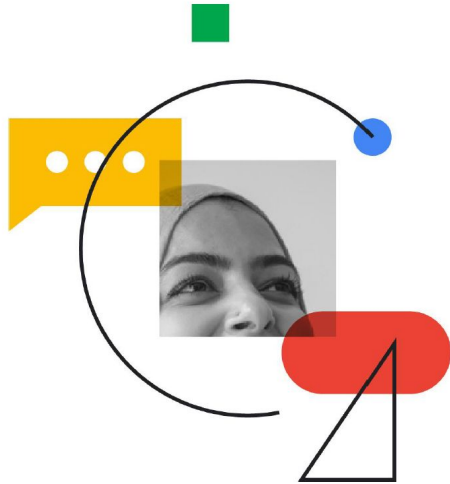
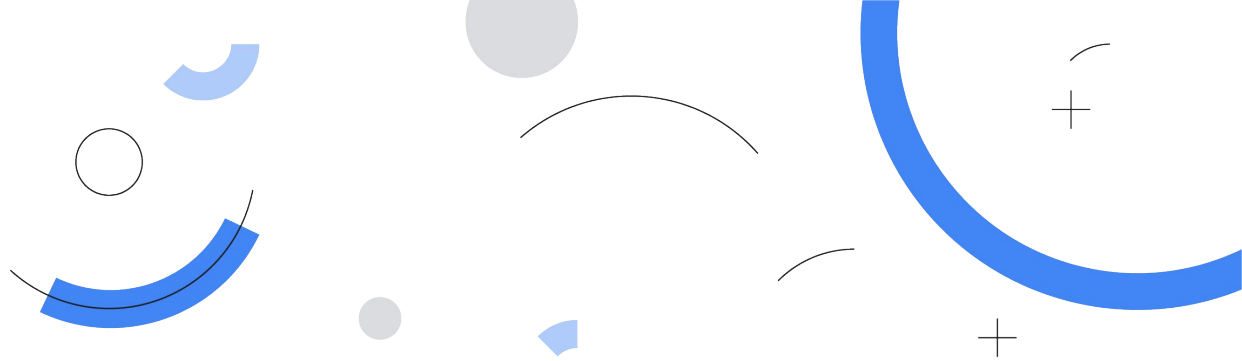




Tobin O'Donnell's Work Portfolio

Tobin O'Donnell //
415.971.6490
tobinod43@gmail.com
www.tobinod.com
<https://www.linkedin.com/in/tobin-o-358346/>



Introduction

Professional Snapshot

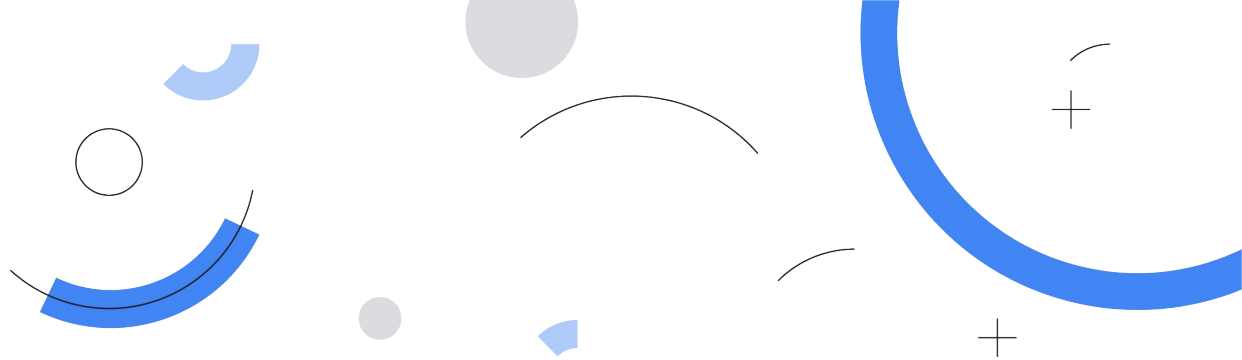
Tobin is a **multi-talented CD/ACD/Writer** with a flexible writing style, discerning perspective, infectious curiosity, and 20 years of experience as a creative professional.

Specialties include short- and long-form writing, creative direction, concepting, team leadership, marketing, branding, strategy, & publicity.

Client experience includes Google, Meta, LinkedIn, PayPal, Levi's, Starbucks, SAP, 49ers, Shure, Aperol, Skyy, Mike's Hard Lemonade, Glenfiddich, Gates Foundation, Bain Capital, and oh so many more.

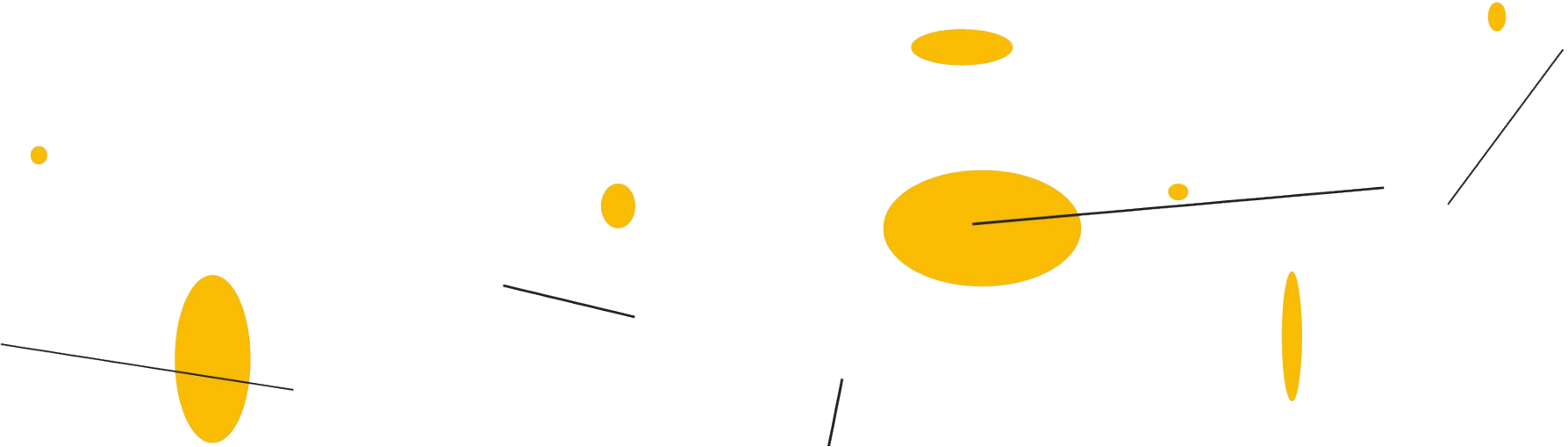


THIS IS ME →



The Goods

Work Samples



EMAIL CAMPAIGNS

Promotional Emails

Client: Think with Google

Client:

Think with Google

Project:

Weekly promo emails

Role:

Creative co-lead / Writer / Editor

Goal:Drive site visits by
engaging email
subscribers**Description:**In consultation with
editorial team at TwG, I
concepted and wrote 3-4
emails every week
promoting newly
published content on the
client's site.

What's new on Think with Google today

Your Thursday roundup of the latest insights, ideas, and inspiration
to inform your marketing plans.What did billions of search
queries reveal about 2021?[Watch now](#)Google Search queries can help clarify
people's priorities, interests, and habits
with a global scope. Join a team of
Google data insights experts as they try
to unravel the implications of some of
the biggest global search trends from
this past year.[Learn more](#)

Feature 'long'

Also new

What did billions of search queries reveal about
2021?Search queries can help clarify people's priorities, interests,
and habits with a global scope. Join Google data insights
experts to learn about the biggest global search trends
from this past year.[Watch now](#)

Sub-feature 'short'



Client:
Think with Google

Project:
Weekly promo emails
continued

What's new on Think with Google today

Your Thursday roundup of the latest insights, ideas, and inspiration to inform your marketing plans.

