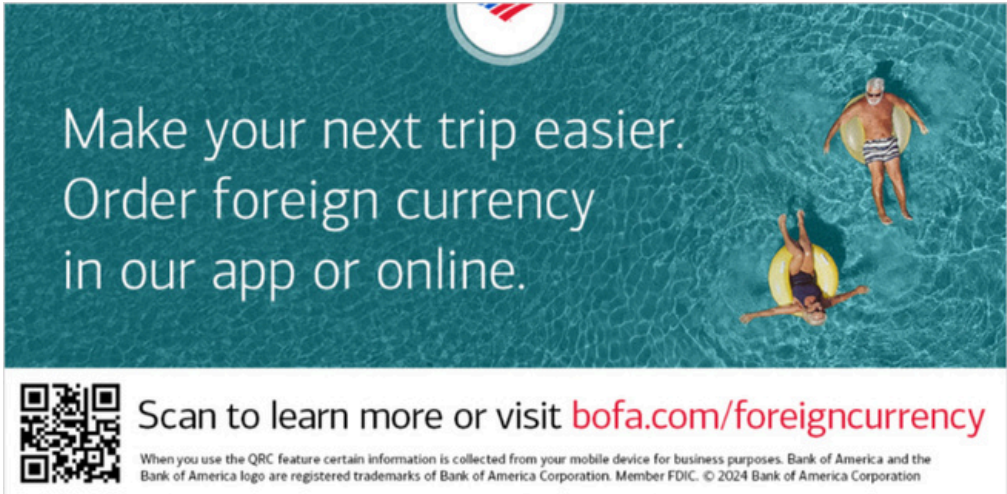
At Merrill, I created copy for interactive finance quizzes and online ads, helping to engage users with content that was both educational and easy to digest.

The quizzes were designed to simplify complex financial concepts and empower users to better understand their investment knowledge and goals.

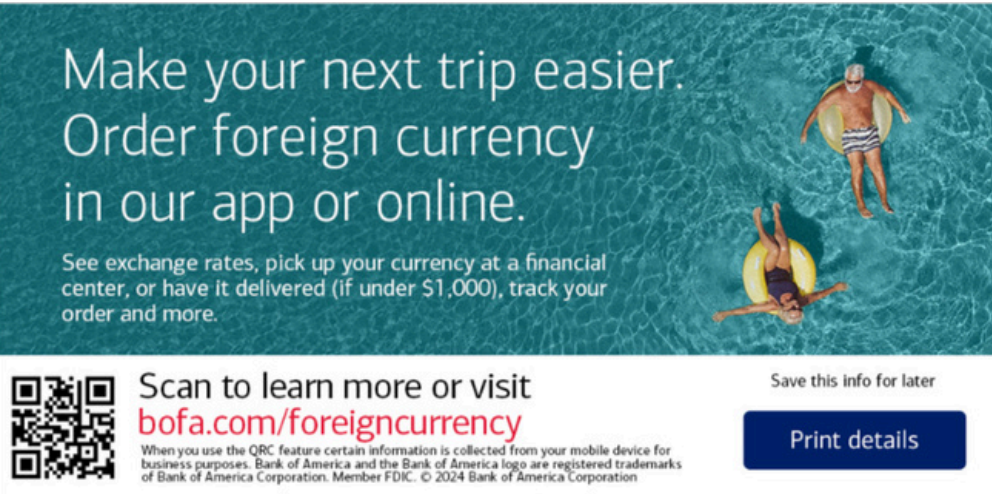
My work required balancing a professional tone with an inviting, user-friendly voice to ensure the content felt approachable without compromising credibility.

In digital ads, I focused on clear, concise messaging that highlighted Merrill's offerings while driving clicks and conversions across various platforms.

ATM ad



ATM ad



See how fine-tuned your investment knowledge is.

Merrill
Sponsored



Campaigns

STARBUCKS

Rewards Campaign



STARBUCKS[®] REWARDS

STAR DAYS

Grab as many Stars as you can, Oct. 18–Oct. 22
Enjoy a week of wow.

OCT. 18
STARS FOR FALL MONDAY
Pick your favorite fall beverage (grande+) and get 25 Bonus Stars. Order a fall drink, like a Pumpkin Spice Latte.

OCT. 19
50 STAR TUESDAY
Load \$10 get 50 Bonus Stars.

OCT. 20
HALF-OFF WEDNESDAY
Buy 1 drink grande or larger, get 1 half-off on the same order.

OCT. 21
TRIPLE STAR THURSDAY
Triple Star Day—collect 3x the Stars with every order.

OCT. 18–OCT. 22
AEROPLAN[®] BONUS
Link your Aeroplan[®] and Starbucks[®] Rewards account between 10/18–10/22, then make an eligible purchase with the Starbucks app at a participating store in Canada by 10/31 and get 50 Aeroplan bonus points.

Check the Starbucks app for updates. | Not a member? It's easy to join right in the app.
*Excludes alcoholic beverages and Starbucks Card activations and reloads. Offer valid one time only. Offer valid only to those linking accounts for the first time.
©Aeroplan is a registered trademark of Aeroplan Inc. ®The Air Canada maple leaf logo is a registered trademark of Air Canada, used under license by Aeroplan Inc.

STARBUCKS[®] REWARDS

FRIEND OF FALL

You're a Friend of Fall because of how many pumpkin drinks you enjoyed last year.

You love the fall season and all that comes with it. That makes you a Friend of Fall. So get cozy and grab your favorite pumpkin drink.

Order a drink

STARBUCKS[®] REWARDS

PUMPKIN PAL

You're a Pumpkin Pal because of how many pumpkin drinks you enjoyed last year.

We know you love a good pumpkin drink and the delicious fall flavors are finally rolling in tomorrow, 8/24. Enjoy the spice this season with delicious fall drinks.

Order a drink

STARBUCKS[®] REWARDS

PUMPKINISTA

You're a Pumpkinista because of how many pumpkin drinks you enjoyed last year.

Get excited—pumpkin season begins tomorrow.

Pumpkin flavored sips fuel your day and you're ready to try them all this fall. That doesn't just make you a pumpkin fan, it makes you a true Pumpkinista.

So enjoy the flavors of fall and share your love of all things pumpkin with the world.

Order a drink

STARBUCKS[®] REWARDS

PUMPKIN SPICELEBRITY

You're a Pumpkin Spicelebrity because of how many pumpkin drinks you enjoyed last year.

