

# From insights to outcomes



I am skilled on finding  
**insights** which I will use  
to strenghten your brand.



# BUT HOW?

## IN A NUTSHELL



1. **Echo Mapping** on which I will gain feedback and learnings to our target market.
2. **Market Research** to jump into trends and build content to resonate with our audience.
3. **Content Management** building engagement and a solid loyal community.

# WHAT CAN I ACTUALLY DO

## IN A NUTSHELL



### CONTENT MANAGEMENT

FASE 01



AUDIENCE INSIGHTS  
TREND ANALYSIS  
CONTENT PLANNING

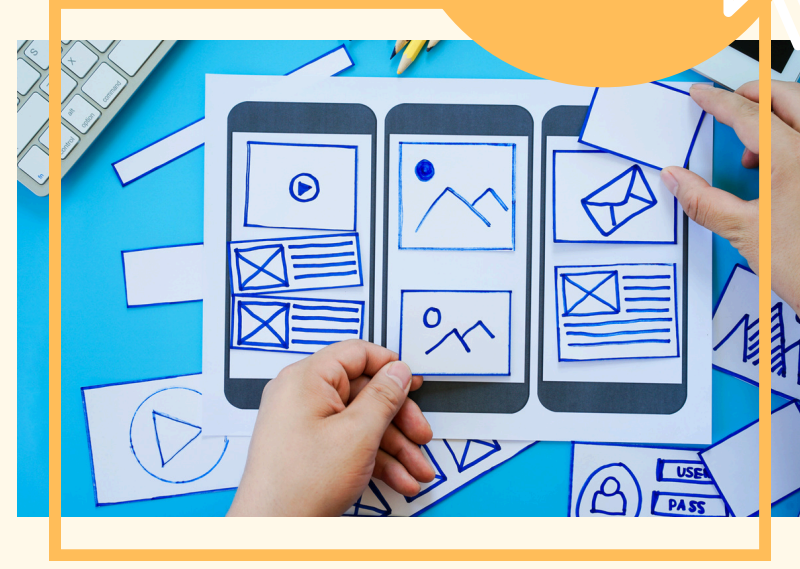


### COPYWRITING

FASE 02



SLOGAN CREATION  
BRAND STORYTELLING  
CREATIVE STORYTELLING



### UX CONTENT

FASE 03



USER-CENTERED CONTENT  
MICROCOPY DESIGN  
STRATEGIC KEYWORDS



FASE 04



### PRODUCT PHOTOGRAPHY



BRAND PHOTOGRAPHY  
VISUAL CONTENT  
CUSTOM CONTENT PHOTOS

# COMMUNICATION ALIGNED AND AMPLIFIED

- Plan and organize content across platforms, leveraging social listening to gather audience insights. Monitor performance metrics to ensure consistent engaging communication.



- Conceptualize, write and edit a range of documentation relating to ongoing strategic and operational priorities, researching content where needed.



- Design and refine user-focused microcopy and user flows that enhance clarity, guide interactions, and improve overall user experience.



- High-quality images that showcase your products in their best light, tailored for social media and website content while maintaining brand consistency and visual appeal.



# SHAKEN, STIRRED, DELIVERED

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## **SHAKEN: ESTABLISHING CONSISTENCY**

Unified messaging across platforms ensures your brand speaks with one clear, engaging voice, building trust and recognition.

## **STIRRED: AMPLIFYING ENGAGEMENT**

Compelling storytelling, and visually captivating content **boost** audience interaction and amplify your brand's presence.

## **DELIVERED: DRIVING RESULTS**

From improved user experiences to higher conversions, **every piece of content** is designed to drive results that align with your goals.

So, really, the **value** of my work lies in seeing **content writing** as an integral part of **design**—it's how we **guide, engage, and create experiences** that resonate.

