

Sample #1: em•power

- Wrote copy for website, contributed content design: <https://empowerofyou.com/>
- Example of User research:

Stage 1: Users, Motivations, and Goals

Sales Audience:

- Primary: HR Depts
- Secondary: Small business CEOs
- Tertiary: Startups

App Audience:

- Primary: Employees
- Secondary: Managers
- Tertiary: CEOs

What message are we communicating? That wellness is imperative in a business setting

What does success mean for this project? Employee participation and improved employee health

How do we set realistic, measurable goals? Track employee participation in relation to success in work

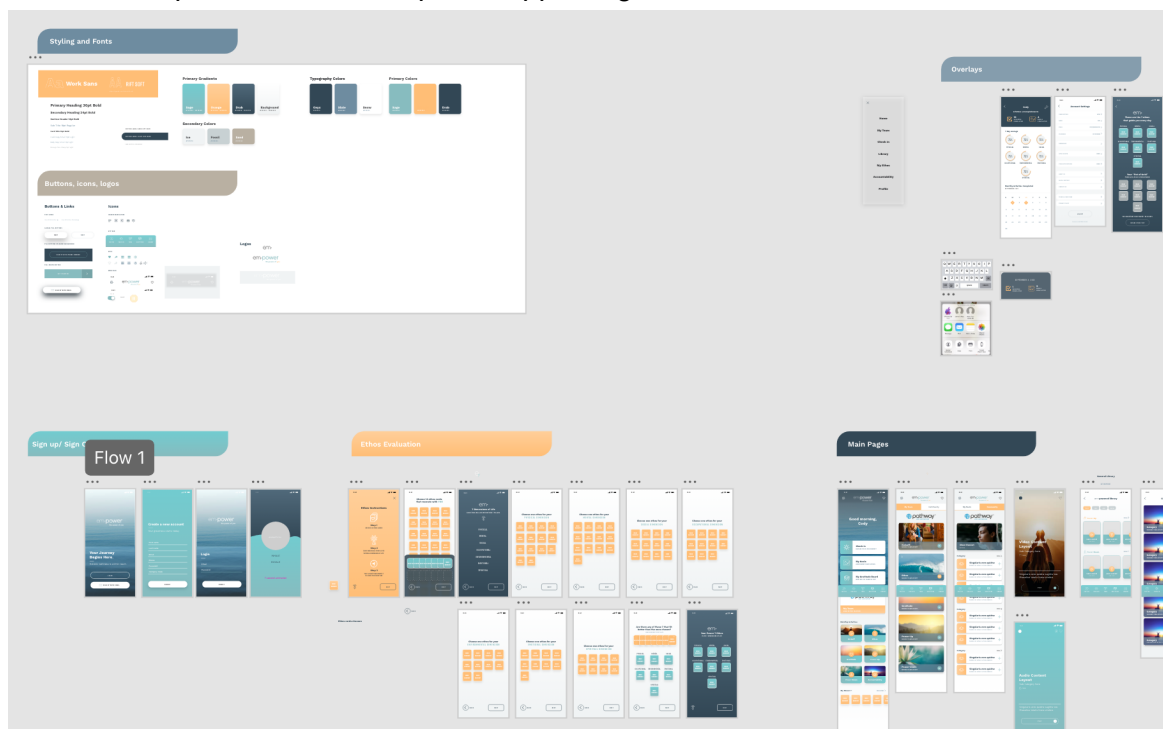
Who are we selling to?

User Profile: Head of HR



- | | | |
|--|-------------------------------------|--|
| • Looking to improve employee satisfaction | • Looking to offer a unique program | • Looking for a way for managers to connect with employees |
|--|-------------------------------------|--|