You've been waiting all year—pumpkin season is back tomorrow, 8/24. You don't just love pumpkin, you live for it. That makes you a Pumpkin Spicelebrity in our book.

We're giving you an egift card to enjoy your first pumpkin sip of the season. Let's toast to your good taste.

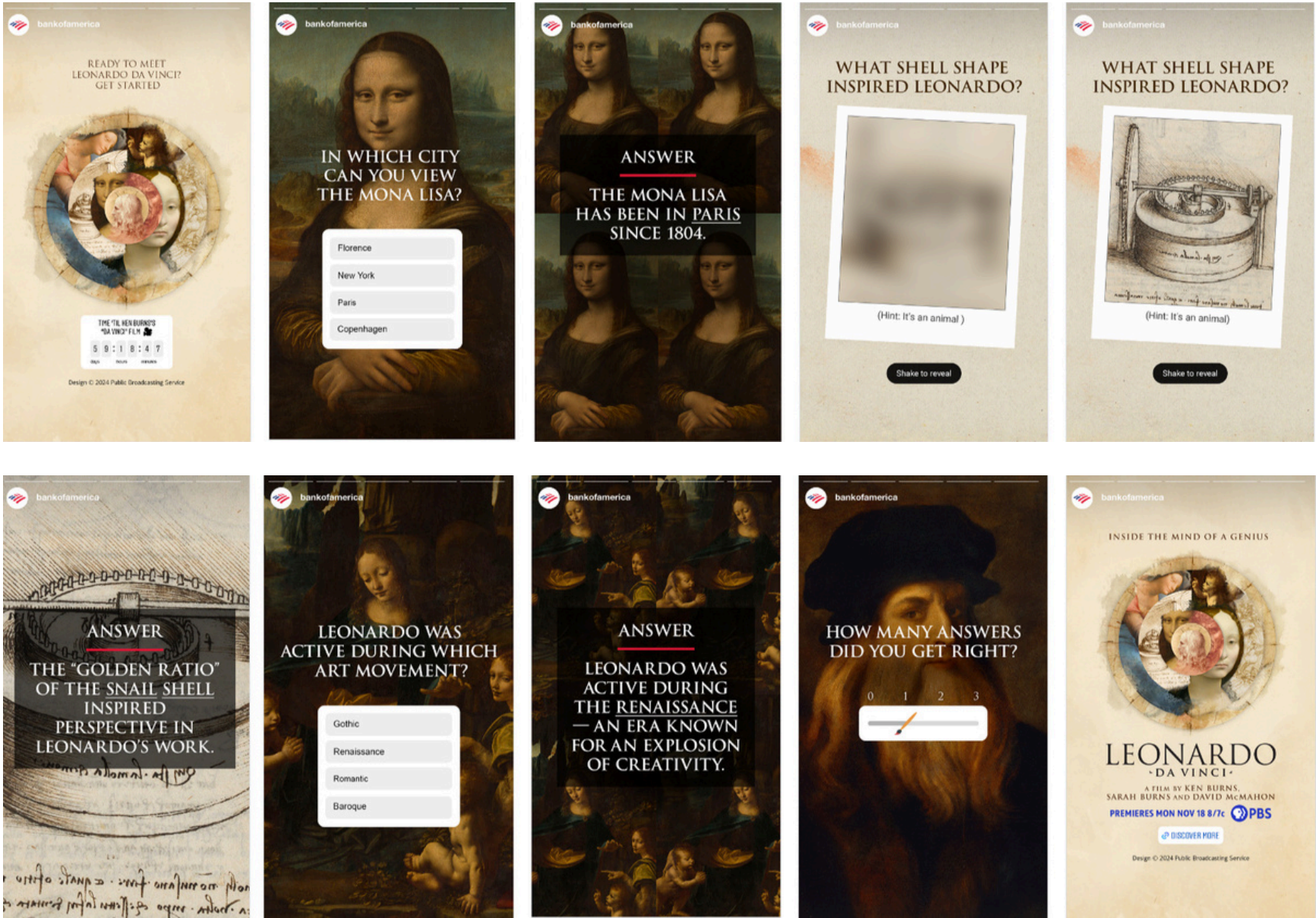
Get your egift

For Starbucks Rewards, I created copy across several milestone tiers, helping celebrate user achievements and drive continued engagement. I also contributed to a larger campaign aimed at reaching Black audiences — a standout project where I shaped the creative direction from start to finish, collaborating with designers, providing cultural insight, and even supporting on set during the shoot.

BANK OF AMERICA

PBS Leonardo DiVinci Film Premier

I helped concept and write for a cross-platform campaign celebrating the premiere of Ken Burns’ Leonardo da Vincidocumentary on PBS, in collaboration with Bank of America. The project included a gameified Instagram Story experience and required balancing voice and vision across three major partners — PBS, the director, and the brand — making the creative puzzle of distilling it all into compelling copy a fun and rewarding challenge.



BANK OF AMERICA

PBS Leonardo DiVinci Film Premier

LEONARDO
DA VINCI

PREMIERES
MON NOV 18 8/7c



Design © 2024 Public Broadcasting Service




Inside the mind
of a genius

Ken Burns, Sarah Burns
and David McMahon's latest
film examines one of the
most innovative minds in
human history.

Discover more >

Tablet/mobile highlight

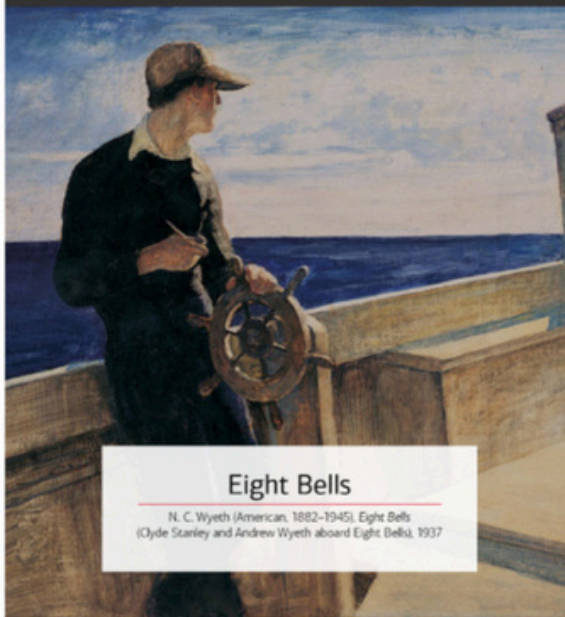


Bank of America

We are honored to continue our support for Ken Burns as an expression of the belief that investing in the arts has a positive impact on our lives. See the premiere of our partner Ken Burns' insightful "Leonardo da Vinci" film Nov. 18 at 8/7 CT. [Bitly](#)