How Carvana reimaged the automotive customer experience

[Read on](#)

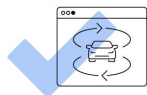
Carvana founder and CEO Ernie Garcia launched his company, in part, to change car buying from an inconvenience to a fun experience. By leaning into a seamless digital shopping journey, his company has not only become the fastest-growing online used car retailer in the U.S., it has also changed the fundamentals of car buying itself. Discover the three keys that helped Carvana transform how people buy cars.



[Read on](#)

Feature 'long'

Also new

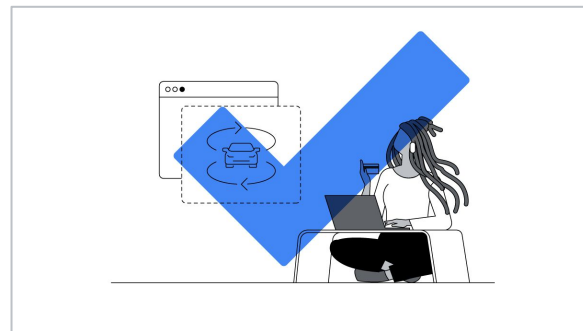


How Carvana reimaged the automotive customer experience

Carvana founder Ernie Garcia launched the online used car retailer, in part, to make car buying hassle-free. Discover the three keys that helped his company transform how people buy cars.

[Read on](#)

Sub-feature 'short'

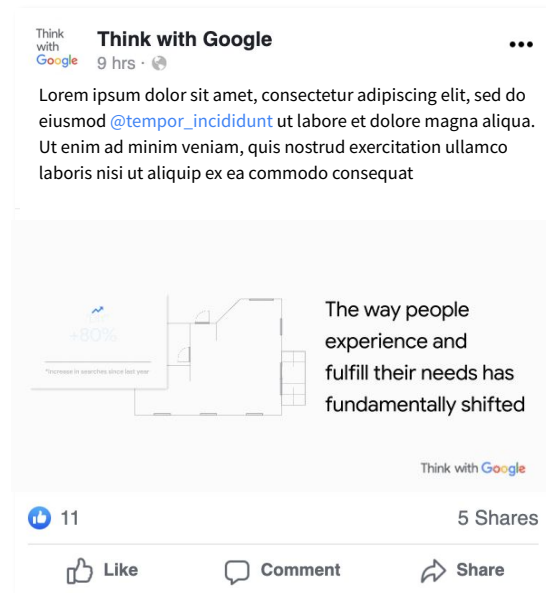
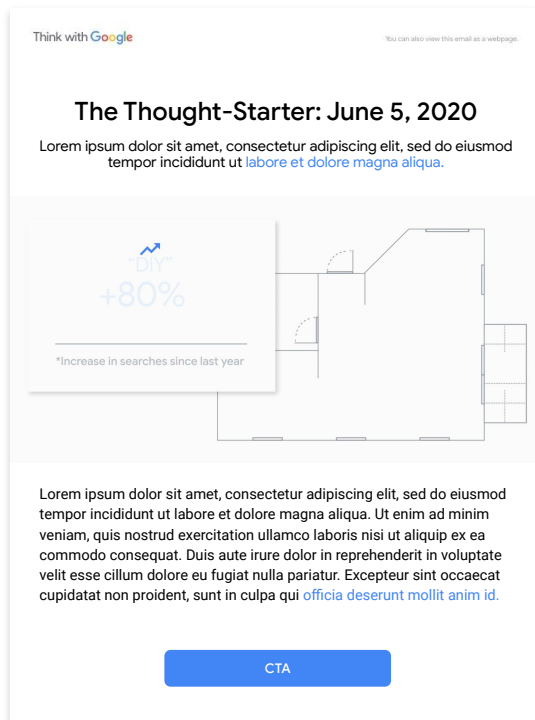


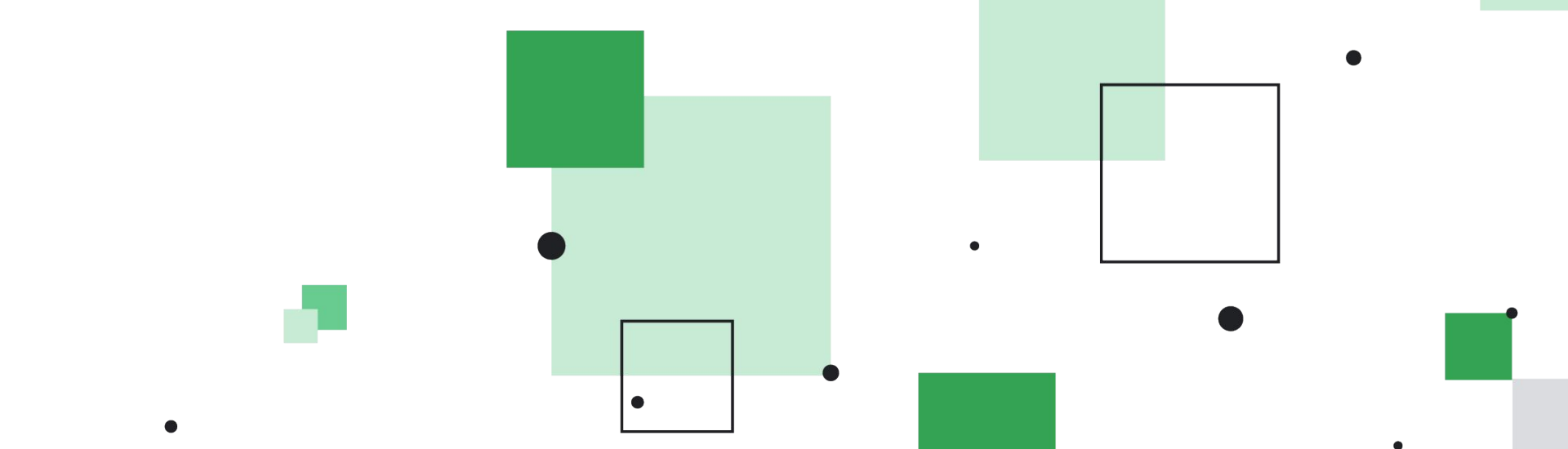
Client:

Think with Google

Project:

Weekly promo emails continued





SOCIAL

Social Posts

Client: Think with Google

Client:

Think with Google

Project:

Weekly social posts

Role:

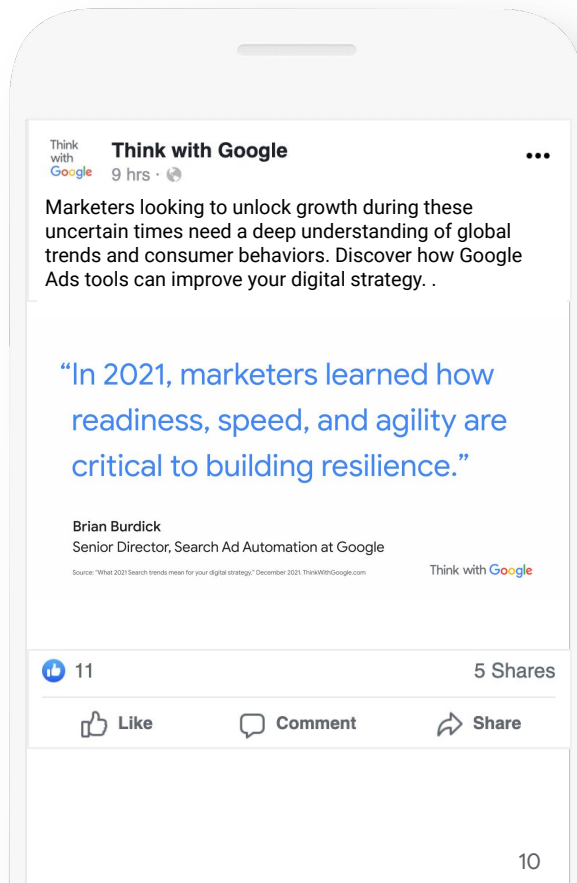
Creative co-lead / Writer / Editor

Goal:

Increase awareness and drive subscriber conversions.

