

Hey there! I'm Clark Gudas.

A marketing communications specialist with five years' experience in content strategy, SEO, email, and ad copy.

Here's what I've built.



Holiday Promo Email

A holiday promo email built around an animated GIF alternating between highway gridlock and a wildebeest migration. The concept and copy were mine.

SOLD OUT

All holiday safaris sold out during the campaign window.



HIGHWAY GRIDLOCK



SERENGETI RUSH HOUR

Clark,

This holiday season, give yourself the gift of choice: holiday highway gridlock, or Serengeti rush hour?

Your call.

When you've decided you're over the holiday bustle, we'll show you why *Travel + Leisure* has named us a World's Best Safari Outfitter six times. Click below to explore our most popular holiday safaris, then **email us** or call at **800-235-0289** before the space goes for good!

Featured Trips

Thanksgiving Safari

Nov. 24 – Dec. 2

3 rooms left!

Perfect Family Safari

Dec. 17 – Dec. 26

4 rooms left!

Celebrate Christmas/Hanukkah at Gibb's Farm!

Ultimate Safari

Dec. 21 – Jan. 3

2 rooms left!

Highlights Safari

Dec. 31 – Jan. 7

3 rooms left!

GET IN TOUCH

World's Best Award Campaign

Thomson Safaris was nominated for Travel + Leisure's prestigious World's Best Safari Outfitter Award. I developed and executed a multichannel campaign to help us win.

I used KPI-driven data on previous campaigns to build this one, including copy revisions and increased email and social cadence. The campaign ran in sequences: an initial send to the full segmented list of vetted past clients, followed by automated retargets to non-openers and non-CTA clickers.

TOP 3 WORLD'S BEST

Thomson Safaris won third place on the 2023 World's Best list, a powerful sales tool that built lasting brand equity and became a centerpiece of sales messaging.