Investing in the power of the arts

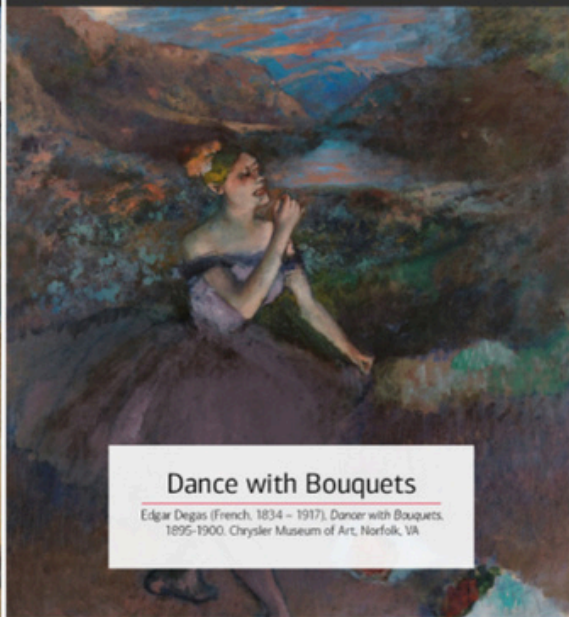
Wyeth's painting is part of the Art in our Communities® program through curated exhibitions that museums and nonprofit galleries may borrow at no cost. Since launching this program in 2008, we have loaned our exhibitions over 175 times to cultural institutions around the world to promote greater cultural understanding.



Eight Bells

N. C. Wyeth (American, 1882-1945), Eight Bells (Clyde Stanley and Andrew Wyeth aboard Eight Bells), 1937

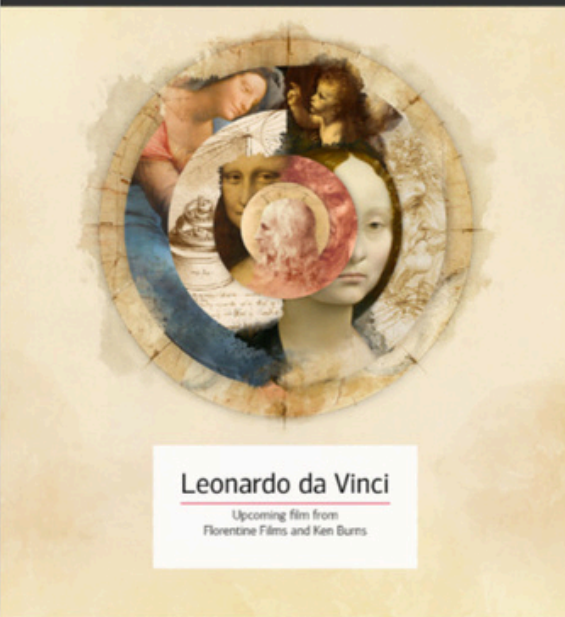
Through the Bank of America Art Conservation Project, launched in 2010, we support the preservation of art and objects of cultural heritage like Dancer with Bouquets, for future generations.



Dance with Bouquets

Edgar Degas (French, 1834 - 1917), Dancer with Bouquets, 1895-1900, Chrysler Museum of Art, Norfolk, VA

From 2007, our partnership with Ken Burns and Florentine Films is rooted in a shared vision to make history a riveting narrative that resonates with the general public and students in classrooms around the country.



Leonardo da Vinci

Upcoming film from Florentine Films and Ken Burns

LinkedIn

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BANK OF AMERICA

PBS Leonardo DiVinci Film Premier

Dynamic signal



Exploring a legacy of creativity and innovation
We are proud to continue to support the work of Ken Burns and Florentine Films, who create in-depth stories that enlighten people around the world. The biographical film from Ken Burns, Sarah Burns and David McMahon "Leonardo da Vinci" premieres Monday Nov. 18 at 8/7 CT on PBS.


X share copy



Jane Doe
@JaneDoe


Did you know [@BankofAmerica](#) has supported the work of [@KenBurns](#) since 2007? I'm proud to work at a company that invests in the arts and partnerships that help connect cultures. Learn more about their collaboration and Ken's latest film "Leonardo da Vinci" premiering Nov. 18th at 8/7 CT on PBS. [Bit.ly](#)

LinkedIn share copy



Jane Doe
@JaneDoe

For years, Bank of America has supported the work of Ken Burns. This ongoing partnership makes me proud to work for a company that believes that investing in the arts has a positive impact on our lives. Learn more about this collaboration and Ken's latest film "Leonardo da Vinci" premiering Nov. 18th at 8/7 CT on PBS [Bit.ly](#)



Jane Doe
@JaneDoe

I'm excited for the new [@KenBurns](#) film "Leonardo da Vinci" supported by [@BankofAmerica](#). It's a look inside one of history's most innovative minds premiering on Nov. 18th at 8/7 CT on [@PBS](#). Learn more about this collaboration. [Bit.ly](#)




Jane Doe
@JaneDoe


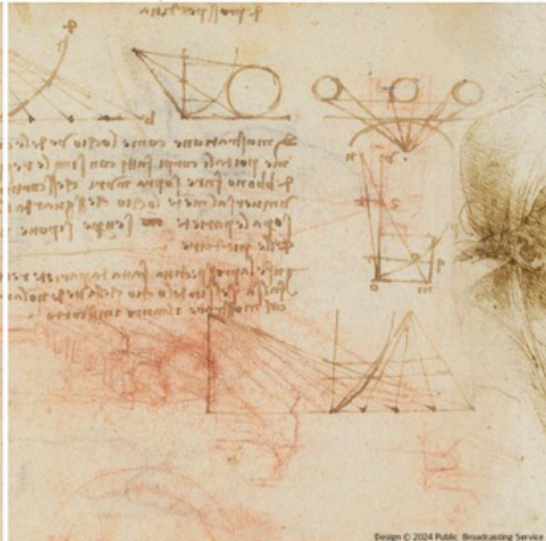

I can't wait to take a journey inside the mind of a genius with the new Ken Burns film, "Leonardo da Vinci", supported by [Bank of America](#). Learn more about this exciting collaboration and check out the premiere on Nov. 18th at 8/7 CT on [PBS](#). [Bit.ly](#)




BANK OF AMERICA


PBS Leonardo DiVinci Film Premier



bankofamerica, pbs
and kenburns








Leonardo da Vinci used nature as inspiration for perspective — with techniques such as “the golden ratio” and “the rule of thirds” making appearances in his works. Explore his life and legacy in @kenburns, Sarah Burns and David McMahon’s newest film “Leonardo da Vinci”.