Description:

In alignment with email content, delivered social posts to increase reach across social media platforms.

**[Facebook]**

Marketers looking to unlock growth during these uncertain times need a deep understanding of global trends and consumer behaviors. Discover how Google Ads tools can improve your digital strategy.

[LinkedIn]

Marketers looking to unlock growth during these uncertain times need a deep understanding of global trends and consumer behaviors. Discover how Google Ads tools can improve your digital strategy.

[Twitter]

Marketers looking to unlock growth during these uncertain times need a deep understanding of global trends and consumer behaviors. Discover how Google Ads tools can improve your digital strategy.

Client:

Think with Google

Project:

Social posts continued

**[Facebook]**

People all over the world reshaped their lives in 2021, asking billions of questions on Google to help find their way. Experience our Year in Search visual story to understand the top trends of 2021 and get ready for what comes next.

ALT:

Explore the top Google search trends of 2021 for insights into the changing priorities, cultural interests, and habits likely to last, and get your brand ready for what comes next.

[LinkedIn]

People all over the world reshaped their lives in 2021, asking billions of questions on Google to help find their way. Experience our Year in Search visual story to understand the top trends of 2021 and get ready for what comes next.

[Twitter]

People all over the world reshaped their lives in 2021, asking billions of questions on Google to help find their way. Experience our Year in Search visual story to understand the top trends of 2021 and get ready for what comes next.

Client:

Think with Google

Project:

Social posts continued

Think
with
Google

9 hrs · 🌐

...

With searches for “open now near me” on the rise, people clearly still looking for the local, in-store experience.
Explore the 2022 Retail Marketing Guide and find the tools that can drive more foot traffic and grow your retail sales.

YOY increase globally
in searches for
open now near me
+400%

Source: “2022 Retail Marketing Guide: Drive foot traffic and in-store sales,”
March 2022. ThinkWithGoogle.com

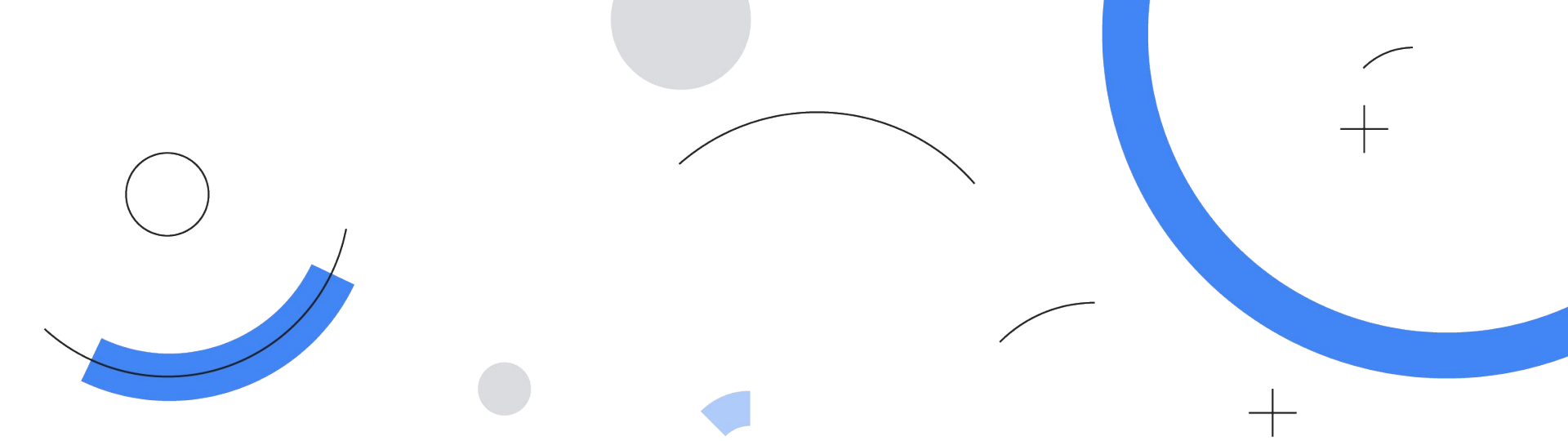
 11

5 Shares

 Like

 Comment

 Share



PAID MEDIA

Digital Ads

Client: Think with Google / Google UX Research

Client:

Think with Google

Project:

Year in Search digital ads

Role:

Creative co-lead / Writer

Goal:

Drive Year in Search Report downloads and build subscriber list.

Description:

Annual campaign highlighting the top data points of the year from Think With Google.

Think
with
Google Think with Google

+ Follow

Explore [#Search](#) insights from the [#ThinkWithGoogle](#) B2B Year in Search report to get ready for what's next.Look back to
move your
marketing
forwardYEAR IN
SEARCH
2021

Get the insights you need.

Know the trends
that matterYEAR IN
SEARCH
2021

See the demand.

Dive into
the dataYEAR IN
SEARCH
2021

Explore the numbers.

Understand
the insights
you needYEAR IN
SEARCH
2021Learn what the trends of
2021 mean for 2022.

Think with Google

YEAR IN
SEARCH
2021

Explore now

Get the B2B Year in Search
report.

Year in Search campaign
continued:

Social Carousel

Think
with
Google

Think with Google

+ Follow

Explore [#Search](#) insights from the [#ThinkWithGoogle](#)
B2B Year in Search report to get ready for what's next.

1 There were
billions of
questions
and billions
of searches
in 2021

YEAR IN
SEARCH
2021

Think with Google
B2B Year in Search report

2 From
changing
priorities,
cultural
interests,

YEAR IN
SEARCH
2021

Think with Google
B2B Year in Search report

3 and habits
likely to
last, find
the insights
you need

YEAR IN
SEARCH
2021

Think with Google
B2B Year in Search report

4 Look back
to move
your
marketing
forward

YEAR IN
SEARCH
2021

Think with Google
B2B Year in Search report

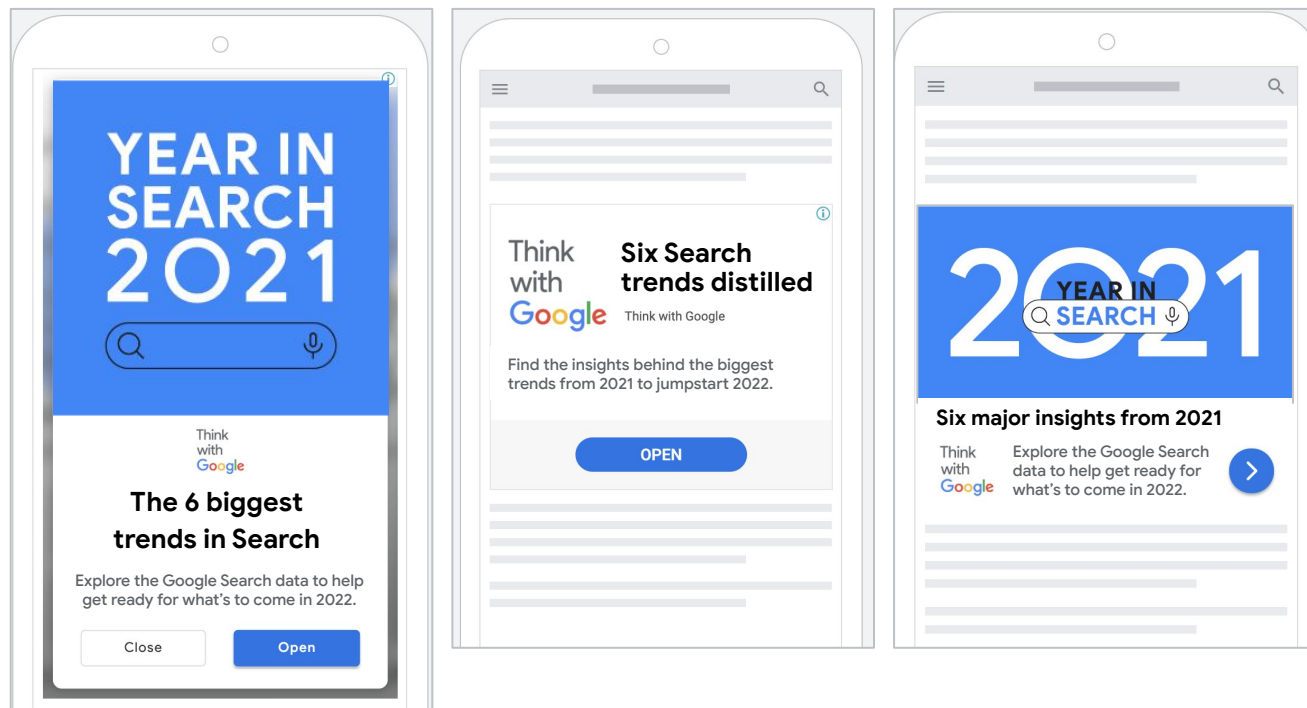
Think with Google
**YEAR IN
SEARCH
2021**

