

COPY, CLICKS, AND CREATIVE TRICKS

by Janine Verburg

WIL 700: Creative Portfolio Submission



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For my WIL 700: Creative Portfolio submission, I chose to write in the style of Dr. Seuss. This was done to reflect the early stages of my copywriting career, a time filled with curiosity, experimentation, and exploration. By using short, whimsical stories, I aimed to bring my 20-day internship experience to life in a way that feels engaging and memorable.

The narrative approach allows each day's learnings, challenges, and milestones to take on a story-like quality, showcasing how these moments connect to form a bigger picture of both personal and professional growth and learning. This format not only captures the essence of what I learned in the workplace, but also demonstrates my ability to adapt tone, craft narrative, and approach creativity with fresh eyes just like a copywriter in their "infancy" of industry, discovering their voice.

DAY 1

A click and a clack and the screen glowed bright,
back to the workspace, oh what a sight.
A welcome, a greeting, a digital cheer,
“Let’s dive back into copy,” a new intern year.
Catching up quick, remembering the game,
clients, campaigns, each deadline by name.



DAY 2

More meetings, more setup, the gears start to turn,
“Remember the brief,” and “watch how we learn.”
A rushed little project flies in from the blue,
“Videos for next week? Yes, those I can do.”
Old clients feel familiar, like friends overdue.

DAY 3

The rhythm returns like a beat in my head,
tasks checked off neatly, one step ahead.
Emails and notes in a tidy stack,
a creative groove fully back on track.

DAY 4

The team fills the screen, a lively scene,
Monday meetings returning routine.

Ideas are moving, nothing off-key,
this digital office hums like a bee.



DAY 5

Work trickles in like a slow little stream,
so I search for more things to fulfil the dream.
Small tasks appear, little bits here and there,
proof that even tiny deeds show care.



DAY 6

A question sent: "Anything new?"
Maybe I am too quick with the work I must do.
Patience is learning, a lesson each day,
not everything finishes right away.

DAY 8

A pile of assets drops in with a thunk,
suddenly deadlines, and barely a break.
My mentor is gone, so I take up the task,
admin and copy both wearing one mask.
Time sheets and tracking join the parade,
so many new skills quietly made.

DAY 7

A little more work, hooray and hooray,
I speak up to help in a louder way.
Teamwork means offering hands that are free,
“Pass me the task, give a few to me.”



DAY 9

The week starts calm, a soft little hum,
waiting for assets that still have not come.
Learning that teamwork is more than my plan,
schedules are shared by each work-doing human.



DAY 10

New files arrive, opportunities grow,
I offer to help, let everyone know.
Collaboration stretches the workday wide,
together we craft what one cannot hide.

DAY 12

Bit by bit the work trickles back,
prepared to jump with tasks to unpack.

The flow of waiting, working, repeat,
teaches a rhythm that feels quite complete.

DAY 11

Tasks completed too soon again,
asking for more while I count from ten.
Patience returns with a gentle reminder,
you cannot rush those who create things finer.



DAY 13

Admin arrives to fill the gap,
while assets nap in someone's lap.
Enthusiastic hands cannot always do,
so writing up forms feels productive too.



DAY 14

A fresh Monday spark, but oh what a glitch!
The servers are down, a technical hitch.
Still work gets done, though slower the pace,
deadlines spread out makes a healthier race.
Learning to say when delays block the way,
communication keeps chaos at bay.



DAY 16

Tasks completed, caught up, nothing more,
so I wait for the knock on the digital door.

One client checked off, all tidy and clean,
productive but pausing, a balancing scene.

DAY 15

Ideas get tangled in writer's block vines,
yet pushing them free, forms new, clever lines.
Some work is pending, though effort is there,
waiting for assets requires some flair.

DAY 17

Normal again, waiting my turn,
patience remains the hardest to learn.
Trusting the process, no rushing ahead,
let creativity simmer instead of stampede.



DAY 18

At last assets arrive with delight,
I finish and polish from morning to night.
A jump to a celeb brief keeps me busy and keen,
many brands in a day keeps my messaging clean.

DAY 20

The school part is over, a milestone to cheer,
yet staying a bit longer keeps teamwork sincere.

A quiet beginning that trickled along,
then urgent requests push the pace back to strong.

Finishing well feels noble and right,
passing the torch with the deadline in sight.



DAY 19

The last Monday arrives with a heart that feels mixed,
so close to the finish, emotions all fixed.

Excited yet tender, the end drawing near,
still ready to work with creative cheer.

Tasks flood in quickly, a busier feat,
juggling copy while staying upbeat.

THE END.