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–copywriter

## Writing Portfolio

### AUGUST 2014

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**Project** Brand & [website copy](#)  
**Client** [Recruiting Social](#)  
**Service** Recruitment  
**Date** May 2014

Brand Vision.

**Human connections can  
ignite big, worthwhile ideas.**



**BRAND STATEMENTS:**

*Vision*

Human connections can ignite big, worthwhile ideas.

*Mission*

We connect big-thinking businesses with big thinkers.

*Positioning*

We help big thinking, innovative businesses build a better world — by connecting them with the committed, talented people they need to make their ideas reality.

Project [Website copy](#)  
Client [Recruiting Social](#)  
Service Recruitment  
Date June 2014



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**We'll fill your vacant roles (and they'll stay filled).**

WEB PAGE EXCERPT:

**We'll fill your vacant roles  
(and they'll stay filled).**

**Hourly Recruitment Consulting**

We've heard the same story too many times. A role sitting empty for far too long, the clueless agency that doesn't get what you're looking for in skills and fit, the fruitless interviews.

Don't panic. Finding specialized, right-fit talent fast is what we do.

Project [Website copy](#)  
Client [Mojito Sites](#)  
Service DIY website builder  
Date January 2014



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Love your website, affordably.  
Dream it, build it — make your mark online.

[Check out what you get for \\$39](#)



*VALUE PROPOSITION EXCERPT:*

**Love your website, affordably.**

Dream it, build it — make your mark online.

[Check out what you get for \\$39](#)

**The features you want, no sweat.**

Online shop, blog, image galleries — add them to your website with one click.

[Find out what else you can do](#)

**Impress with modern, professional looks.**

Pick a design from our theme library and customize it to your style.

[Get inspired by your theme choices](#)



Tell your story, show your style, sell to new customers—all without breaking the bank. What have you got to lose?

[Get started now](#)



### *SAMPLE POSITIONING STATEMENTS:*

Tell your story, show your style, sell to new customers—all without breaking the bank. What have you got to lose?

[Get started now](#)

Relax — you'll never have to touch a line of code to get the features you want. Build your masterpiece from an easy-to-use dashboard.

[Check out your feature options](#)



## First, a little about you.

Just a few bits of personal and setup info — we need them to help you stake your claim on the web:

FIRST NAME \*

LAST NAME \*

EMAIL \*

NEW PASSWORD \* MINIMUM 8 CHARACTERS LONG

*SIGN-UP PROCESS EXCERPT:*

## First, a little about you.

Just a few bits of personal and setup info — we need them to help you stake your claim on the web:

- FIRST NAME
- LAST NAME
- EMAIL
- NEW PASSWORD
- NEW WEBSITE NAME  
Awesome Mojito Site
- NEW WEBSITE ADDRESS (URL)  
example.mojitosites.com

[Next, choose your site design >](#)

**Project** Revising [website copy](#) for user-friendliness  
**Client** [CARNA](#) via [Outsidein Communications](#)  
**Service** Regulator for registered nurses  
**Date** May 2014



WEB PAGE EXCERPT:

## Transition to Non-practicing

### What is Non-Practice?

Alberta RNs become non-practicing when they:

- Retire
- Leave Alberta
- Take a leave of absence

### What do I do if I decide to stop practicing?

When you decide to stop practicing nursing in Alberta, CARNA needs to be notified that you will not be renewing your practice permit.

**Project** White paper: [Accessible E-learning](#)  
**Client** [Lambda Solutions](#), via [Go Communications](#)  
**Service** Learning management system setup & hosting  
**Date** May 2014

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## 5 STEPS TO MAKING YOUR PLATFORM ACCESSIBLE

Web accessibility benefits all your learners and is not hard to achieve in your LMS and the content you develop. The following five steps will help you find out how accessible your current system and content is and determine what actions you should take to make sure all new content is accessible.

### STEP 1: Build a team

You'll want to start by identifying representatives from key stakeholder groups. Make sure to not only include trainers, administrators, developers, and IT team members, but also learners with accessibility issues. You might also want to recruit



### STEP 3: Develop a policy and action plan

You might want to create a new policy, or add it to your existing website or e-learning policy. It should, at the minimum, address the requirements mandated by any relevant governments or industry



## WHITE PAPER EXCERPT:

## 5 STEPS TO MAKING YOUR PLATFORM ACCESSIBLE

Web accessibility benefits all your learners and is not hard to achieve in your LMS and the content you develop. The following five steps will help you find out how accessible your current system and content is and determine what actions you should take to make sure all new content is accessible.

### STEP 1: Build a team

You'll want to start by identifying representatives from key stakeholder groups. Make sure to not only include trainers, administrators, developers, and IT team members, but also learners with accessibility issues. You might also want to recruit an 'ambassador'—someone who can be the face of your accessibility initiative and bring attention to the progress being made.



Project Blog post: [The 1,651-year case for why we love to listen](#)  
Client [Jeff Jacobson Agency](#)  
Service Public-speaking talent agent  
Date April 2014



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## The 1,651-year case for why we love to listen

*"I thank the eternal power that I meet my end, not from secret plots, nor from the pain of a tedious illness, nor by the fate of a criminal, but that in the mid-career of glorious renown I have been found worthy of so noble a departure from this world."*

That's the Roman emperor Julian, giving a [speech on his deathbed](#) 1,651 years ago.



**BLOG POST EXCERPT:**

## The 1,651-year case for why we love to listen

*"I thank the eternal power that I meet my end, not from secret plots, nor from the pain of a tedious illness, nor by the fate of a criminal, but that in the mid-career of glorious renown I have been found worthy of so noble a departure from this world."*

That's the Roman emperor Julian, giving a [speech on his deathbed](#) 1,651 years ago.

Not the most subdued way to go.

**Project** Blog post: [What is an Open Training Platform?](#)  
**Client** [Lambda Solutions](#), via [Go Communications](#)  
**Service** Learning management system setup & hosting  
**Date** March 2014

> Symbiotic conversation  
that inspires.



*BLOG POST EXCERPT:*

**Open, open, open—everywhere.  
But what does it really mean?**

[Open source software](#), [open educational resources](#), [massive open online courses](#). The word 'open' is everywhere—and it's a nice-sounding idea, right? But you can't simply rely on buzz-words to make a business case for new technology. Why should companies harness open to power the technology behind their training and compliance programs? What is an open training platform?