Explore now

Think with Google
B2B Year in Search report

Year in Search campaign
continued:

Responsive Display Ads



Client:

Google UX Research

Project:

Focus group recruitment

Role:

Creative lead. Writer.

Goal:

Motivate people to sign up for focus group participation.

Description:

As part of broader rebranding effort, we generated digital ads to build out the roster of potential focus group participants to help Google product managers test their MVPs.

Google User Experience Research

Let's build this

Join a user study and help us make tomorrow happen. Participants get a thank you gift.

Sign up now



Google User Experience Research

Inspire what's possible

Join a user study and help us make tomorrow happen. Participants get a thank you gift.

Sign up now



Google User Experience Research

Let's build this together

Help us build better products for you and your kids. Participate in a user study and get a gift card.

Join today



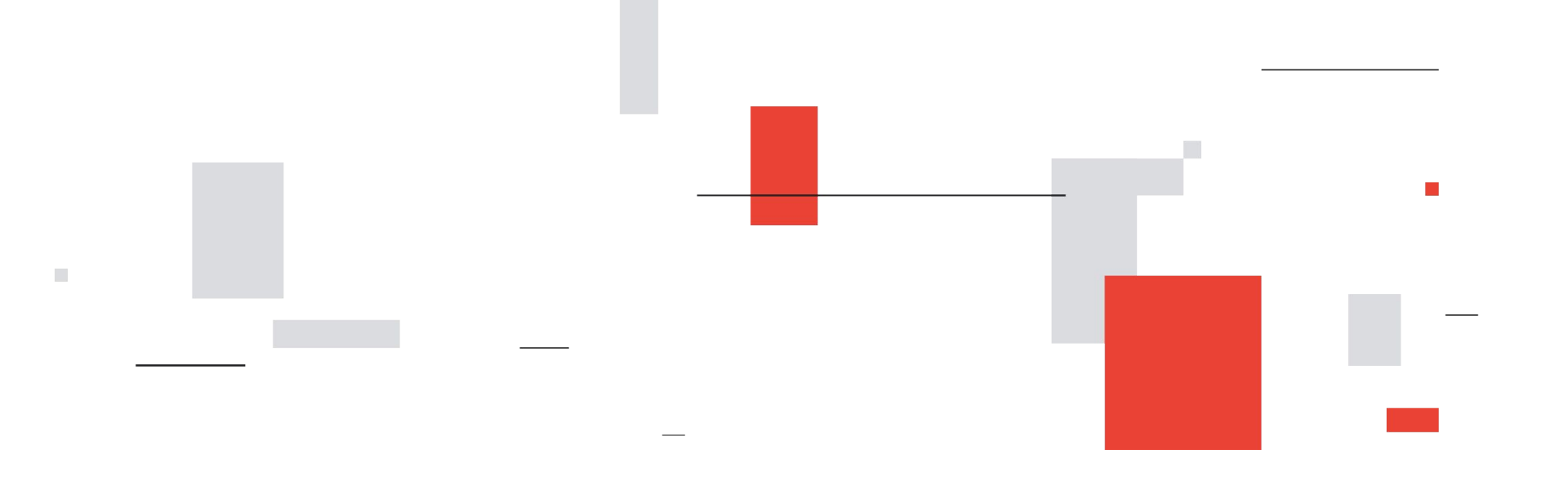
Google User Experience Research

In code we trust

We've got MVPs. You've got opinions. Let's make something great. For participating, you'll receive a gift card.

Join today





LANDING PAGES

WEBSITES

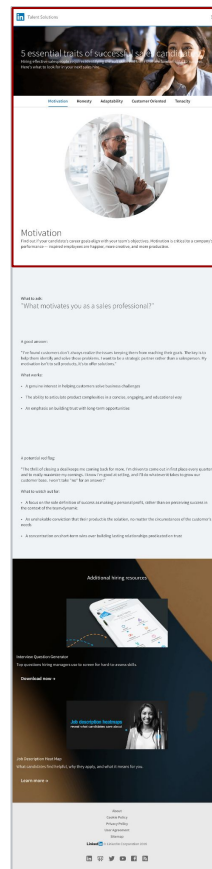
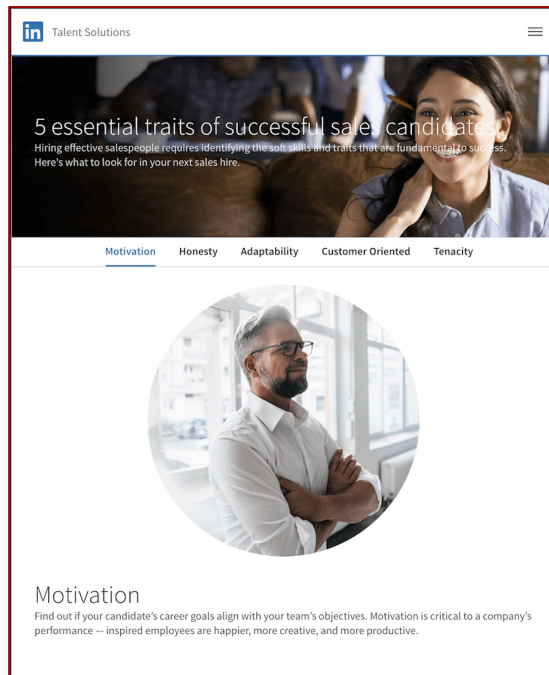
Client: LinkedIn

Client:

LinkedIn

Project:Talent Solution: Sales
Recruitment**Role:**

Creative co-lead / Writer

Goal:Increase engagement
with core users**Description:**Provide practical insights
for recruitment
professionals to
encourage the use of
LinkedIn as their primary
talent sourcing tool.

Client: LinkedIn

Project: Talent Solutions landing page continued

What to ask:
"What motivates you as a sales professional?"

A good answer:

"I've found customers don't always realize the issues keeping them from reaching their goals. The key is to help them identify and solve those problems. I want to be a strategic partner rather than a salesperson. My motivation isn't to sell products, it's to offer solutions."

What works:

- A genuine interest in helping customers solve business challenges
- The ability to articulate product complexities in a concise, engaging, and educational way
- An emphasis on building trust with long-term opportunities

A potential red flag:

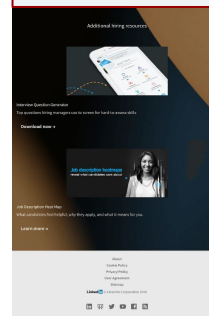
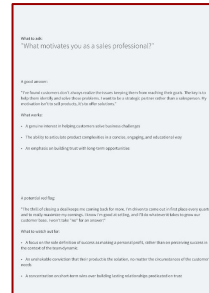
"The thrill of closing a deal keeps me coming back for more. I'm driven to come out in first place every quarter and to really maximize my earnings. I know I'm good at selling, and I'll do whatever it takes to grow our customer base. I won't take "no" for an answer!"