- Example of Flow for em•power app using Adobe XD



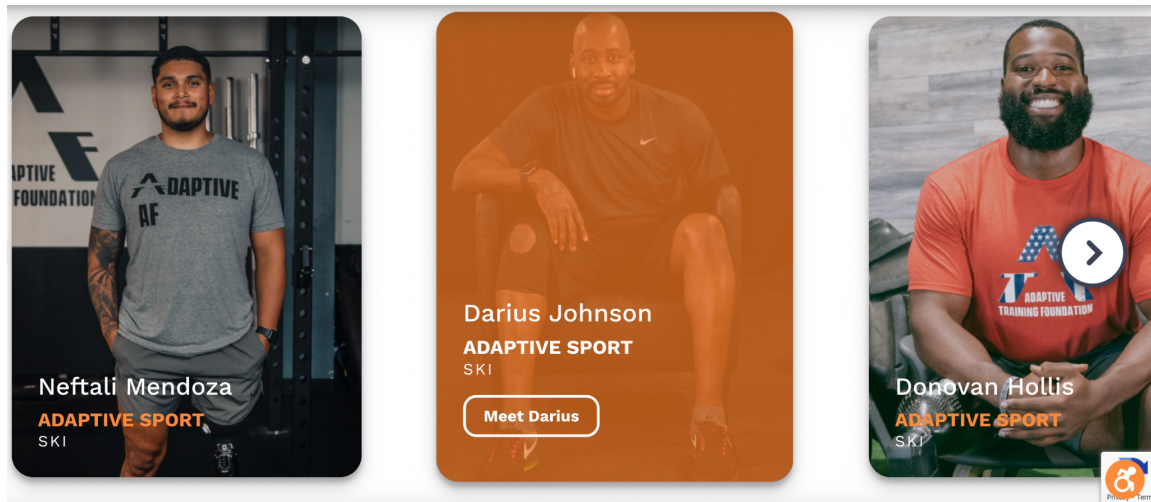
- Pre-launch App Link:
<https://xd.adobe.com/view/7ead3af6-b559-40ed-a399-3dfd321ebd60-2bfe/>

Sample #2: High Fives Foundation

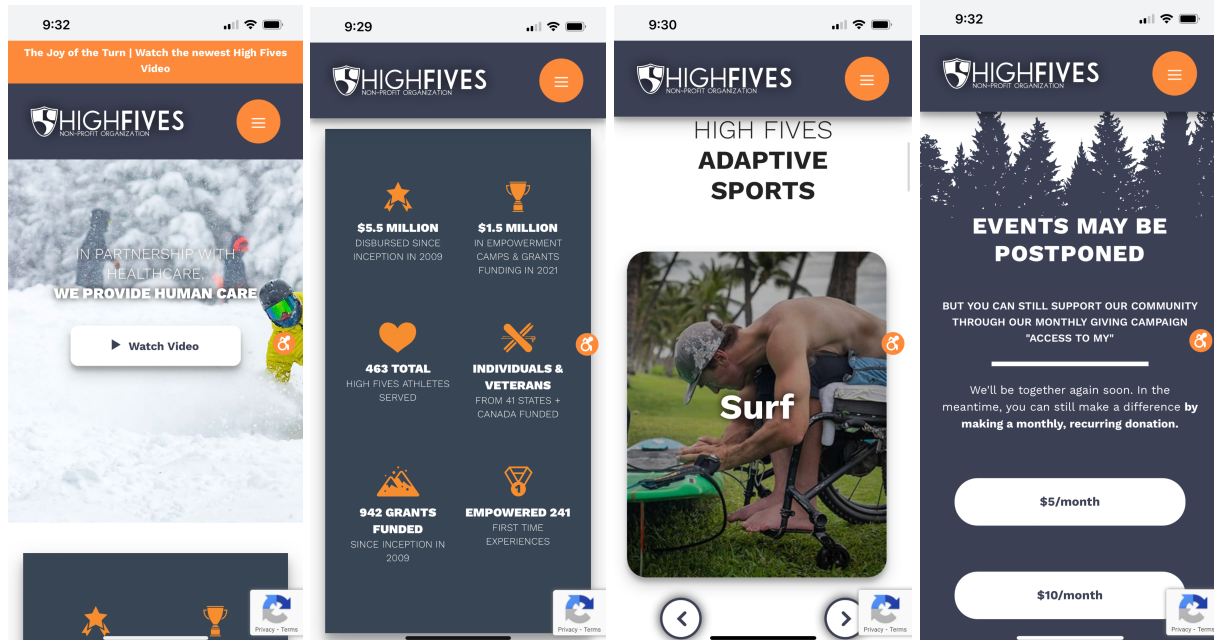
Wrote copy for website, contributed to content design: <https://highfivesfoundation.org/>

Campaign: <https://xd.adobe.com/view/5c7eb9a7-e166-4f46-beaf-d3d0621ec121-092d/>

Buttons:



