



**creative portfolio**

**LENA  
BARKIN**



# HI ALL, I'M LENA!

From 2019 to 2020 I worked as the social media coordinator for Boxaroo, Inc, a local escape room company in Boston, MA. As coordinator I created the schedule and wrote all posts, while working with visual designers to create a cohesive front for the small company. Here are some of the things I accomplished.



# ST. PATRICK'S DAY

Boxaroo is an independent company run by a small creative team designing all the puzzles. One of the primary goals of Boxaroo marketing was highlighting that human element behind the escape room.



Boxaroo

March 17, 2020 · 🌐

Meet Patrick, our software engineer. Our staff have some wonderful things to say about him:

"Patrick is sweet, smart, loves board games, and just wants everyone to be hydrated. What's not to love?" - Cami

"Knowing Patrick is like knowing what it is to have a software engineer on the team." - Victor

"Patrick is very cool and funny and I enjoy how blond he is." - Lena

"When Patrick walks into the room, the sun rises. We are all so deeply inspired by his big brain and imaginative thoughts." - Caitlin

Celebrating St. Patrick's Day the way it was meant to be celebrated. Way to go, Patrick! We're all rooting for you.



You, Cami Ramirez, Ollie Donaldson and 17 others

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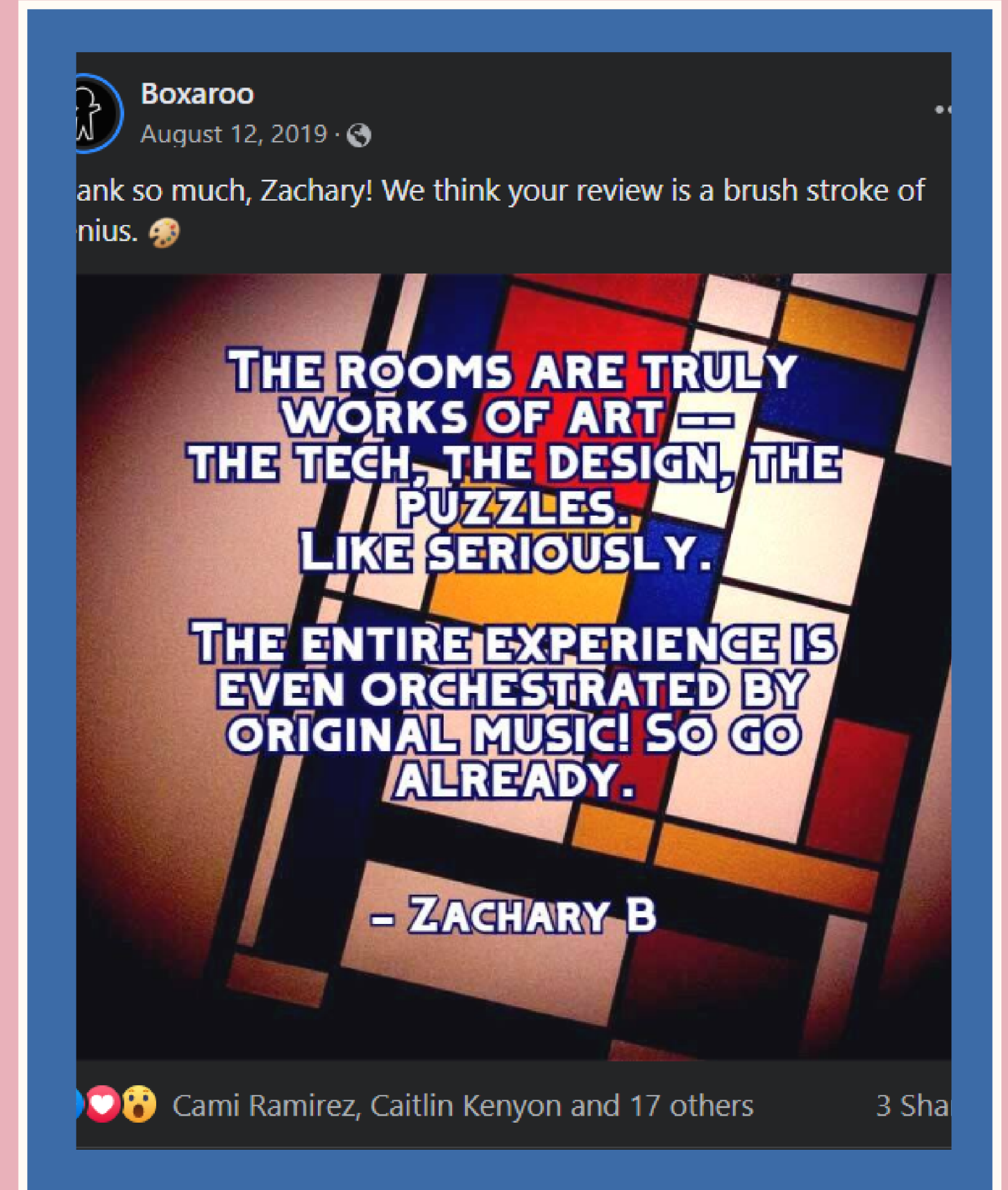
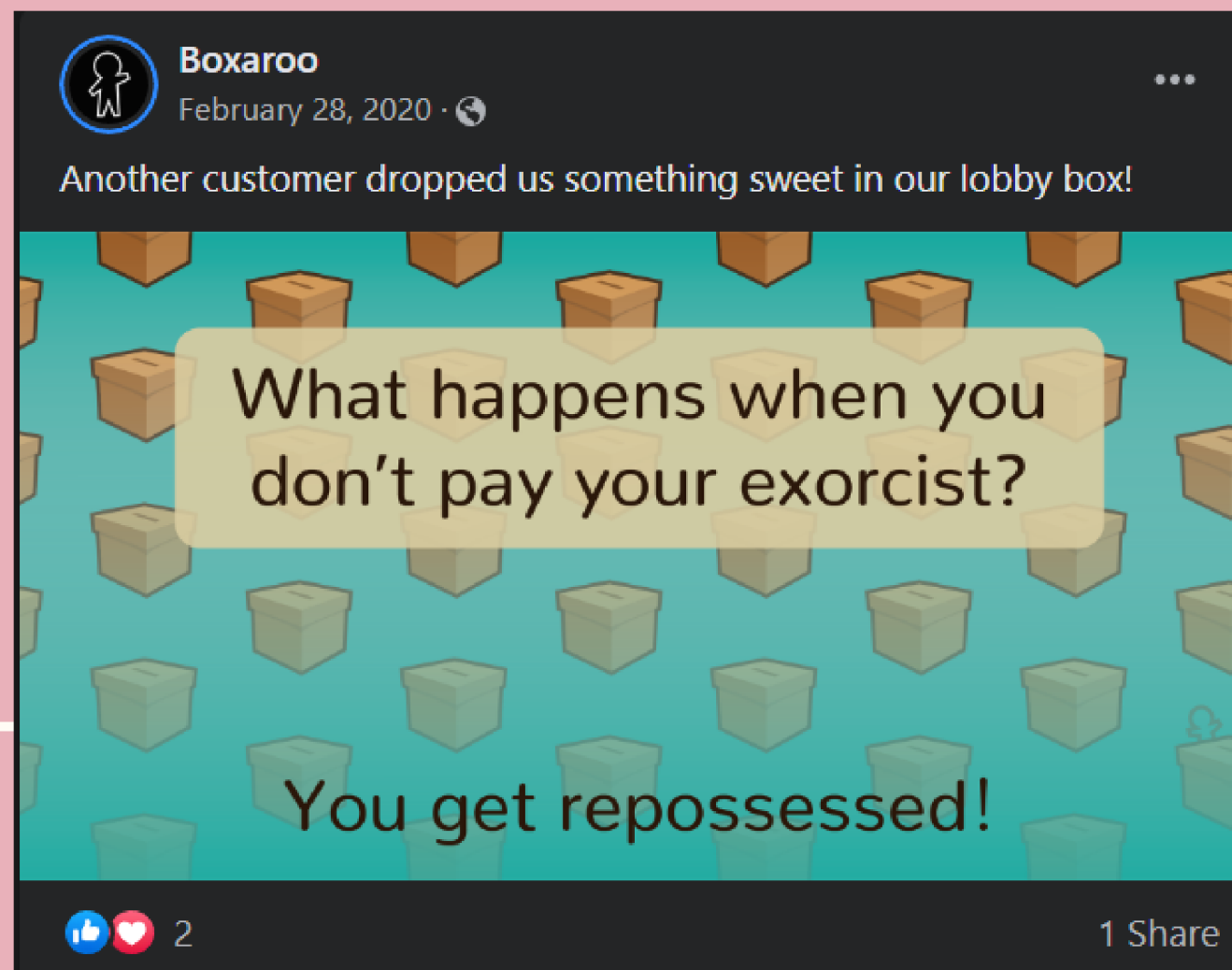
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# CUSTOMERS