What to watch out for:

- A focus on the sole definition of success as making a personal profit, rather than on perceiving success in the context of the team dynamic
- An unshakable conviction that their product is the solution, no matter the circumstances of the customer's needs
- A concentration on short-term wins over building lasting relationships predicated on trust

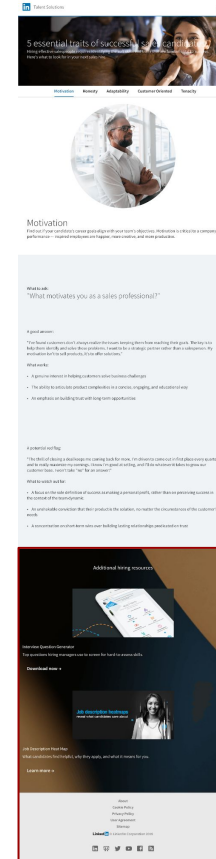
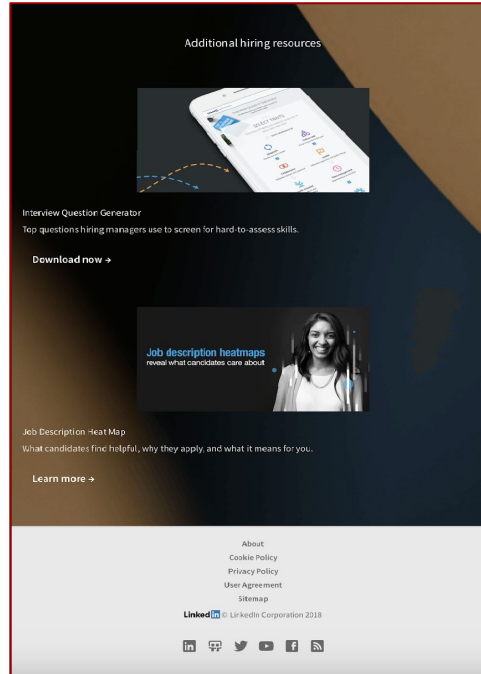


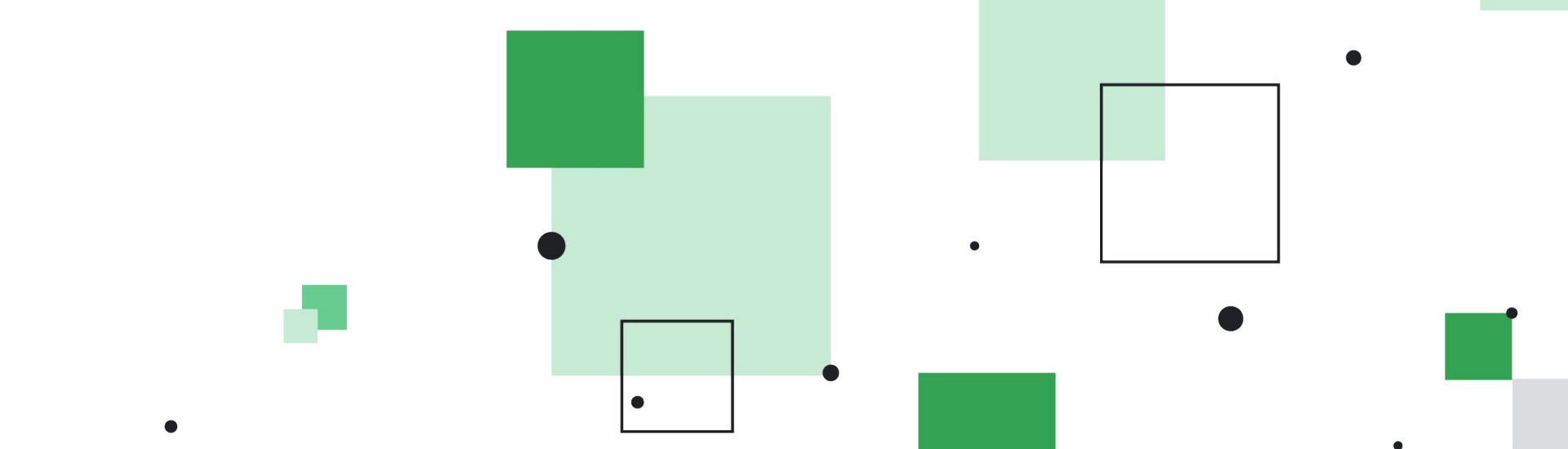
Motivation
Profile of your candidate is a sales professional with a great team. Motivation is the key to a company's performance. Motivation is the key to a company's performance.



Client:
LinkedIn

Project:
Talent Solutions landing page continued





PRINT

Folded Leave Behind

Clients: Google Ads

Client:

Google Ads

Project:

Local Services Ads (LSAs)
leave behind

Role:

Creative co-lead / Writer

Goal:

Encourage trade show attendees to utilize Google LSAs to promote their local business.

Description:

Provide visually engaging pamphlet promoting the features & benefits of LSAs. Final piece was an four page accordion fold

Back

Small business services we support:**Home services**

Plumbing, contracting, cleaning services, moving, and more

**Professional and educational services**

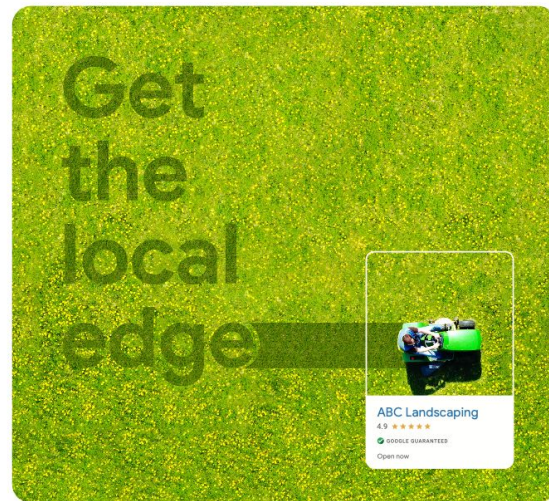
Legal services, tutoring, healthcare practices, tax specialists, and more

