



# Sandstone Stories

*Connecting place, purpose, and personal narrative.*

Selected Work | 2025

# Westfjords Way Challenge

## Client

Westfjords Way Challenge

## Partners

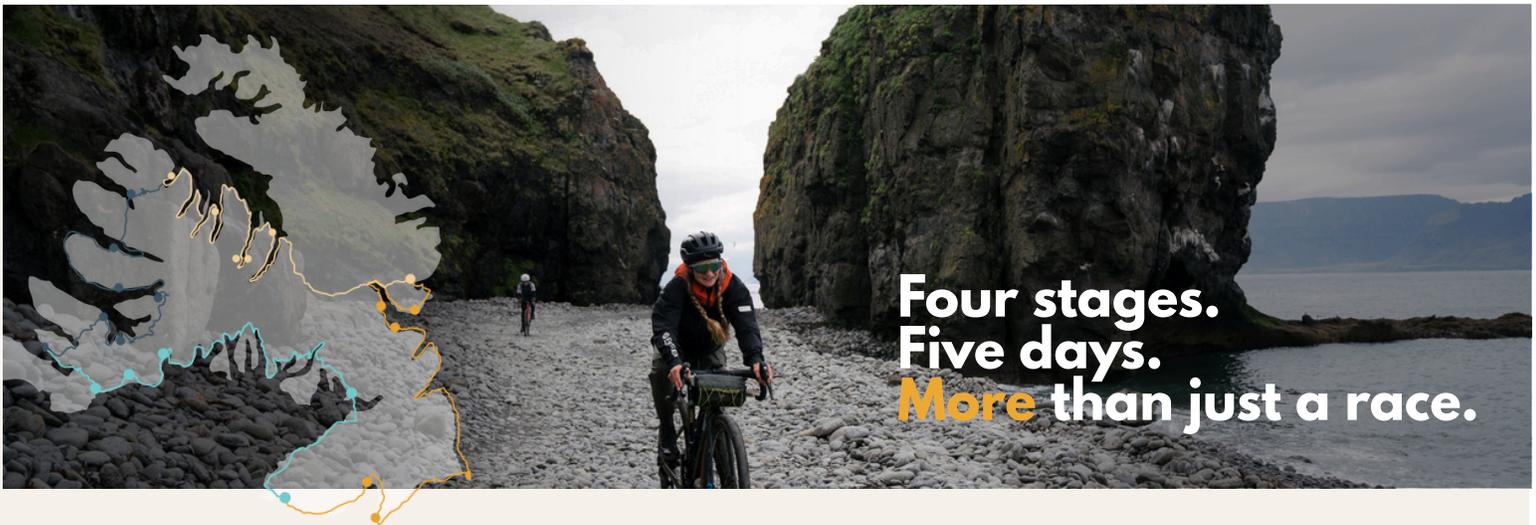
Cycling Westfjords, regional municipalities, local businesses, pro athletes

## Scope

International ultra-endurance cycling event concept, brand narrative, creative direction, PR, and logistics

## Goal

Design a new model of ultra-endurance racing rooted in regional development—transforming a competitive race into an immersive cultural experience that directly benefits rural Icelandic communities.



Four stages.  
Five days.  
More than just a race.

## Approach

We worked with 40+ local business, municipalities and tourism offices to reframe “race” as “connection,” by introducing mandatory cultural checkpoints that paused race time at local businesses, natural landmarks, and cultural experiences.

**This kind of deep collaboration ensured that that every aspect of the event contributed to the local economy.**

## Deliverables

- Narrative + messaging framework
- Website and brand copy
- Partner and sponsor communications
- International PR and media placements

## Impact

The event drove significant economic growth for the region, while fostering lasting cultural exchange between residents and international riders. Its global media reach and viral storytelling positioned the region as a leading destination for adventure cycling and a benchmark for sustainable tourism.

# Coast Like a Local

## Client

Oregon Coast Visitors  
Association | The People's Coast

## Scope

Regional stewardship campaign + stakeholder  
communications strategy

## Partners

Tourism DMO's, regional land  
managers, Local businesses

## Goal

Unify fragmented messaging from dozens of agencies and  
land managers into a single, visitor-friendly narrative that  
promotes safety, respect, and local connection.



## Approach

Reframe “visitor education” as invitation and belonging by  
creating messaging that encourages travelers to explore the  
Oregon Coast like locals do: with awareness and respect.

**By working closely with regional partners, we developed the  
unifying tagline “Coast Like a Local” and a messaging  
framework that turned safety and environmental guidelines  
into storytelling touchpoints centered on care for place.**

## Deliverables

- Campaign concept +  
messaging
- Creative asset toolkit  
for partners
- Audio + mobile ad  
campaign coordination
- Media + PR placements

## Impact

Collaborated with 30+ local businesses, DMOs, non-profits, land managers, and individuals to share a unified  
message, which was featured widely across the coast and state of Oregon. **The campaign evolved from a  
single-season pilot into a repeatable, systematic campaign that will continue to be used for future  
stewardship initiatives.**

# The *Earth Gym*

## Client

The Earth Gym | Rachel Heaton

## Scope

Story Foundation, brand identity, website copy, and photo direction

## Location

Washington State | Muckleshoot Tribe

## Goal

Translate an embodied movement practice rooted in land connection into an accessible, community-driven brand.



## Approach

I joined outdoor movement sessions and explored the founder's personal philosophy to identify the story's heartbeat: strength and healing through connection — to body, to land, to each other.

## Deliverables

- Narrative + messaging foundation
- Logo + visual identity suite
- Website layout + copy
- Photography art direction

## Impact

Established a confident, enduring brand presence that empowers Rachel to engage partners, funders, and media — advancing a vision of movement for connecting with nature and people, and healing through movement.

# Jiu Jitsu 101 Oregon Coast

## Client

Community martial arts gym

## Location

Rockaway Beach, Oregon

## Scope

Story Foundation, brand identity, website copy, and photo direction

## Goal

Transform a traditional martial arts gym into a welcoming, family-oriented space for healing and growth.



## Approach

*Reframe the story from “fight training” to “community resilience.”*

Through interviews, new visual identity, and storytelling frameworks, we built a brand that feels accessible yet rooted in the integrity of the art, and inviting to visitors to train a part of family trips to the coast.

## Deliverables

- Brand story + messaging guide
- Visual identity redesign
- Website + photography direction
- PR + community outreach materials

## Impact

Within two years of rebranding, enrollment grew from 3 to over 70 active students, supported by more than 100 visiting drop-ins in 2025. The gym has since hosted five private retreats and self-defense clinics, establishing itself as a family-friendly community hub and a model for how martial arts can build local connection and wellbeing.



Across these projects, my work centers on the same through-line: story as a bridge between people, place, and purpose.

If you're interested in exploring how storytelling can translate your values into experiences that sustain, connect, and transform, I'd love to work together.

Reach out for full case studies or to learn more about my process.