As important as it was to highlight the staff of Boxaroo, it was equally as important to make the customers feel as though they were heard and had a voice in how they enjoyed the company. I created the Ask Box so clients could submit jokes and questions.



# VALENTINE'S DAY

Keeping in the theme of escape rooms and puzzles, I created multiple visual games and puzzles, which often lead to discounts. I worked closely with a visual artist to create and upload these projects.





# ON THIS DAY

With limited funding, creativity was needed to update the page twice a week. I invented multiple reoccurring post types that I was able to rotate for variety. "On This Day" tied local history to current trends and desires.



**Boxaroo**

January 6, 2020 · 🌐

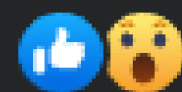
On this date in 1975, Led Zeppelin got banned from Boston Garden when their fans caused more then \$30,000 worth of damage to the stadium while waiting to purchase tickets. Thank goodness you can book online now! [#boxaroo](#)



**Boxaroo**

March 23, 2020 · 🌐

On this day in 1839, O.K. is printed for the first time in the Boston Morning Post. An inside joke misspelling of 'all correct,' the initials for 'oll korrekt' was then picked up by politicians and put into common use. So while you're having fun puzzling at home be sure to pick up a Boxaroo gift card for later, ok?



Victor Hung and 4 others

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# **GET IN Touch**

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