**Care and wellness services**

Physical therapy, personal training, yoga teaching, dog grooming, and more

Front

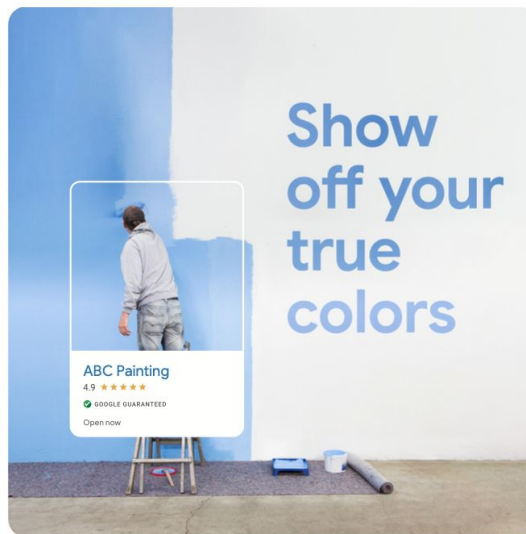
Google Local Services Ads



Client:
Google Ads

Project:
Local Services Ads (LSAs)
leave behind continued

Middle

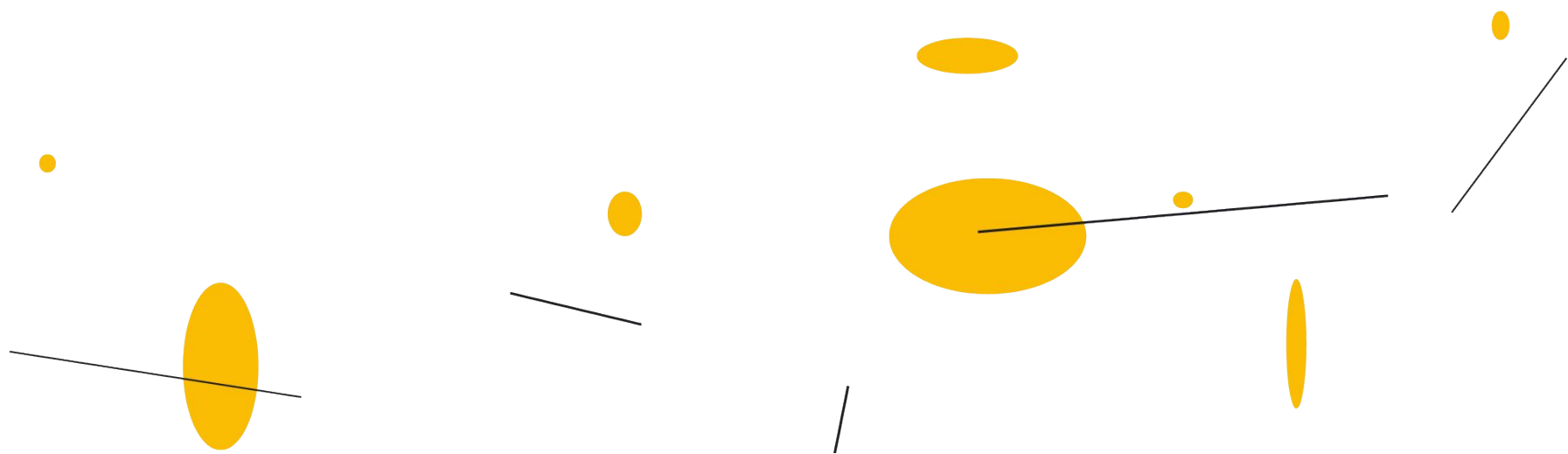


Middle

**Only pay for
the leads you get**



Get real results that create clear opportunities.
With Local Services Ads, you only pay if a customer calls,
books, or messages you directly through the ad.



VIDEO

Video

Clients: Shure / Think with Google

Client:

Shure

Project:

Brand Development

Role:

Creative lead. Writer.

Goal:

Create an internal brand that was simultaneously unique and aligned with parent brand guidelines

Description:

UX research is critical to the success of Google's products. The UXR team needed to build a brand that would engage PMMs to use their services.



Client:

Think With Google

Project:

Insights Jam Series

Role:

Creative co-lead / Writer

Goal:

Share an insider's perspective demonstrating how Google data analysts gain actionable insights from Search trends.

Description:

Developed the concept of a round table discussion, oversaw trend selection for discussion, and joined shoots as script supervisor.



[Link](#)

Client:

Think With Google

Project:

How to Think About
Series

Role:

Creative co-lead / Writer

Goal:

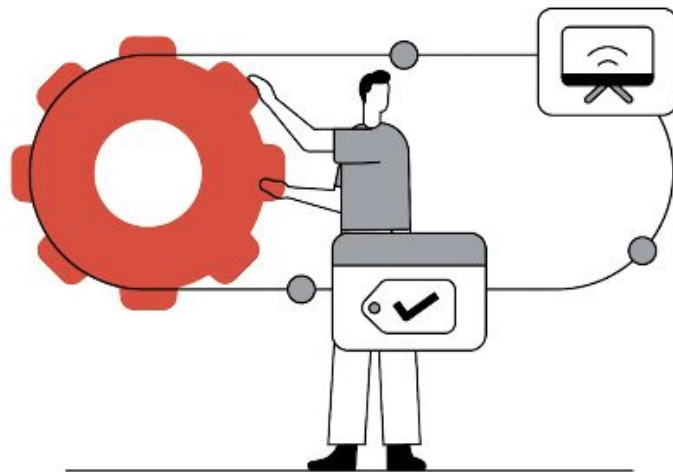
Share product experts
perspectives on key
digital marketing topics
and how best to use
Google products to get
great results.

Description:

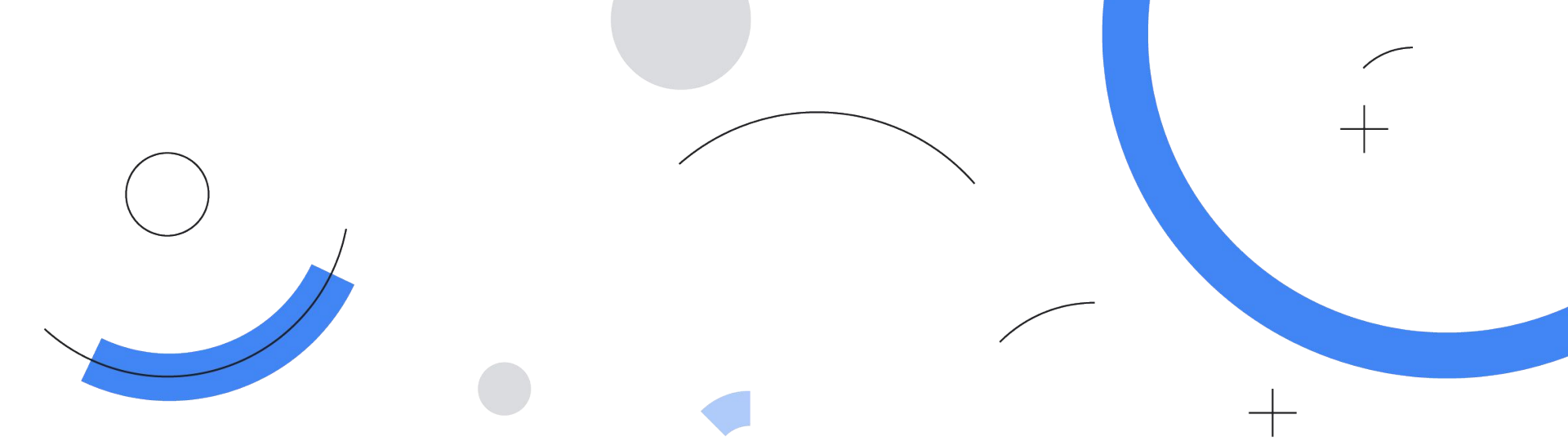
Developed the series
concept, wrote scripts,
and joined shoots to
ensure as script
supervisor.

Think with Google

How to think about building ads for YouTube



[Link](#)



STYLE GUIDES

Brand Building

Client: Google User Experience Infrastructure (UXI)