Watch the film premiere on Nov. 18 at 8/7 CT on @pbs and see link in our bio for more details on the film.

Instagram carousel





Bank of America

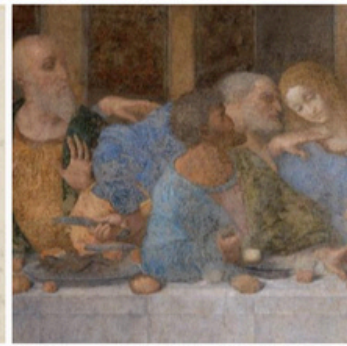
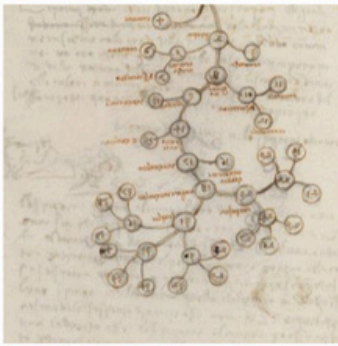
2,562,432 followers

1mo

Experience a visionary imagination through works of art, expansive writings and inventions in “Leonardo da Vinci,” a film by [Ken Burns](#), Sarah Burns and David McMahon. It’s an honor to support this project as a part of our ongoing commitment to the arts and its ability to connect cultures.

Watch the film premiere on Nov. 18 at 8/7 CT on [PBS](#). [Bit.ly](#)





Facebook

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BANK OF AMERICA

PBS Leonardo DiVinci Film Premier

Desktop superhighlight

Inside the mind of
a genius

Ken Burns, Sarah Burns and David McMahon's latest film examines one of the most innovative minds in human history.

Discover more >

LEONARDO
"DA VINCI"



PREMIERES
MON NOV 18 8/7c

 PBS

Design © 2024 Public Broadcasting Service

Facebook



Bank of America
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1mo

The work of [Ken Burns](#) and Florentine Films tells in-depth stories that enlighten people around the world. We're excited to show our support for their work as a commitment to the belief that investing in the arts has a positive impact on our lives.

Watch the "Leonardo da Vinci" film premiere Nov. 18 at 8/7 CT on PBS and learn more about our partnership. [LINK](#)