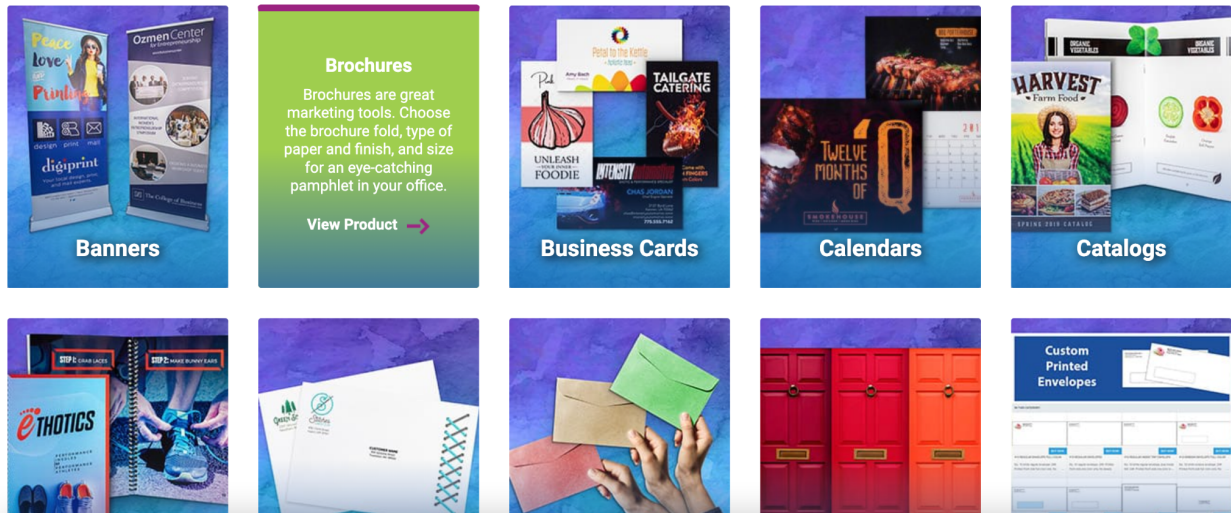
Mobile:



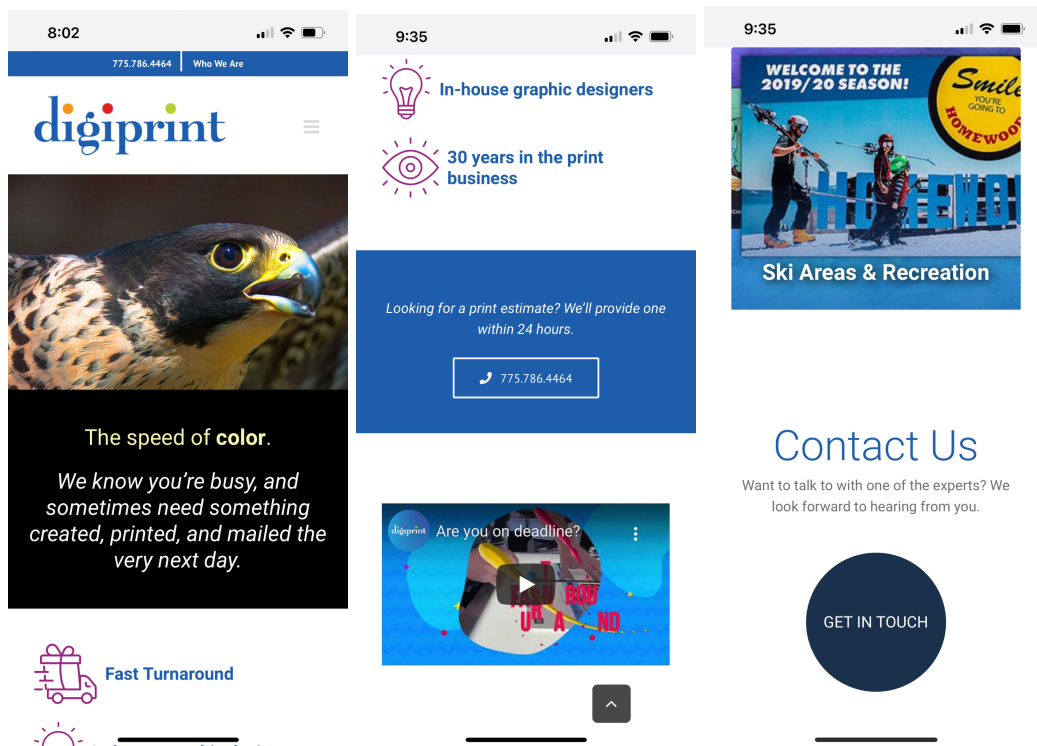
Sample #3: digiprint

Wrote copy for website: <https://digiprintcorporation.com/>

Tile Copy/Buttons:



Mobile:



Sample #4: Ember Defense

Wrote copy for website: <https://emberdefensellc.com/>

Monthly blogging: <https://emberdefensellc.com/news/>

PR work:

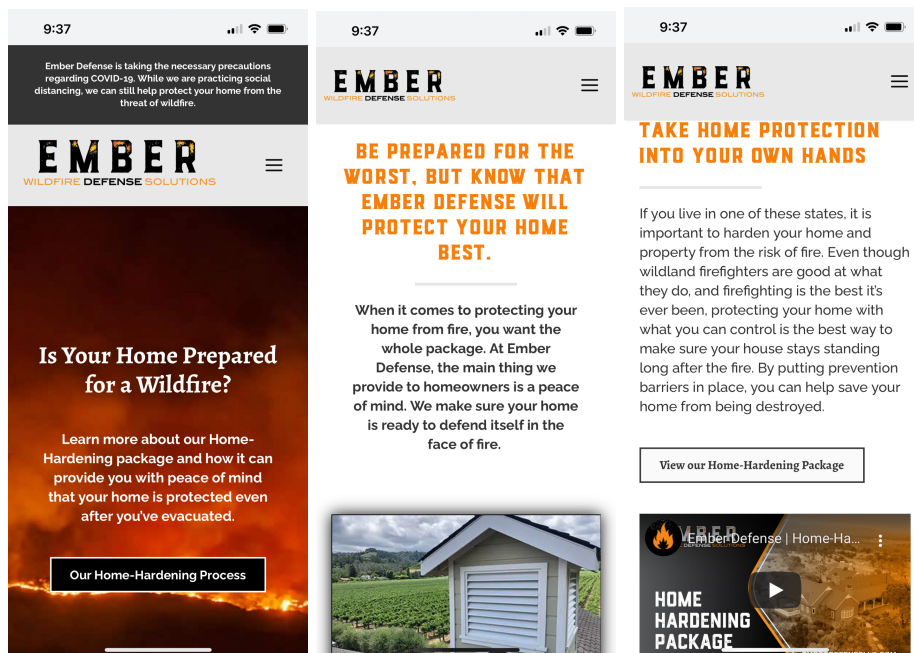
- <https://www.sfchronicle.com/bayarea/article/Bay-Area-fire-experts-key-in-on-huge-threat-to-15668541.php>
- https://napavalleyregister.com/news/local/fire-season-napa-valleys-wineries-dig-their-heels-into-lowering-their-risk/article_6fb62207-f035-53cb-b38c-265f3f04ad82.html
- <https://www.dailyrepublic.com/all-dr-news/solano-news/fairfield/fairfield-company-working-to-protect-homes-businesses-from-fires/>

Brand Guidelines:

https://docs.google.com/document/d/11aCJT0KSky_z44kFW9yYfFAH3z_4AFLXA3IWgyFAoTU/edit

PPC landing page: <https://emberdefensellc.com/ppc-wildfire-home-hardening-services/>

Mobile:



The collage displays various digital marketing materials for Ember, a company focused on wildfire defense and home hardening. The assets include:

- Dark Blue Header:** A solid dark blue rectangular block at the top left.
- Request an Evaluation Form:** A white form with a red header, containing fields for Name, Address, City, State, Zip, and Phone, with a red 'Request' button.
- SEE HOW IT WORKS:** A section with a red circular icon and the text 'SEE HOW IT WORKS' and 'EMBER'.
- LIVING IN HIGH-RISK FIRE AREAS JUST GOT SAFER:** An article featuring a large image of a house on fire and text about home hardening services.
- HOME HARDENING: GUTTER GUARDS:** An article with a red header and text about the benefits of gutter guards.
- FEATURED SERVICES:** A section with four white boxes labeled 'EMBER', 'EMBER', 'EMBER', and 'EMBER'.
- MEET ERNIE THE EVIL EMBER:** A section with a red header and text about the company's mission.
- FEATURED SHOP PRODUCTS:** A section with five white boxes labeled 'EMBER', 'EMBER', 'EMBER', 'EMBER', and 'EMBER'.