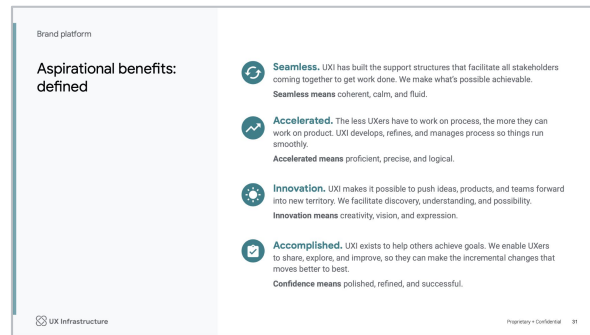
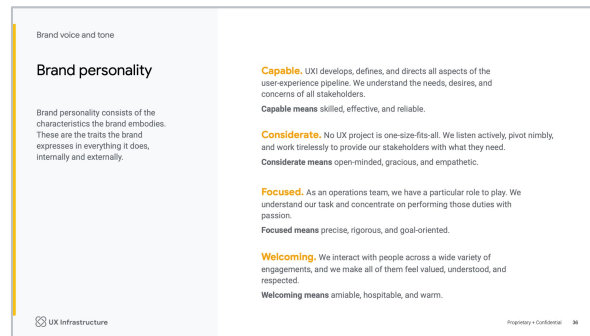
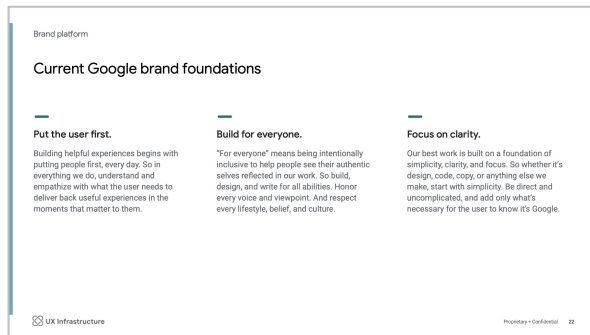
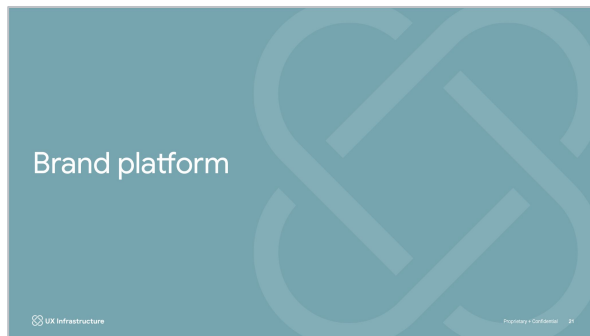
Client:
Google UX Research

Project:
Brand Development

Role:
Creative lead. Writer.

Goal:
Create an internal brand that was simultaneously unique and aligned with parent brand guidelines

Description:
UX research is critical to the success of Google's products. The UXR team needed to build a brand that would engage PMMs to use their services.



CASE STUDIES

Promotional Storytelling

Client: Google Design / WaitWhile

Client:

Google Design Sprints

Project:

Case Study Development

Role:

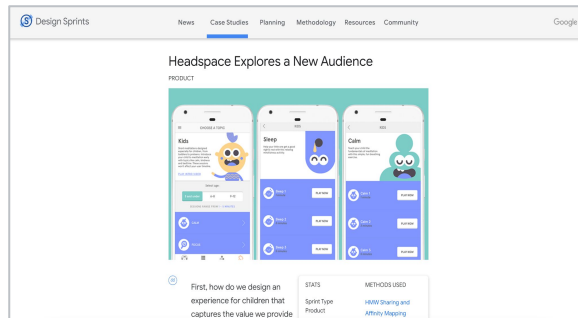
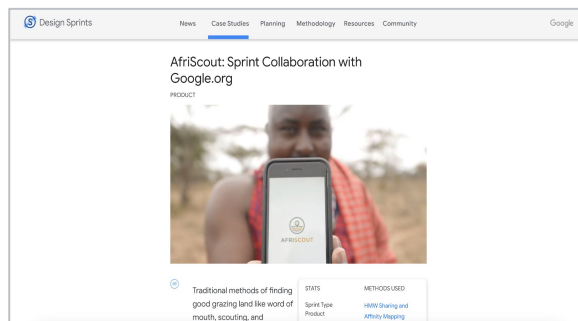
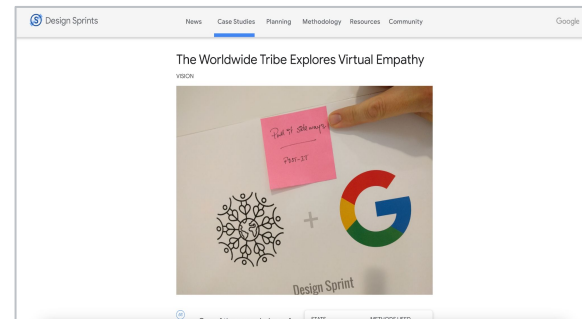
Writer/Researcher

Goal:

Promote success stories for organizations who partnered with Google to run design sprints to solve critical problems.

Description:

Interviewed participants (typically partner leads) to understand the sprint and then wrote a clear, concise narrative explaining the challenge, experience, and outcome.

[Headspace](#)[Afriscout](#)[Worldwide Tribe](#)

Client:

WaitWhile

Project:

Case Study Development

Role:

Writer/Researcher

Goal:

Share success stories featuring different use cases for the Waitwhile queueing software solution.

Description:

Interviewed Waitwhile leads and clients to understand the initial problem state, the proposed solution and the post-launch results.

**Waitwhile elevates the customer experience at Best Buy Canada**

Best Buy uses Waitwhile for queue management and curbside pickup at 189 retail locations across Canada.

[Read case study >](#)

[Best Buy Canada](#)

**Oklahoma State University uses Waitwhile to streamline student services**

OSU-OKC used Waitwhile to revamp appointment scheduling and walk-in procedures, achieving a 99.9% student satisfaction rate.

[Read case study >](#)

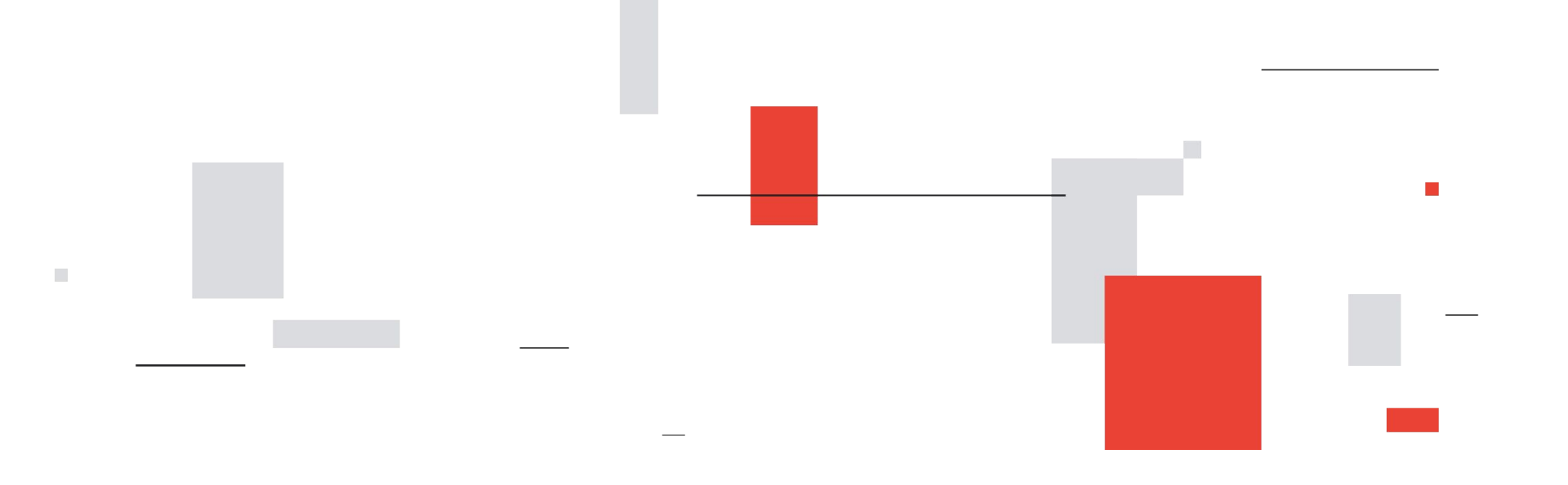
[Oklahoma State University](#)

Hartford HealthCare hospitals provide real-time patient care updates to loved ones using Waitwhile

Hartford HealthCare hospitals use Waitwhile as a communication platform to provide surgery updates to concerned family and friends.

[Read case study >](#)

[Hartford Healthcare](#)



BLOG POSTS

Long Form Copy

Client: Firewood Marketing / Google / WaitWhile

Client:

Firewood Marketing

Project:

Blog post contributions

Role:

Writer

Goal:

Share stories about Firewood Marketing to improve SEO, attract talent, and increase the agency's Q rating.