Exploring revolutionary lives

Benjamin Franklin

A Film by Ken Burns



Following consequential figures

Jackie Robinson

A Film by Ken Burns, Sarah Burns & David McMahon



Blending art and education

Hemingway

A Film by Ken Burns & Lynn Novick



Making history a riveting narrative today

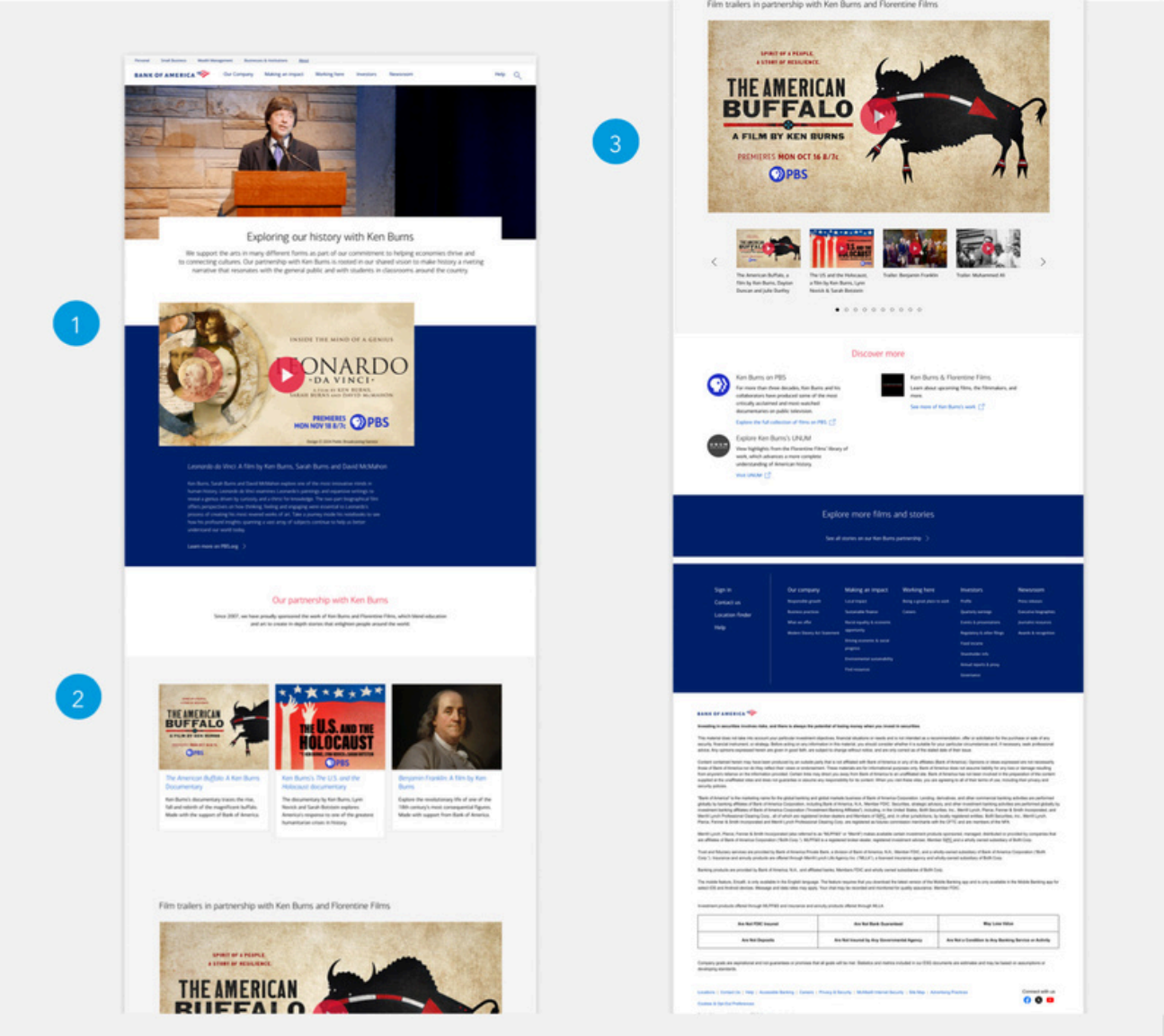
Leonardo da Vinci

A Film by Ken Burns, Sarah Burns & David McMahon

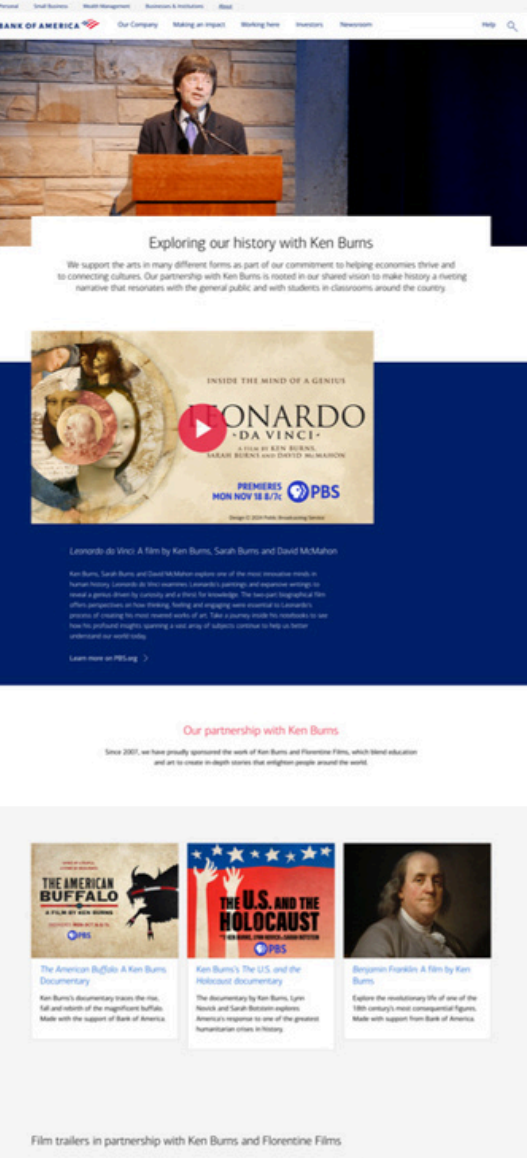
BANK OF AMERICA

PBS Leonardo DiVinci Film Premier

Landing page desktop



Landing page mobile



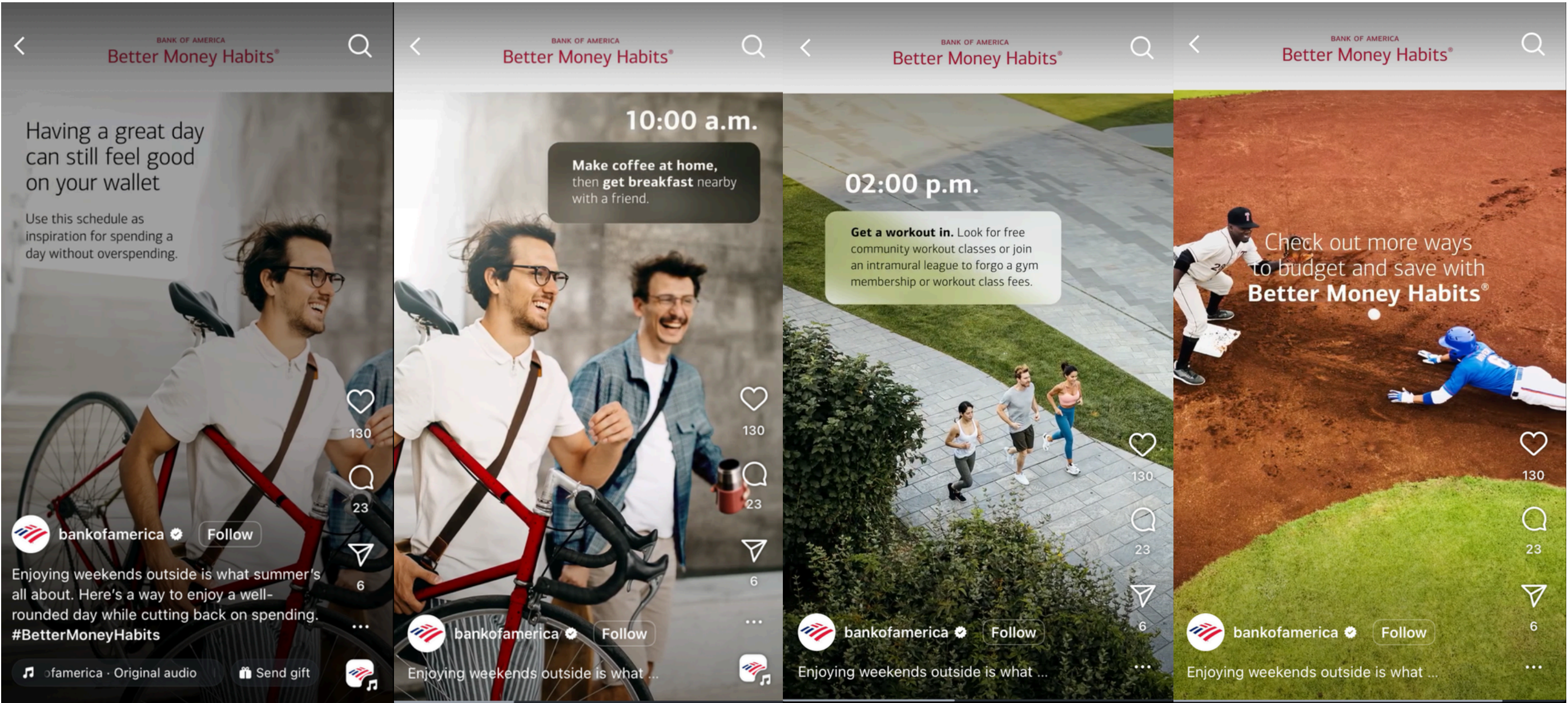
BANK OF AMERICA

Better Money Habits



For Bank of America’s Better Money Habits campaign, I wrote cross-platform content that made financial literacy feel approachable and relevant. This included scripting for digital and radio spots that featured real community voices, with messaging carefully tailored for cultural nuance to resonate with diverse audiences in varying points in their financial journey.

