

Marketing: writer



she sees **pretty**...
you see **safety**.

ALLOY STEEL FRAME

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As a marketing copywriter, I wrote copy for this Web slide, under the same process, for the same employer. This content also required quick thinking and off-the-cuff revising – I was asked for new wording, on-screen, moments before I was scheduled to attend an onsite meeting with the Vice President.

For multiple webslides, I provided copy, as well as ideas for visual-pairing with that copy.