

ilani work samples



Email Marketing

At ilani we send out reminder and promotional emails weekly, they follow a standard branding layout, I was in charge of sending out promotional emails for tickets to national performances and general promotions for VIP members.

The banner features the ilani logo at the top with navigation links: HOME ABOUT GAMING SHOPPING DINING ENTERTAINMENT. The main image shows the band The Cult with the text "THE CULT" overlaid. A badge on the left says "2 COMPLIMENTARY TICKETS" and a circular badge on the right says "ilani 5 5TH ANNIVERSARY". Below the image, the event details are: SUNDAY | NOVEMBER 13TH | 7:00PM. The band name "THE CULT" is centered, followed by a paragraph: "Emerging from the U.K. post-punk scene, The Cult has enjoyed a controversial and storied career. Hailed as 'the Messianic moment of Coachella' by Rolling Stone, you won't want to miss hits such as Fire Woman, Lil' Devil, She Sells Sanctuary and many more!". A button reads "RESERVE YOUR TICKETS". Below that, it says "To RSVP, please call 1.877.GO.ilani (1-877-464-5264) and have your Momentum account number available." The venue is "ilani | BALLROOM". A yellow bar at the bottom says "MAKE IT A NIGHT TO REMEMBER WITH A PRE- OR POST-SHOW DINNER!" and "Make your dinner reservation or stop by any of our award-winning restaurants." A button reads "RESERVE YOUR TABLE". At the very bottom, it says "ilani | COWLITZ BALLROOM".

The banner features the ilani logo at the top with navigation links: HOME ABOUT GAMING SHOPPING DINING ENTERTAINMENT. The main image shows the band Kansas with the text "KANSAS" overlaid. A badge on the left says "2 COMPLIMENTARY TICKETS" and a circular badge on the right says "ilani 5 5TH ANNIVERSARY". Below the image, the event details are: SUNDAY | SEPTEMBER 4TH | 7:00PM. The band name "KANSAS" is centered, followed by a paragraph: "Enjoy a night of live music from Rock and Roll legends Kansas. Enjoy tried and true classics like the quadruple-Platinum single Carry On My Wayward Son and triple-Platinum single Dust In The Wind. This is one show you don't want to miss!". A button reads "RESERVE YOUR TICKETS". Below that, it says "To RSVP, please call 1.877.GO.ilani (1-877-464-5264) and have your Momentum account number available." The venue is "ilani | BALLROOM". A grey bar at the bottom says "MAKE IT A NIGHT TO REMEMBER WITH A PRE- OR POST-SHOW DINNER!" and "Make your dinner reservation or stop by any of our award-winning restaurants." A button reads "RESERVE YOUR TABLE". At the very bottom, it says "ilani | COWLITZ BALLROOM".

Promotional Posters

ilani hosts special menus for VIP guests monthly in their VIP lounge. I was tasked with creating promotional posters to advertise these events. I had total creative freedom, I used the opportunity to practice new skills. A few of the posters showcase some 3D models I created for the events.



FATHER'S DAY

SPECIAL MENU

SMOKED TRI-TIP
SMOKED SAUSAGE
THRICE BAKED
POTATO SALAD
FATHER'S DAY
COOKIES

SPECIALTY COCKTAILS
OLD FASHIONED
KEY LIME PIE COCKTAIL





NATIONAL BACON LOVERS DAY

**DRINK SPECIAL:
BACON BLOODY MARY**

**ADOBO CHICKEN
QUARTERS WITH BACON
JAM, GARLIC FRIED RICE
WITH SMOKED BACON
LARDONS, PANCIT COLD
NOODLE SALAD AND
ASSORTED BACON
GARNISHES**

Event Logos

Occasionally ilani would create a new event that would require a logo, although rare I would be the one in charge of logo creation. Heres a handful of logos I designed for a “turn 21 at ilani” event slated for november 2021.







Brochures & Handouts

For ilani's monthly promotions we create printed collateral to hand out on the casino premises. Most of them use a template that we send out of house, but occasionally I got to layout and design the brochures myself. here's a sample of such work.

VETSROCK
ilani

**JOIN US FOR A
ROCKIN' VETERANS DAY**

FRIDAY | NOVEMBER 11TH

VETERAN'S HIRING EVENT
10:00AM-4:00PM | MUZE LOUNGE
Veterans, ilani wants YOU! Explore a variety of exciting career opportunities from gaming to food and beverage, security, IT and more.

MUZE LOUNGE

A PORTION OF PROCEEDS FROM TICKET SALES WILL BENEFIT VETSROCK!

ilani | **COWLITZ BALLROOM**

BRET MICHAELS
FRIDAY | NOVEMBER 11TH | 8:00PM
The legendary Poison frontman brings his hard rocking flair to solo projects like *All I Ever Needed* and *Go That Far*, plus Poison's smash hits like *Every Rose Has Its Thorn*. This is a party you won't want to miss!

**THANK YOU, SERVICE MEMBERS!
ENJOY DISCOUNTS ALL DAY.**

- **25% OFF YOUR CHECK** at Rose & Thorn, Longhouse, Bamboo 8, The Stadium and The Market
- **25% OFF YOUR LUNCH** at Line & Lure
- **FREE ORDER OF GARLIC BREAD** with the purchase of an entrée at Michael Jordan's Steak House
- **FREE CUP OF COFFEE** at Cowlitz Crossing

25% discount applicable to veteran/military member plus an additional guest. Not applicable toward the purchase of alcohol. Must have valid Veteran or Military ID to receive offer. Exclusions and restrictions apply. Please visit the restaurant for further details.

ROSE & THORN MODERN MEDITERRANEAN
LINE & LURE SEAFOOD KITCHEN • TAP
THE STADIUM Sports Bar & Grill
LONGHOUSE RAW BAR • BQ • BREAD • BUBBLE SHOPPE
BAMBOO 8
MJ MICHAEL JORDAN'S STEAK HOUSE