Portfolio: Skincare Copywriting Samples
Brand Name: Nude Alchemy Skincare
(Effortless, science-backed skincare for a healthy glow.)
Deliverables Social Media Campaign – Under Eye Serum Product Launch

Objective: Drive awareness, engagement, and conversions for Nude Alchemy's newest under-eye serum, **Lumin Eye Serum**. The campaign focused on **key product benefits**—hydration, de-puffing, and fine-line smoothing—while maintaining the brand's **minimalist yet skincare-savvy** voice.

Strategy:

- **Instagram & TikTok**: Created engaging, ingredient-focused content with short-form video and captions that resonated with a **skincare-conscious audience**.

- **Instagram Stories & Paid Ads**: Designed compelling, swipe-up CTA ads emphasizing the **instant effects** of the serum.

- **Influencer & UGC Integration**: Encouraged organic testimonials and user-generated content showcasing real results.

Performance Metrics: (Hypothetical)

- **10K+ engagements** within the first week of launch.

- **25% increase in website traffic** from social media.

- **High conversion rate from Story ads** featuring before-and-after comparisons.

---

1. Instagram Caption (Product Launch)

"**Bright eyes, no filter needed.** ✨ Meet **Lumin Eye Serum**, our newest formula designed to de-puff, hydrate, and smooth fine lines—because your under-eyes deserve a little alchemy. Powered by **caffeine, peptides, and hyaluronic acid**, it's the secret to looking well-rested (even when you're not). 👀 💧

Available now. Ready to glow? #NudeAlchemy"

---

2. Taglines for Social Media Captions

✨ **Minimalist & Luxe**

- "Bright eyes, no filters. Just Lumin Eye Serum—your new under-eye essential. 👀 ✨ #NudeAlchemy"
- "Caffeine, peptides, and hydration in one silky formula. Because your eyes deserve a little alchemy. 💛 #LuminEyeSerum"
- "A full night's sleep—bottled. Lumin Eye Serum smooths, de-puffs, and hydrates in seconds. 💧 #GlowUnfiltered"

🌿 **Skincare-Savvy & Ingredient-Focused**

- "Meet the **dream team** for your under-eyes: **Caffeine → de-puffs**, **Peptides → smooth fine lines**, **Hyaluronic Acid → locks in hydration**. Your tired eyes don't stand a chance. 💧 ✨ #LuminEyeSerum"
- "**Your skin barrier called—it needs hydration. 👀 💦** Our peptide-packed **Lumin Eye Serum** restores, brightens, and de-puffs while you take on the day. #SkincareScience"
- "Why does **Lumin Eye Serum** work? Because caffeine boosts circulation, peptides smooth, and hyaluronic acid keeps it all locked in. **Skincare made smart.** 💡 #NudeAlchemy"

💖 **Playful & Trendy (Gen Z/Millennial-Friendly)**

- "Tired? Never heard of her. 👀 ✨ **Lumin Eye Serum** = hydration, de-puffing, and ✨ instant glow ✨ in one. #BrightEyesClub"
- "Me: *stays up till 2 AM scrolling* 😵‍💫 My under-eyes: *don't show it, thanks to Lumin Eye Serum* 👀 💧 #NoMorePuffyEyes"
- "**Dark circles, we're breaking up.** 💔 💧 **Lumin Eye Serum** is here to de-puff, hydrate, and keep your under-eyes looking fresh AF. #SkincareThatWorks"

⚡ **Call-to-Action Driven (Sales/Promo Focused)**

- "**Brighten, hydrate, de-puff.** 👀 **Lumin Eye Serum** is **now available!** Tap the link in bio to grab yours today. 💛 #NudeAlchemy"
- "**One swipe = instantly refreshed under-eyes.** ✨ Don't believe us? Try it yourself—shop **Lumin Eye Serum** now! 🛒 💧 #GlowOnDemand"
- " 🚨 **PSA:** Your under-eyes deserve better. Meet **Lumin Eye Serum**—your new holy grail for de-puffing and smoothing. **Shop now → [insert link]** 👀 💛 "

3. TikTok Video Script (Product Promotion)

🎥 **[Scene 1: Close-up of tired, puffy eyes in the morning]**
🎙️ **Voiceover:**

"POV: You wake up looking more 'zombie' than 'glowy'..."

-

👀 **[Text on screen: "Dark circles? Puffiness? We got you."]**

🎥 **[Scene 2: Applying Lumin Eye Serum with cooling applicator]**
🎙️ **Voiceover:**

*"Meet **Lumin Eye Serum**—your fast-pass to bright, refreshed under-eyes.* 💧 *"*

🔥 **[Text on screen: "Powered by caffeine, peptides, and hyaluronic acid."]**

-

🎥 **[Scene 3: Time-lapse or side-by-side comparison]**
🎙️ **Voiceover:**

"Instant hydration, visible de-puffing, and smoother fine lines... because beauty sleep is a scam. 😊 *"*

✨ **[Text on screen: "Bright eyes, no filter needed."]**

-

🎥 **[Scene 4: Holding the bottle with a glowing skin close-up]**
🎙️ **Voiceover:**

"Swipe for your best under-eyes ever. 👀 *#LuminEyeSerum #NudeAlchemy"*

🛒 **[Text on screen: "Shop now → link in bio!"]**

4. Paid Ad Copy (TikTok/Instagram Story)

🎥 **Scene 1: Close-up of tired, puffy under-eyes in soft morning light**

🔊 **Sound:** Gentle chime or soft, upbeat music

Text on Screen:

🚨 *Tired eyes? Dark circles? Puffiness?* 🚨

🎙️ **Voiceover:**

"If your under-eyes are giving ✨exhausted ✨... we got you."

-

🎥 **Scene 2: Quick shot of Lumin Eye Serum bottle, then applicator gliding under the eye**

🔊 **Sound:** Soft swoosh or ASMR-like product application sound

Text on Screen:

💧 *Lumin Eye Serum → Caffeine + Peptides + Hyaluronic Acid* 💧

🎙️ **Voiceover:**

"Meet Lumin Eye Serum—hydrating, de-puffing, and brightening in seconds."

-

🎥 **Scene 3: Before & After split screen OR time-lapse of de-puffing effect**

🔊 **Sound:** Satisfying *pop* sound effect

Text on Screen:

✨ *Instant hydration, smoother under-eyes, zero filters needed.* ✨

🎙️ **Voiceover:**

"Because looking well-rested? Yeah, that's a vibe."

-

🎥 **Scene 4: Holding the product near glowing skin, final shot of product on a vanity**

🔊 **Sound:** Soft sparkle sound or chime

🛒 **Text on Screen (with CTA animation):**
💛 **Bright eyes, no filter. Shop Lumin Eye Serum now!** 💛
👉 *[Swipe up or Tap to Shop]*

Final Notes

This social media campaign successfully blended **engagement-driven content, product education, and trend-driven storytelling** to create an immersive launch strategy for **Nude Alchemy's Lumin Eye Serum**. The **multi-platform approach** maximized visibility while maintaining brand consistency, reinforcing Nude Alchemy's **minimalist, science-backed, and effortlessly radiant** identity.

The company listed is a fictional skincare company. The purpose of this document is to showcase my copywriting abilities.