IG Video



Better Money Habits

IG Post

Posts
bankofamerica

Follow

START HERE

Do you attend formal events often?

YES

Do you feel you spend too much money on clothes for events?

YES

Have you considered renting clothes for formal events?

YES

Buy something new

If you don't have formal wear and plan to attend more events in the near future, it might be time to buy something new.

NO

What type of clothes do you wear for formal events?

Something fancy I'll wear once

Have you considered renting clothes for formal events?

NO

Do you have a budget limit?

NO

Shop your closet

Wearing what you have saves time and money.

Rent an ensemble

If you don't attend formal events often and don't have the budget to buy something new, renting your formal wear might be the way to go.

Practical pieces I can wear again

Do you have a budget limit?

YES

Shop your closet

Wearing what you have saves time and money.

243 19 46

bankofamerica With wedding season in full bloom, dressing the part can get expensive. If you're heading to a formal event, use this chart to decide if it's best for you to buy, rent or simply shop your closet. #BetterMoneyHabits

May 23, 2024

Posts
bankofamerica

Follow

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May 23, 2024

Better Money Habits

Facebook multi-image post



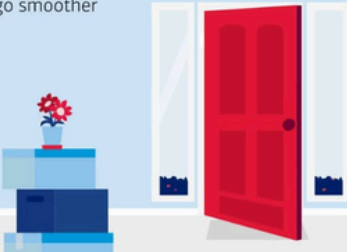
Bank of America

Jul 30, 2024 · 🌐

Moving can be the exciting start of your next chapter. Check out this to-do list to help plan for your big move. Plus learn more ways to move at [#BetterMoneyHabits](#). [bit.ly/3zPA1WM](#)

Are you moving soon?

This checklist can make your relocation go smoother




Better Money Habits®

2 months before

☒ Assess if you want to hire movers. If so, get recommendations from friends and family

☒ Take inventory of possessions

☒ Order packing supplies




Better Money Habits®

1 month before

☒ Forward mail and change utilities to new address

☒ Label boxes by room to direct the move




Better Money Habits®


On moving day

☒ Pack a box of things you may need right after moving in


☒ Do walk-throughs of both homes and make note of broken and misplaced items



Better Money Habits®



Learn more ways to save and budget for your next move with [Better Money Habits®](#)




Better Money Habits®

Like

Comment

Share

Facebook multi-image post




Bank of America

Nov 21, 2024 · 🌐

While shopping, many of us may not realize we're using psychological habits to justify our purchases. Gain insight into the type of logic that may cause us to spend more over time. [#BetterMoneyHabits](#) [bit.ly/3zrW3is](#)

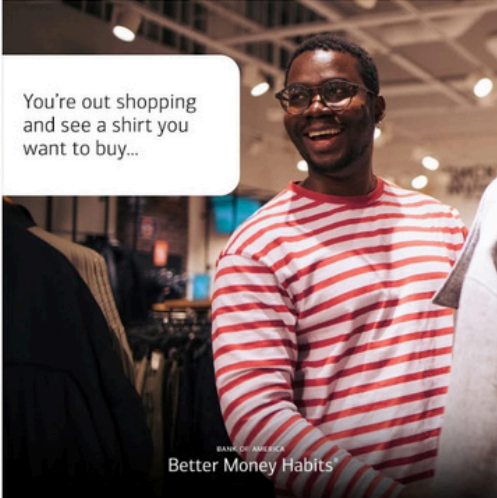
Do you use these financial mindsets to justify spending?

Here's a shopping example you may relate to >>>



Better Money Habits®


You're out shopping and see a shirt you want to buy...



Better Money Habits®

Psychological trait: Herd mentality


You might buy this shirt because you've seen others wearing it on social media.



Better Money Habits®


Psychological trait: Mental accounting

Since you plan to buy the shirt with money from your new raise, you justify purchasing it.



Better Money Habits®

Facebook multi-image post




Bank of America

Jun 28, 2024 · 🌐

These days, people are using cash less and less, including young adults. Whether your child has a summer job, gets an allowance, or frequently asks for money, use these tips to guide your conversation with them about debit cards. [#BetterMoneyHabits](#) [bit.ly/4agKTJO](#)


How to talk to kids about their first debit card



Better Money Habits®

1 Talk about saving vs. spending

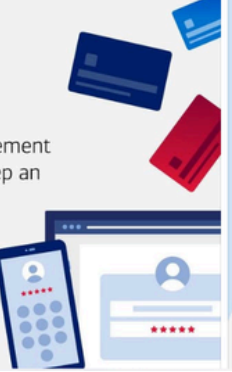
Highlight the importance of saving and that using a debit card takes money out of their account.



Better Money Habits®

2 Discuss account monitoring

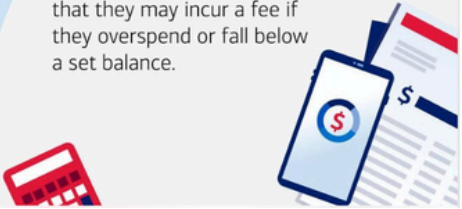
Mention your involvement and how you will keep an eye on activity and spending patterns.



Better Money Habits®

3 Help them use it wisely

Create a budget and explain that they may incur a fee if they overspend or fall below a set balance.



Better Money Habits®

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BANK OF AMERICA

Better Money Habits



For Bank of America’s Better Money Habits campaign, I wrote scripts that were featured on the **Black Information Network radio station**, highlighting practical financial guidance through authentic conversations.

The series centered on a host engaging with Bank of America Champions—trusted community leaders—who answered questions on topics like managing student debt, budgeting for the holidays, and building healthy day-to-day financial habits.

The work required strong interviewing skills, a sensitivity to tone and audience, and the ability to translate candid insights into structured, engaging dialogue that felt both trustworthy and accessible.