Travel + Leisure World's Best Safari Outfitters 2023

THOMSON SAFARIS®

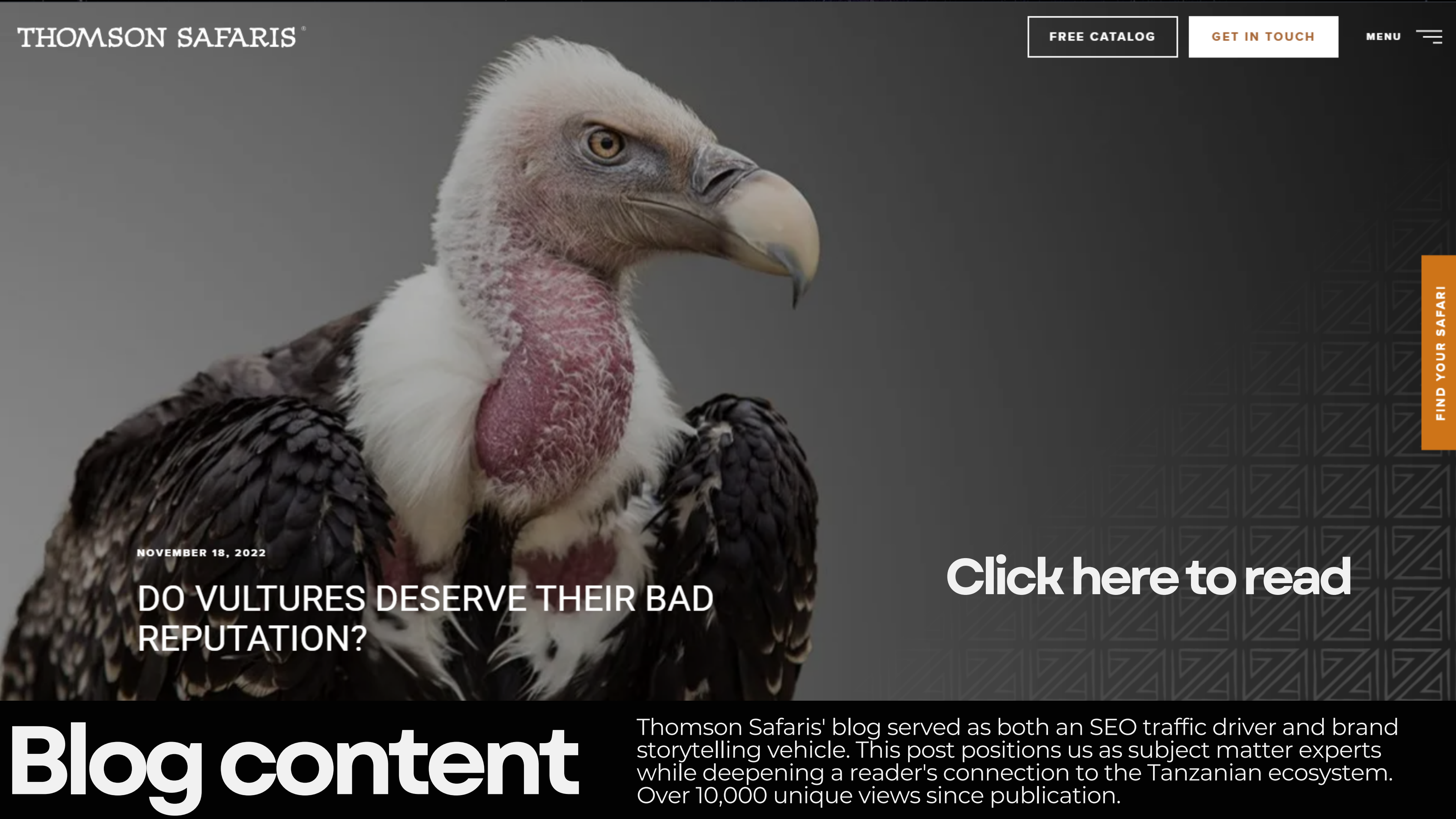


Clark,

We've been nominated for Travel + Leisure's 2023 **World's Best Awards**. Now, we need your vote!

Follow [this link to the survey](#) and click "continue" to start. You don't need a subscription, and qualified voters will enter T+L's \$15,000 dream trip giveaway.

VOTE FOR WORLD'S BEST



FIND YOUR SAFARI

NOVEMBER 18, 2022

DO VULTURES DESERVE THEIR BAD REPUTATION?

Click here to read

Blog content

Thomson Safaris' blog served as both an SEO traffic driver and brand storytelling vehicle. This post positions us as subject matter experts while deepening a reader's connection to the Tanzanian ecosystem. Over 10,000 unique views since publication.

