

**CLIENT: PLAYWORLD SYSTEMS**

**PROJECT: VALUE OF PLAY MICROSITE**

**DESCRIPTION**

Playworld Systems develops and produces playground equipment, rock-climbing walls, skate-park equipment, and exercise trails for older adults. An ad agency hired me to write copy for a new microsite for Playworld, as part of its *Value of Play* campaign.

**WRITING SAMPLE**

Watch children at play, and you'll see life and joy in its purest form. Laughter. Squeals. Giggles. For toddlers, the world is undiscovered and play is an adventure. Play helps toddlers to grow up healthy and strong. Play builds muscle strength and social skills. Play inspires creativity.

For kids 18 months to three years, Playworld Systems has introduced FirstPlay™ Toddler. These colorful, interchangeable panels let toddlers step, slide, peek, sketch and pretend. Toddlers are able to interact with each other and play with distinct colors, textures and shapes. FirstPlay Toddler is designed to strengthen motor skills and encourage physical, social, emotional and intellectual development.

**CLIENT: T. ROWE PRICE**

**PROJECT: INVESTING 101 MICROSITE**

**DESCRIPTION**

Investment company T. Rowe Price launched their *Investing 101* microsite to help new and beginning investors learn investing basics. An ad agency brought me on board to write and edit copy for the microsite. Our focus: easy-to-understand descriptions of basic investing terms and concepts.

**WRITING SAMPLE**

Are you a great cook? Unbeatable at tennis? Think about the places in your life where you shine. To become an expert, you first had to make the choice to start from scratch; to learn something new. Investing is no different. Once you learn the basic concepts, rules and principles of investing, the details of the process will become second nature.

Investing is about building wealth and pursuing dreams. What is your purpose for investing? What do you plan to do with the money you earn? Let your goals be your guide. In this section, you'll learn about the principles behind smart investing.

**CLIENT: CONSTELLATION NEWENERGY**

**PROJECT: NEWANSWERS (RENEWABLE ENERGY) MICROSITE**

**DESCRIPTION**

Educating consumers about responsible energy use is an important part of helping them to take part in green energy solutions. Constellation NewEnergy hired me to write copy for portions of its NewAnswers microsite, promoting renewable energy programs.

**WRITING SAMPLE**

On the hottest days of the year, the demand for energy skyrockets, resulting in a spike in wholesale energy prices. Customers who participate in a *load response* program agree to shut down or reduce their energy output for a specific period of time to make more energy available on the regional power grid. This helps prevent blackouts and power failures.

In return, participating companies receive a “refund” on the energy that they haven’t used. This system of exchanging energy use for incentivized compensation is called *load response* or *demand response*.

**CLIENT: MERCANTILE BANKSHARES (NOW PNC)**

**PROJECT: CORPORATE WEB SITE**

**DESCRIPTION**

As part of a new brand and identity launch, Mercantile Bank redesigned their corporate Web site. The ad agency responsible for the branding project hired me to write and edit copy for Mercantile's entire corporate Web site, including copy for 13 affiliate banks. Mercantile was eventually acquired by PNC Financial Services Group.

**WRITING SAMPLE**

Where do you keep your financial records? In a shoebox or an accordion folder? In files or piles? Whether you're an organizer or a pack rat, you know how quickly a few cancelled checks can become a paper cyclone. Worry less about managing clutter with Check Imaging services. Open a Custom or Prestige checking account, and you'll automatically receive monthly photographic images of your checks (grouped in numerical order, 12 to a page) at no additional charge.

**CLIENT: LEARN IT SYSTEMS**

**PROJECT: MARKETING MATERIALS**

**DESCRIPTION**

Learn It Systems is a supplemental education company, offering tutoring and test preparation services to schools across the country. Learn It hired me to write copy for their marketing materials, including their company brochure, fact sheet, and portions of their Web site.

**WRITING SAMPLE**

*excerpt A*

The spark of recognition in a child's eyes; the pride in a teacher's smile—this is why we teach. Education matters. It represents the future, in all of its bright possibility. Learn It Systems was born of a need to help children thrive; to prepare them for a promising tomorrow.

*excerpt B*

We believe that every student has the ability to learn and achieve. By providing a nurturing environment for students—and the best measurement tools, training and support for instructors—Learn It makes that belief a reality. Our ultimate goal is to increase student achievement, motivation and participation.

**ORGANIZATION: ST. JOSEPH MEDICAL CENTER**

**PROJECT: MOTHER/BABY SERVICES BROCHURE**

**DESCRIPTION**

When I worked in the Marketing and Public Relations Department at St. Joe's (2002-2003), I was in charge of developing a new look and feel for the hospital's brochures and marketing materials. I wrote copy for many of the new materials, including the Mother/Baby brochure, and hired a photographer and a design firm to create the new look.

**WRITING SAMPLE**

The moment you find out you're having a baby, everything changes. Your hopes expand. Your dreams take flight. You open your arms, your heart and your home to a new spirit—a new life. At St. Joseph Medical Center, we know that having a baby is one of the most magical events in a family's life. Our team of physicians, nurses and health care professionals work together to give top quality care to expecting moms and their families. If this is your first time having a baby, we know you'll have a lot of questions.

The Mother/Baby team at St. Joseph has been answering the questions of anxious new moms and dads for generations. At St. Joseph Medical Center, we combine our legacy of experience with a commitment to embracing new technology. Childbirth education classes and support groups give you access to physicians, nurses, specialists, and other parents who share your experiences.

**CLIENT: BALTIMORE AREA CONVENTION AND VISITORS ASSOCIATION  
(BACVA)**

**PROJECT: AFRICAN-AMERICAN HERITAGE AND ATTRACTIONS GUIDE**

**DESCRIPTION**

BACVA developed this travel guide to highlight attractions connected to the heritage, history and legacy of African-Americans in Baltimore. Our goal was to create broad appeal for these fascinating stories, and to increase interest in, and travel to, the city of Baltimore.

**WRITING SAMPLE**

Can you hear it? The crunch of gravel under your tires, the hum of the car engine, the laughter of friends and chatter of loved ones; they're the sounds of a road trip—of good times and new adventures. Under clear summer skies or a soft autumn breeze, Baltimore is a city of wondrous discovery. During fragrant spring Sundays or crisp winter nights, Baltimore has so much to share.

Most people think of the Harbor when they think of Baltimore. Have you been? If so, maybe you took a trip on a harbor taxi or ate ice cream on a cobblestone street in historic Fell's Point. But not too far from the Inner Harbor lie treasures in history, art and culture.

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Get your point across.

## CLIENTS

- 1st Mariner Bank
- Baltimore Area Convention and Visitors Association (BACVA)
- Center for Urban Families (CFUF)
- Constellation NewEnergy
- EffectiveBrands Incorporated
- Learn It Systems
- Mercantile Bankshares Corporation (now PNC)
- *Odyssey Couleur*
- Thornhill Properties Incorporated

*For ad agency clients:*

- Halo, Purely for Pets
- Hart Industries Inc.
- ITT Corporation
- Playworld Systems, Inc.
- T. Rowe Price
- Walden University

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