It was a fun project that pushed me to balance storytelling with real-world financial advice—while making sure each conversation felt personal, natural, and genuinely helpful to listeners.

CLICK EACH TO LISTEN! 

 [Prepare for Holiday Spending](#)

 [Manage Student Debt](#)

 [Manage Day-to-Day Expenses](#)

 [Plan for an Emergency Fund](#)

BANK OF AMERICA

Preferred Rewards

As a copywriter on the Bank of America Preferred Rewards campaign, I helped develop messaging that clearly communicated the value of the bank’s tiered loyalty program to existing and prospective customers.

My role involved translating complex financial benefits—such as exchange rate discounts, interest rate boosts, and exclusive perks—into accessible, benefit-driven copy across digital ads, emails, landing pages, and in-branch signage.

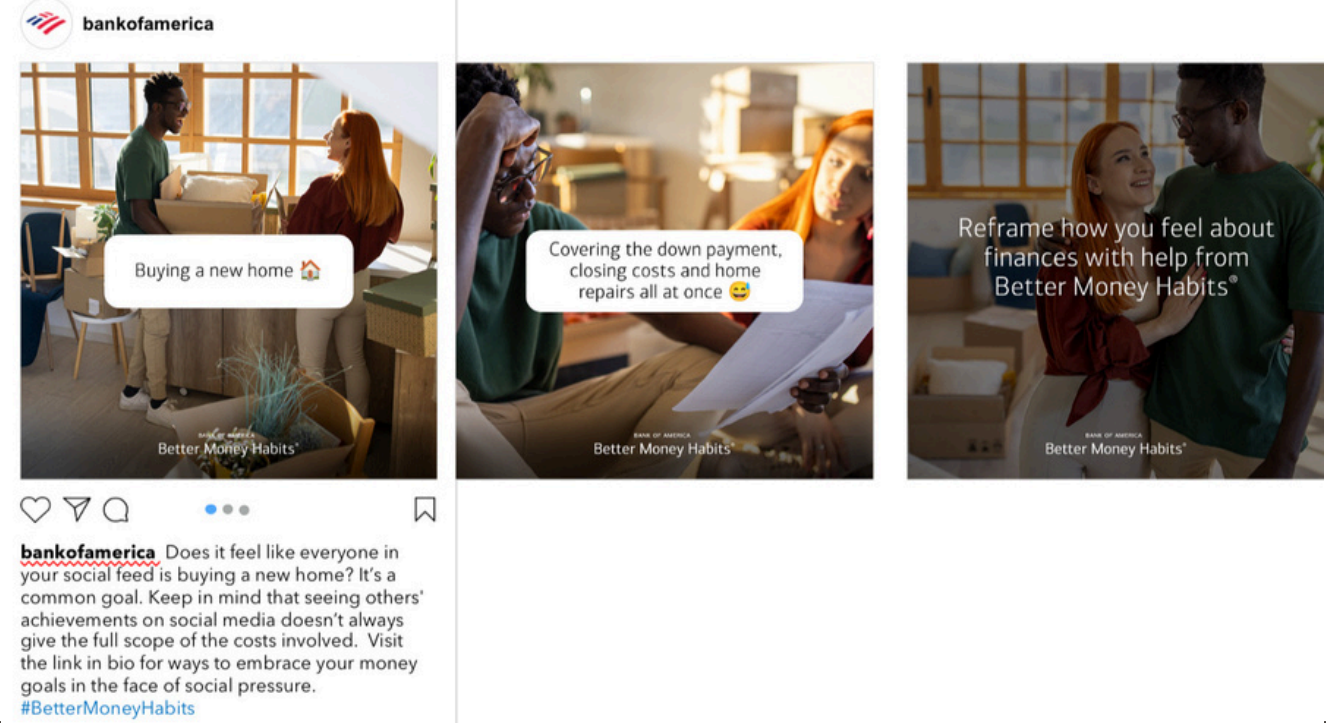
The work required a sharp attention to detail, a strategic understanding of customer behavior, and the ability to distill financial language into clear, actionable messages that drove engagement and conversions.

I regularly checked in with designers, strategists, and legal compliance teams to ensure accuracy, clarity, and brand alignment.