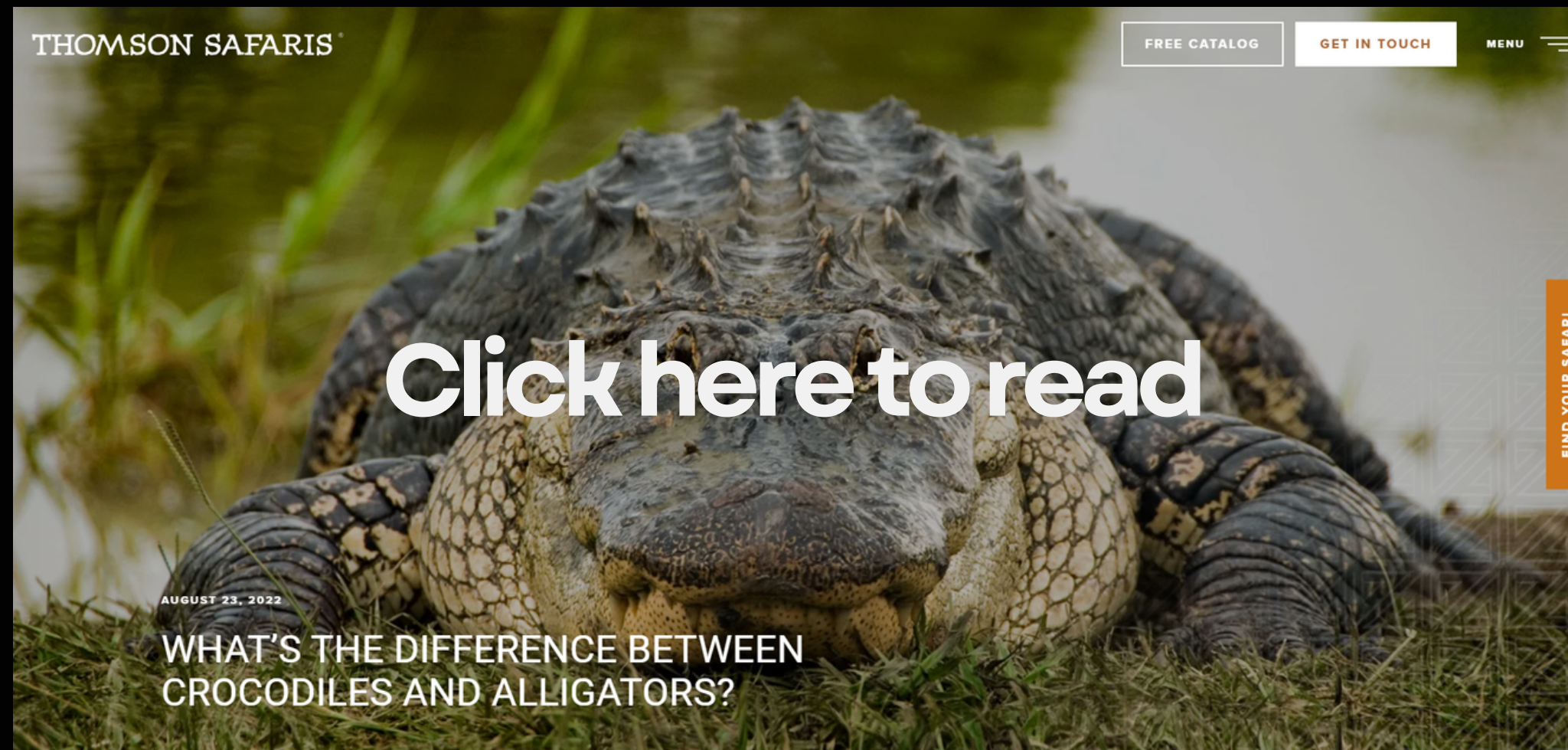
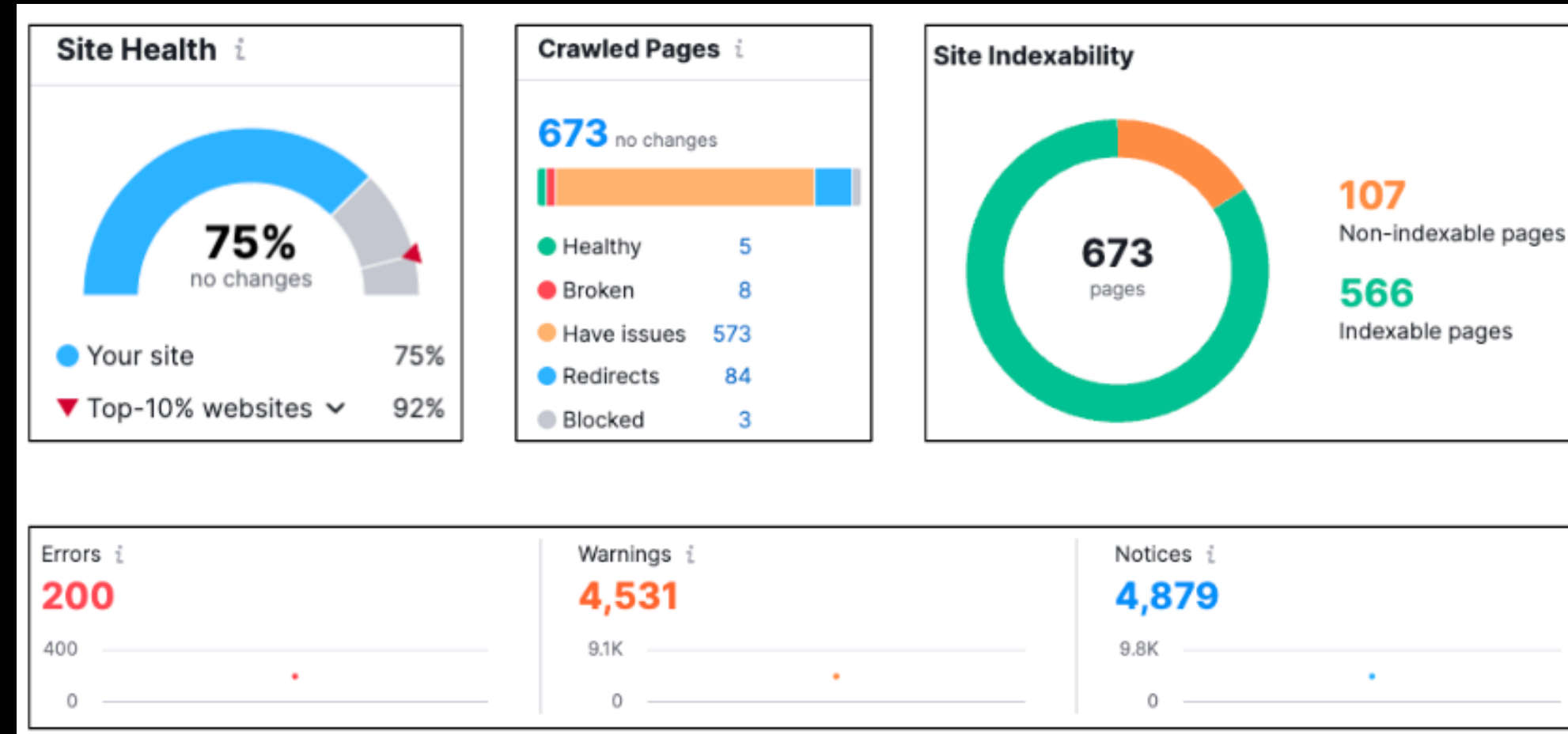
SEO Content Optimization

