

PORTFOLIO

# Samantha Cubbison

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## Marketing & Communications

10+ years · SEO · Editorial

Digital Marketing · Social Media

# BeFunky Mobile

Copywriting

SEO

Conversion

Live Link: <https://www.befunky.com/mobile/>

## THE PROBLEM

After BeFunky's first major mobile app overhaul in 10 years, the landing page hadn't kept pace – outdated copy, stale SEO practices, and imagery still reflected the old interface rather than the scale of the update.

## THE SOLUTION

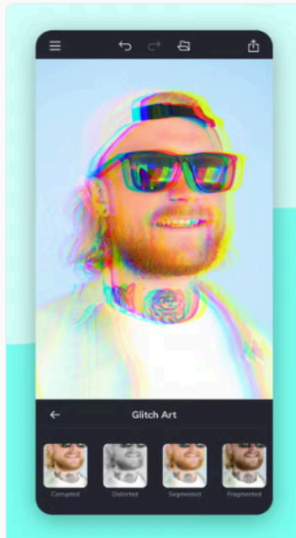
Rewrote all landing page content from a benefits-first perspective, weaving in keywords and building out blog articles to strengthen internal linking. Collaborated cross-functionally on new imagery that matched the ambition of the redesign.

## KEY HIGHLIGHTS

- Rewrote landing page copy and implemented an updated SEO and internal-linking strategy.
- Developed supporting content and collaborated on updated imagery for the redesign launch.
- Achieved a 12% increase in sign-ups following launch.

## Effortless Photo Editing Tools

You'll find photo editing features for making basic adjustments as well as more advanced editing options.



### Add Photo Filters for a Unique Look

Our Photo Editor has hundreds of free photo effects and filters to choose from, you'll always have the perfect effect to give your



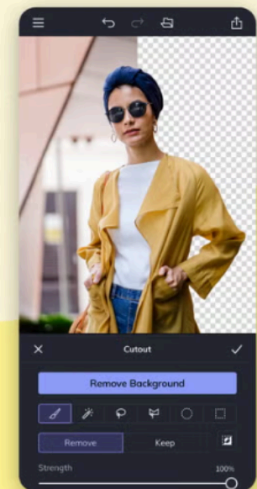
### Turn Photos Into Paintings, Cartoons, Sketches, and More!

With one tap, our Photo Editor can transform any image into a work of art – choose from classic styles



### Enhance Photos in a Single Tap

Fine-tune your images with powerful A.I. enhancers. In a single tap, it'll improve the appearance of any photo. Plus, we even have an A.I.



### Easily Remove Backgrounds

In a single tap, isolate your photo's subject and [remove the surrounding background](#). Or, take a more selective approach to

# HubPages Weekly

Engagement

Editorial

Community

Live Link: <https://hubpages.com/about/newsletter/>

## THE PROBLEM

HubPages had no reliable way to communicate updates or build community across its 27+ network sites. The forums reached only a small, self-selecting group, leaving most writers siloed in their niche with little visibility into what was happening across the broader platform.

## THE SOLUTION

Took ownership of the weekly newsletter – establishing a consistent cadence with a structured format. Introduced a *Fresh Faces* section to spotlight new writers and surface their work early, and a *Pro Tips* section drawing from the style guide to help authors improve their craft over time.

## KEY HIGHLIGHTS

- Created a consistent channel for community updates, recognition, and education.
- Grew newsletter sign-ups by 10% and open rate by 30%.

May 15, 2019. [INTRO](#), [PRO TIPS](#), & [FRESH FACES OF HUBPAGES](#)



## Wednesday Is Here

A Great New Guide Is Here, Too

### A Passion Project Several Years in the Making

Thanks to our amazing editors Haley, Tessa, and Anna, what was once an internal style guide has now been transformed into a valuable (and stylish) resource for the entire HubPages community. They tackled this beast of a guide to make it as user-friendly as it is thorough, so we hope you enjoy and utilize their efforts as much as we do!

You can give it a read yourself [here](#).

SAMANTHA CUBBISON  
CURATOR AND COPY EDIT / COMMUNITY MANAGER

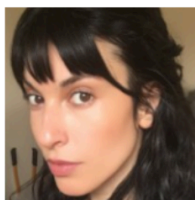
## Pro Tips



## What's the Point?

Right after your introductory paragraph (which should be an accurate preface to the rest of your article), you should get to the point. Your readers should know exactly what they are in store for. If you're reviewing garden hoses, this should be very clearly stated in your title, summary, and first few paragraphs. Most will just click away if they don't think you're ever going to get to the hoses.

## Fresh Faces of HubPages



Astrid McClymont, From Glasgow, Scotland, 5 Fans,  
13 Hubs, Joined 2 months ago

## Writing so Good, It's Criminal

This author specializes in all things mystery and caffeine, which results in some excellent, albeit chilling, articles. She shines the spotlight on [underrated true crime books](#), so if you're interested in the genre, be sure to check them all out. You can also venture with her into the depths as she dives into various murder mysterious and [missing person cases](#).

THE VIEWS AND OPINIONS EXPRESSED IN THIS SECTION  
DO NOT NECESSARILY REFLECT THOSE OF HUBPAGES.

