

BRANDING + COPYWRITING

I conceive, write, and edit creative content and brand-based storytelling for Fortune 100, Fortune 500, independent, and boutique brands. I also generate meaningful, action-inspiring communications for cause-based nonprofits.

I work in partnership with producers, account executives, team leads, brand ambassadors, and/or marcomm, development, and communications directors on all phases of content development and copywriting. Depending on client needs and project scope, I contribute as a client-facing leader and presenter, or as a hidden contract resource.

FROM SIMPLE EXECUTION TO END-TO-END CREATIVE

For clients with deep creative needs or end-to-end initiatives, I drive content from ideation, concept development, and (sometimes) focus-group testing through drafting, editing, polish, and final deliverable. When needed, I work with producers and/or team leads to first develop creative strategy before executing all content deliverables. Projects may encompass discovery, concepting, creative content strategy, and phased or tiered development and execution over extended periods of time.

For clients with straight-ahead content-execution needs, or for projects in need of content expertise and/or punch-up, I write, edit, and/or polish deliverables wherever they fit in the production lifecycle.

COLLABORATION + FINAL PRODUCT

Content specialties and deliverables include:

- > Company naming, product naming, brand statements, slogans, and taglines.
- > Website copy and narrative; package romance copy; social media strategy, plan, and posts; print and digital storytelling.
- > New product concepts (customer testing through release), mood boards, voice-and-tone briefs, brand books.
- > Sellsheet copy, instruction sets, sales decks, pitch decks, and responsive proposals.
- > Presentations, interactive reports, sizzle reels, shooting scripts, show bibles.
- > Press releases, news articles, invitations and event publicity, annual reports, forecasts, executive bios, brochures, appeals, newsletters, marketing collateral.

Clients include:

- > Advertising, graphic design, brand, interactive, and digital agencies.
- > Experiential design shops; innovation consultancies; gaming, film, event, and production companies.
- > City governments, civic bureaus, community coalitions, and cause-based nonprofits.
- > Both B2C- and B2B-focused projects, teams, and organizations.

COMMUNICATIONS + EDITORIAL

I help agencies, organizations, nonprofits, and teams conceive, create, and execute a holistic, branded public platform.

A public platform is a **custom-tailored communications plan** — an editorial map that aligns with an organization's vision, mission, and goals. Most notably, a public platform establishes the radiant core from which all content and communications emerge. A holistic communications plan sets the stage for conscious growth. It also lays the groundwork for meaningful, lasting relationships, connections, and a powerful public presence.

CONTENT COMPONENTS

I partner and collaborate with C-suite executives, EDs, Director-level managers, and senior or lead producers to create a responsive communications engine. Whether a client wishes to become a respected industry thought-leader, or a brand with a meaningful message — whether we're building something from scratch, or infusing a system with charisma and luster — I envision and co-create the map, cadence, components, and production-flows that fit each clients' business. Depending on the organization, a public platform can encompass any single, total, or custom combination of the following elements:

- > Creative content strategy; narrative and media strategy; overviews and bibles; workflow processes and diagrams.
- > Website narrative; social media campaigns; blogs, insights, and articles; earned, paid, and owned media; press releases.
- > Newsletters, invitations, annual reports, seasonal or event publications, special appeals.
- > White papers, journal entries, book proposals, serialized storytelling, manuscript editing.
- > Public speaking and panel proposals; sizzle videos; talk outlines, speeches, pitches, and presentations.

For clients pursuing thought-leadership, I coach presenters at all levels of media and public-speaking ability, helping them write, rehearse, and deliver more confidently, skillfully, and powerfully. Ghostwriting and editing services are also available.

For clients in need of a clear vision and mission statement, as well as the quarterly and yearly goals that support them, I co-facilitate creative ideation sessions that generate actionable, effective results.

RESULTS

Clients who invest in a public platform achieve:

- > A magnetic public presence.
- > Strong, meaningful, on-brand content within and across all media and touch-points.
- > Authentic storytelling that's alive with passion and focus.
- > True and actual thought-leadership.
- > Communications that fuel customer and donor relations, business development, partnership opportunities, publicity, and sales.
- > A holistic communications strategy that accurately reflects and powerfully showcases the company, brand, or cause.

IDEATION + INNOVATION

I help innovation consultancies, think-tanks, design companies, and creative teams envision, map, and build the future.