IG Story



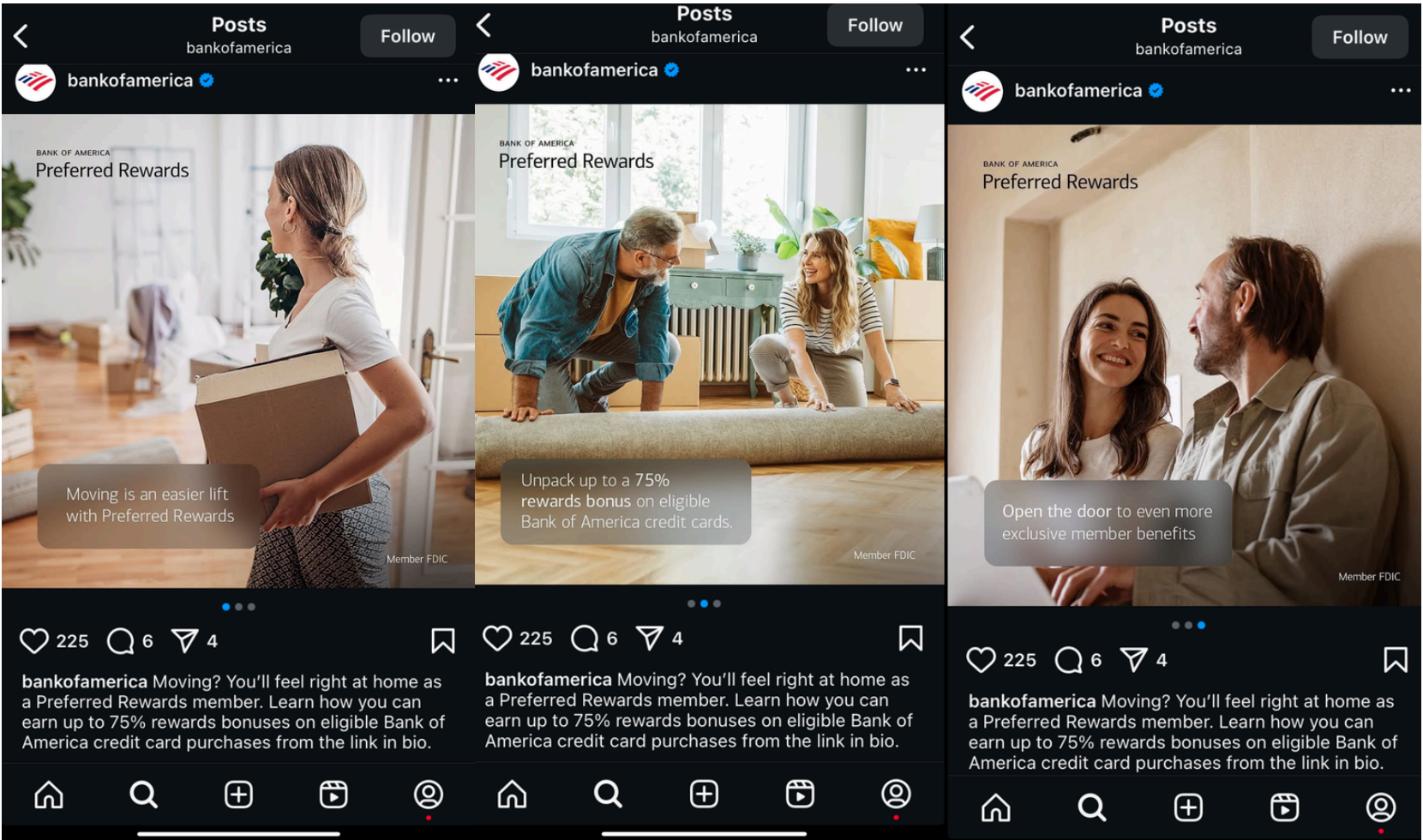
IG Post



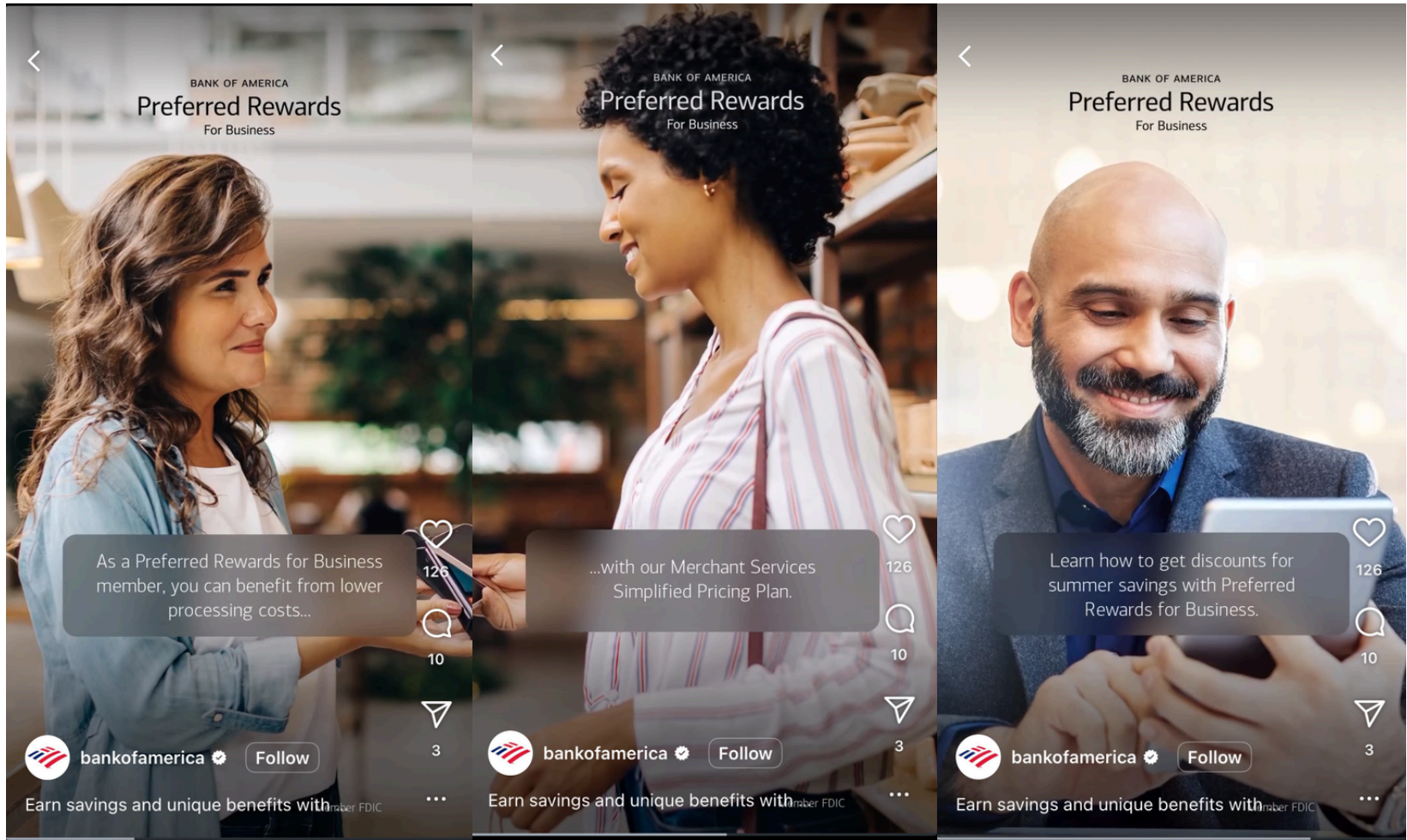
BANK OF AMERICA

Preferred Rewards

IG Post



IG Story



JOBST

DVT Awareness Campaign

For Jobst’s DVT (Deep Vein Thrombosis) awareness campaign, I helped develop clear, empathetic messaging that educated audiences on the risks and prevention of DVT without leaning into fear.

Our goal was to strike a balance between urgency and empowerment—encouraging people to take preventative action while removing stigma around compression therapy.

I collaborated closely with strategists and art directors to craft copy that was medically accurate, emotionally resonant, and easy to understand across digital, print, and in-office materials.

The result was a cohesive campaign that met people where they were, especially those most at risk, with language that made health advocacy feel accessible.



WWW.NAYACLARK.COM

There's more where that came from. Let's connect!

Website: NayaClark.com

Email: NayaClark00@gmail.com

Published pieces: NayaClark.Contently.com

COPYWRITING PORTFOLIO

Thank You
So Much!

NAYA CLARK