# Meow Village Campaigns

Fundraising

Strategy

Design

**Live Links:** [https://www.instagram.com/meowvillage/reel/C\\_EVz4pO1Z5/](https://www.instagram.com/meowvillage/reel/C_EVz4pO1Z5/)  
<https://www.instagram.com/meowvillage/p/C3L0RPdCmWP/>

## THE PROBLEM

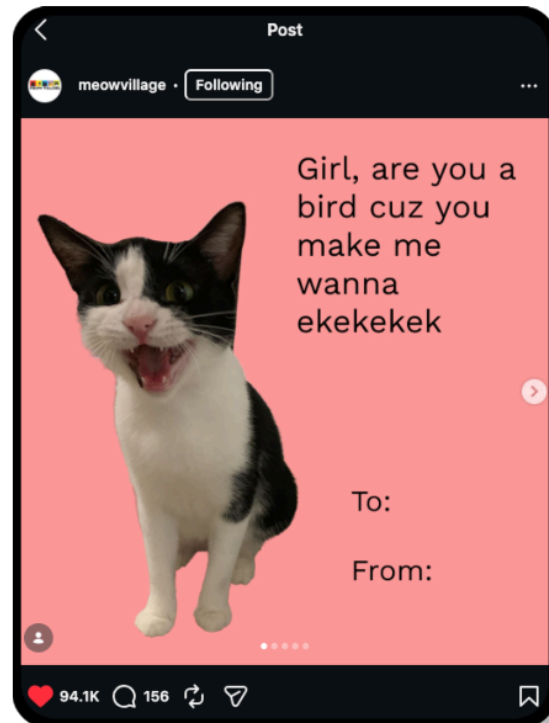
Meow Village, a local nonprofit, needed high-performing social content on two separate occasions – driving ticket sales for a cat adoption fundraising event, and generating organic engagement over Valentine's Day – both without a paid media budget.

## THE SOLUTION

Developed each campaign independently from concept to production using Canva. Tailored the creative strategy to each goal: conversion-focused event promotion and shareable Valentine's content designed for organic engagement.

## KEY HIGHLIGHTS

- Developed and executed both campaigns independently with no paid media support.
- Valentine's Day post reached 1M impressions.
- Left Coast event tickets sold out following the campaign.



# BeFunky Content Program

Editorial

Strategy

Systems

Live Link: <https://www.befunky.com/learn/>

## THE PROBLEM

When I joined BeFunky, the content program existed in name only. The style guide hadn't been updated in years, there was no production workflow, no clear expectations for contributors, and a backlog of unorganized content in Jira.

## THE SOLUTION

Built the content program from the ground up. Started with a full style guide overhaul and trained five freelancers on the updated standards. Designed a Jira workflow that gave every piece of content a clear path from brief to publish. Worked through the content backlog methodically, building an editorial calendar that balanced SEO opportunity with audience need. Developed an internal linking structure that moved users through the funnel and strengthened overall search presence.

## KEY HIGHLIGHTS

- Scaled content output from 5 to 25+ articles per month, a 60% increase in production.
- Grew organic traffic 30% through SEO-informed editorial planning and internal linking.
- Built internal linking structure that supported funnel movement and sign-up growth.

The screenshot shows the BeFunky website homepage. At the top left is the BeFunky logo. To its right are navigation links: "Create", "Learn", and "Support". Further right is a "Dashboard" button and a user profile icon labeled "S". The main hero section has a light blue background with the headline "Create Something Beautiful, One Tutorial at a Time". Below the headline is a sub-headline: "Explore easy, guided projects to enhance photos, design with flair, and make something uniquely yours." There is a search bar with the placeholder text "What do you want to do?". To the right of the search bar is a collage of various photo editing and design projects, including a woman's portrait, a cat, and various filters. Below the hero section are four category tabs: "Inspiration", "Photo Editing", "Collage Making", and "Graphic Design". Below these tabs are three featured content cards. The first card is titled "Introducing Color Restore — True Color Without the Compromise" and features a landscape photo. The second card is titled "Light Up Your Photos With Neon Art Effects" and features a woman's portrait with neon effects. The third card is titled "GFX+ Artsy Effects: Detail-Rich Styles With Complete Creative Control" and features a collage of portraits. At the bottom of the page, there are more category tabs for "MIL" and "MODERN ART".

# Indie Game World Editorial Outlet

[Editorial](#)
[Strategy](#)
[Systems](#)

Live Link: <https://indiegameworld.com/>

## THE PROBLEM

Indie games rarely get meaningful coverage. Most outlets focus on big releases, leaving small developers with no platform to reach players who would genuinely love their work.

## THE SOLUTION

Co-founded and built IndieGameWorld.com from scratch on WordPress. Handled all site architecture decisions including theme selection, category structure, SEO infrastructure, and CMS configuration. Established editorial standards and a publishing workflow that supports consistent output across two contributors.

## KEY HIGHLIGHTS

- Built and configured the full site from the ground up including theme, taxonomy, and SEO setup.
- Indie developers began reaching out directly to request coverage, a signal of earned credibility in the space.
- Content surfaces in AI-generated search responses, contributing to consistent inbound traffic alongside organic search.



## LATEST



Features

### 1000xRESIST Ending Explained

Follow us through 1000 years of 1000xRESIST to figure out what that ending was all about.

Samantha Cubbison



Gaming News

### Mina the Hollower is Now Metacritic's Highest-Rated Game of 2026

Samantha Cubbison



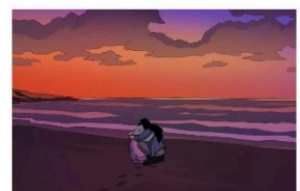
Features

### Top 5 Cozy Indie Games for New Parents

Samantha Cubbison



Indie Game Reviews



Indie Game Reviews