

**ORGANIZATION**

## Playworld Systems

**PROJECT**

## Value of Play Microsite

**DESCRIPTION**

*Playworld Systems makes playground equipment for kids 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.

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**ORGANIZATION**

## T. Rowe Price

**PROJECT**

## Investing 101 Microsite

**DESCRIPTION**

*Investment company T. Rowe Price launched their Investing 101 microsite to help their customers 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.

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Get your point across.

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**ORGANIZATION**

## Learn It Systems

**PROJECT**

## Promotional 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 new marketing materials including their company brochure 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.

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**ORGANIZATION**

## St. Joseph Medical Center

**PROJECT**

## Mother/Baby Services Brochure

**DESCRIPTION**

*When I worked in marketing and public relations 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 publications, 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.

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