Whether creating a groundbreaking new product, an innovative initiative, or a customer-centered interactive experience, I conjure fresh, actionable, creative solutions that work within (sometimes rigid) guardrails and parameters.

NEW PRODUCTS + SERVICES

Whatever the challenge, whatever the timeline, I help teams of diverse stakeholders solve problems, envision solutions, generate ideas, evaluate options, devise a plan to move forward, and have fun doing it.

I've enabled Fortune 100, Fortune 500, incubators, think-tanks, boutique brands, consultancies, and companies to develop ...

- > Customer-service apps and portals
- > Web and digital apps
- > Conference and trade-show experiences
- > Food and beverage products
- > Toy and game properties
- > Participatory, transformative group retreats and experiences
- > Household goods
- > Personal-care products
- > Hotels and destinations
- > Hobby and craft components
- > Learning environments

For clients in need of a current or clearer **purpose**, **vision**, and **mission** statement, as well as insights into how these things can fuel a cause or company, I co-facilitate creative ideation sessions that generate the understandings and potential workflows necessary to move forward with focus and clarity.

CONTRIBUTION + LEADERSHIP

I work as a facilitator, team leader, end-to-end collaborator, or phase-specific contributor. I also move fluidly between these roles on any given project as needs and parameters dictate. Project stages can include all or some of the following:

- > Assignment and scoping
- > Quest and preparation
- > Research and discovery
- > Visioning, pitch crafting, and presentation
- > Ideation and brainstorming
- > Voting, evaluation, and culling
- > Rapid rough prototyping, internal creative presentation
- > Product concepting, packaging, and storytelling
- > Focus-group testing
- > User observation, interviewing, and product vetting

As a team member and master ideator, I learn, immerse, adapt, and deliver with unparalleled speed. I harness finely honed, highly intuitive design- and systems-thinking skills. I unite seemingly disparate insights and elements into surprising, delightful new offerings. I create million-dollar ideas. (Literally.)

As a facilitator, I bring deep empathy, active listening, and intuitive leadership to any project. My 360-degree understanding of the production and product-development lifecycles, and my genuine respect for each stage and stakeholder, help me forge authentic, strong relationships, trust, relaxation, and the willingness to explore, have fun, and *have fail* in the room (“have fail” is a term I’ve coined that captures the crucial importance [and untapped fun] of “failure” in innovation and problem-solving) — all of which ladder to unexpected, co-created, surprising, effective solutions.

TEAM ALIGNMENT + PERFORMANCE

This work is difficult and easy, frustrating and rewarding, solitary and participatory, high-energy and meditative, playful and focused, intuitive and analytic, and at times decidedly non-linear. Certain stakeholders excel at certain stages, but optimal results happen when all minds are open, trusting, and engaged throughout the process.

Co-creating a dynamic, diverse, cohesive container is imperative. To that end, I participate, facilitate, catalyze, inspire, and align cross-collaborative teams that include ...

- > Executive Directors
- > Founders
- > Funders
- > Inventors
- > Masterminds
- > Senior Management
- > Production leads
- > Account leads
- > Marketing leads
- > Creative leads
- > Branding Teams
- > R&D scientists
- > Researchers
- > Engineers
- > Architects
- > UI/UX designers
- > Backend developers
- > Frontend developers
- > Package designers
- > Content strategists
- > Organizational specialists
- > Writers
- > Artists
- > Customers

PHRASES THAT DESCRIBE ME

Here's how some of my clients and colleagues describe me.

"A 100-watt bulb in a 60-watt lamp."

"The poster-child for Attention Surplus Disorder."

"Clear-sighted and pure-hearted."

"What's the opposite of an eclipse? That's right: Blaed!"

"As refreshing as a glacial stream."

"A bright, avenging angel."

"The universe's most articulate alien."

"All mind, all body, all spirit."

"High standards, zero drama, unassailable integrity."

WORDS THAT DEFINE ME

Here are the words I hear most often from colleagues, clients, and collaborators.

Hardworking	Badass	Tireless
Passionate	Enthusiastic	Professional
Articulate	Masterful	Accommodating
Fearless	Empathic	Compassionate
Intellectual	Thoughtful	Analytic
Questing	Persevering	Charismatic
Feisty	Childlike	Sparkling
Free-spirited	Genuine	Spiritual
Playful	Polite	Conscientious
Eccentric	Boisterous	Weird
Enchanting	Audacious	Inquisitive
Surprising	Refreshing	Creative