Description:

Pitched stories, worked with internal comms team to develop them, interviewed stakeholders, and wrote posts.



[Firewood's Path to 300 Employees](#)



[Profile of Firewood's CCO DJ Carey](#)



[The Magic of Mistakes](#)

Client:

Waitwhile

Project:

Blog Writing

Role:

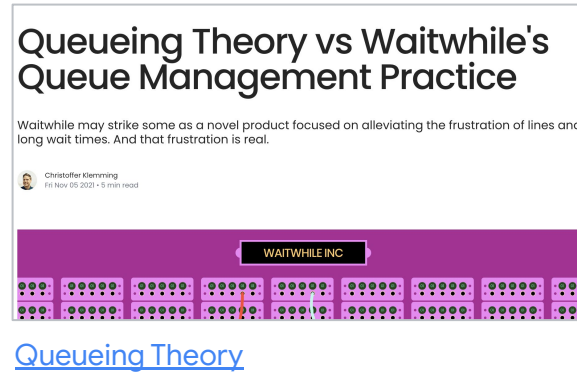
Writer

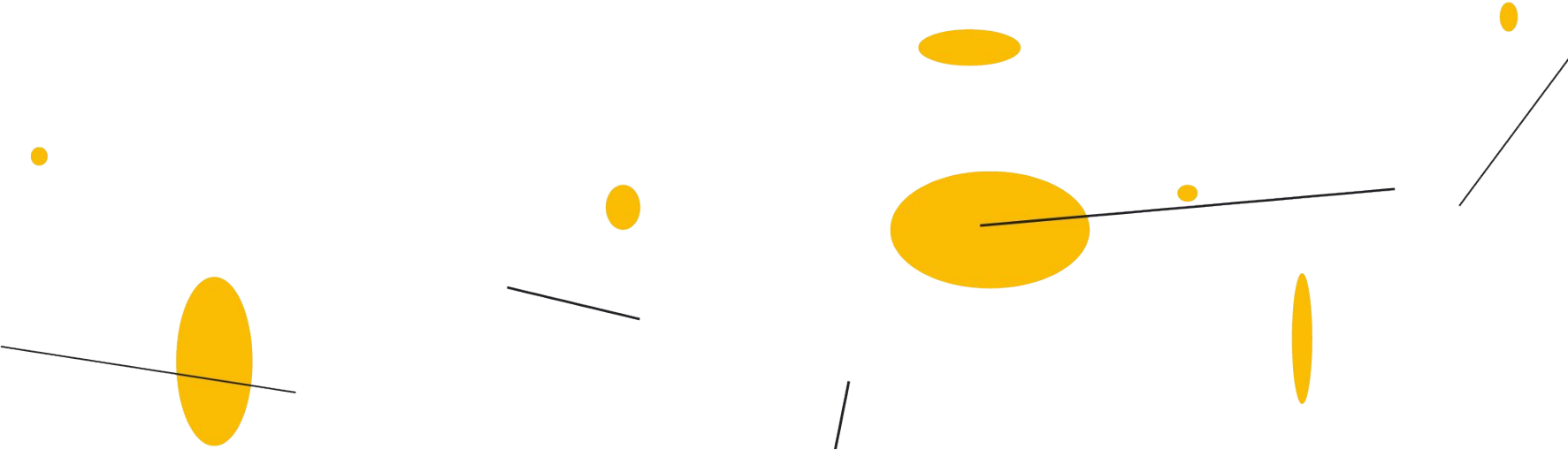
Goal:

Develop articles that help potential clients understand Waitwhile's market category and the benefits of using its product offering.

Description:

Interviewed key stakeholders inside the company to understand the product nuances and then translated those conversations into highly readable blog posts.





UX & UI

Product & Service Offering

Client: Google Lens App

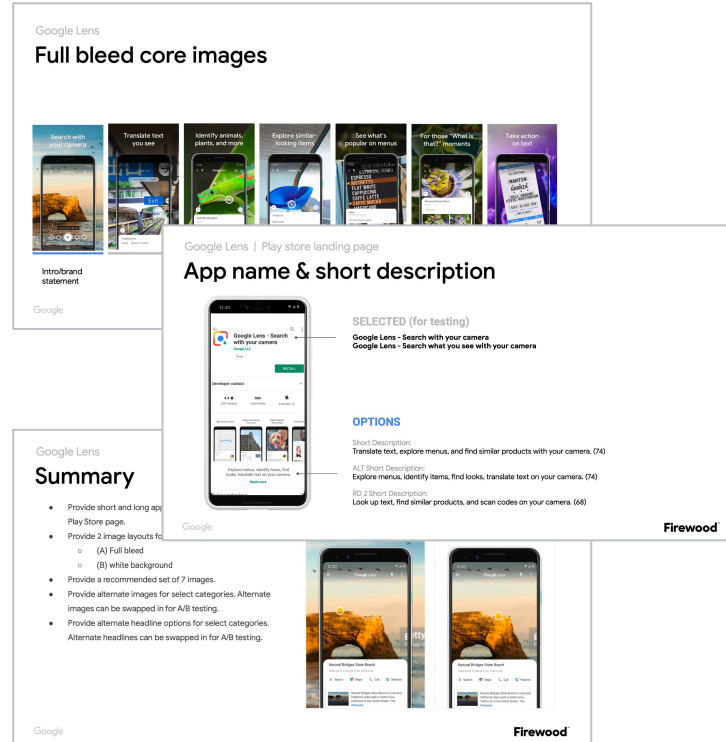
Client:
Google Lens

Project:
Play Store and App Launch

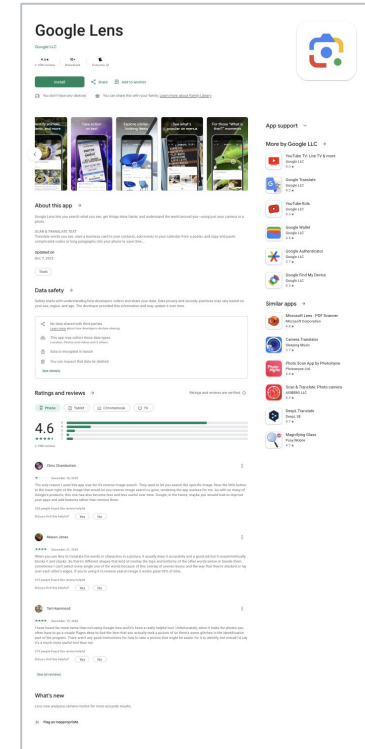
Role:
Co-creative lead / Writer

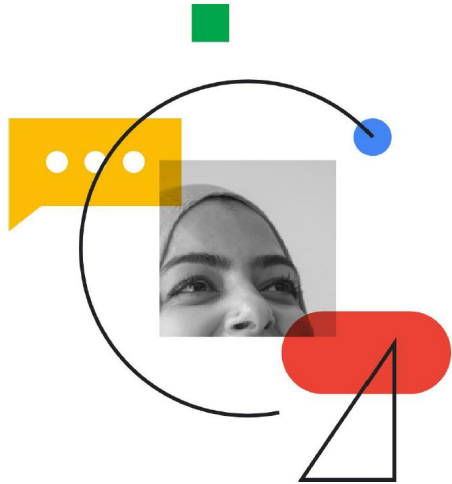
Goal:
Optimize Play Store presence to inspire people to download the Google Lens app.

Description:
Explored the app's capabilities by testing it in real time and developed short, succinct copy to describe its features and benefits. Packaged copy options with design and delivered all assets for upload to Play Store.



Play Store Landing Page





Fin

Tobin O'Donnell //

415 971 6490

tobinod43@gmail.com

www.tobinod.com

<https://www.linkedin.com/in/tobin-o-358346/>