Thomson Safaris' blog was producing traffic, but significant potential remained in non-branded search.

When an external agency delivered a full SEMrush audit, I served as the internal point of contact and used the findings to drive content decisions.

PAGE 1

"What's the Difference Between Crocodiles and Alligators?" — a post I wrote with SEO keyword strategy in mind — reached page one for that search query.



Paid Social Launch

Paid social was untested territory at Thomson Safaris. I worked closely with an external partner to build the copy architecture and ensure best practices across ads and targeting strategies.

The creative challenge was translating a high-consideration, high-cost product into scroll-stopping social copy. That meant writing distinctly for two audiences: cold prospects who had never heard of Thomson, and warm leads who needed a reason to click again.

+38% CTR

As Facebook and Instagram's algorithms optimized, month two drove a 38% CTR improvement, and a 96% increase in leads from the company's highest-value prospect segments.

Ad Details

Ad Mockup Link	https://fb.me/1TWWoXVaztR6ZEp		
Ad Type	Image		
Ad Copy	Discover the Founders' Safari: a breathtaking exploration of Tanzania, blended with authentic cultural experiences and luxurious touches.	139	125
Headline 1	Founders' Safari - From \$11,290	31	27
Description 1	Most popular itinerary	22	27
LP 1	https://thomsonsafaris.com/safari/founders-safari/		
CTA	Learn More		
Creative Asset Links			

Ad Mockup Link	https://fb.me/1TWWoXVaztR6ZEp		
Ad Type	Image		
Ad Copy	Discover the Founders' Safari: a breathtaking exploration of Tanzania, blended with authentic cultural experiences and luxurious touches.	139	125
Headline 1	Founders' Safari	16	27
Description 1	Most popular itinerary	22	27
LP 1	https://thomsonsafaris.com/safari/founders-safari/		
CTA	Learn More		
Creative Asset Links			

IN-FEED CREATIVE



Ad Type	Carousel		
Ad Copy	After 40+ years in Tanzania, we've perfected the wildlife safari experience. Let us plan your perfect African adventure.	120	125
Headline 1	Dream Safari Adventure	22	27
Description 1	N/A	3	27
LP 1	https://thomsonsafaris.com/safari/		
Headline 2	Experience Tanzania	19	27
Description 2	N/A	3	27
LP 2	https://thomsonsafaris.com/explore-tanzania-overview/		
Headline 3	Deluxe Amenities	16	
Description 3	N/A	3	
LP 3	https://thomsonsafaris.com/safari-accommodations/		
Headline 4	World Renowned		
Description 4	N/A		
LP 4	https://thomsonsafaris.com/about-us-2/		
CTA	Learn More		



**Let's get in
touch!**

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