

**WRITING + PROJECT
SAMPLES**

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WRITTEN, DESIGN, AND GRAPHIC SAMPLE LINKS

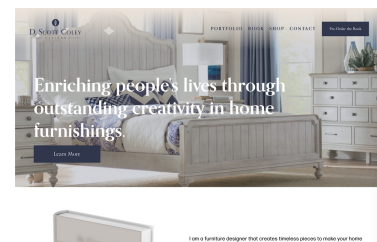
Listed below are links to client work I have produced for use on social media, website, general online use, and physical print outs. All pieces are hyperlinked to view for your convenience.



THE KINDNESS OF COLOR NEWSLETTER

This is a monthly newsletter I produce on my behalf of my client to her email list to create awareness for her book, speaking engagements, and resources on the Japanese Internment and Mendez vs Westminster case of 1947.

[VIEW NEWSLETTER](#)



BRANDING AND WEBSITE DESIGN

This is a recent project I completed for an award winning designer who is releasing a new book soon. I was responsible for creating the brand kit, website design, resume, and media kit (all viewable and accessible on the website).

[VISIT WEBSITE](#)



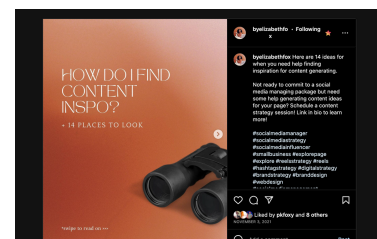
5 R's to Redesign your life in

NEW YEAR KICKOFF LINKEDIN ARTICLE

This is an example of my ability to repurpose and edit previous content to give it new life and relevancy.

[ORIGINAL ARTICLE](#)

[UPDATED ARTICLE](#)



EDUCATIONAL CAROUSEL GRAPHIC

This piece showcases my ability to create eye-catching graphics that effectively educate with valuable information in a succinct fashion.

[VIEW INSTAGRAM POST](#)



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SOCIAL MEDIA TEMPLATES

Designed graphics based on existing brand identity

[CLICK TO VIEW](#)

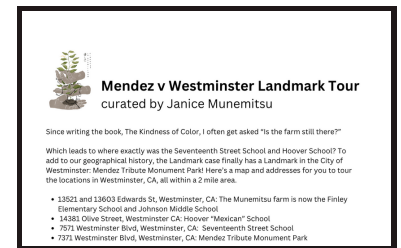


WEBSITE LAUNCH SOCIAL GRAPHICS

Designed website and social graphics based on existing brand identity.

[CLICK TO VIEW](#)

[VISIT WEBSITE](#)



EDUCATIONAL RESOURCE PDF

Designed graphic using provided written copy by client.

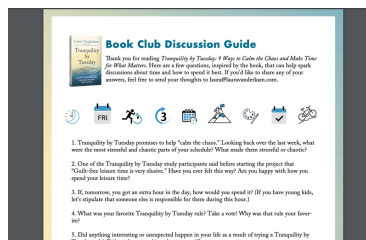
[CLICK TO VIEW](#)



CONFERENCE BAG PRINT FLYER

Designed utilizing existing branding and book graphic.

[CLICK TO VIEW](#)



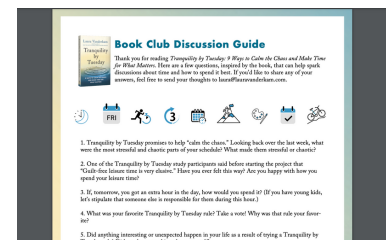
DIGITAL/PRINTABLE RESOURCES

Designed graphic using provided written copy by client.

[1-WEEK DISCUSSION ?'S](#)

[9-WEEK DISCUSSION ?'S](#)

[BOOK INSERT PRINTOUT](#)



NEWSLETTER CAMPAIGNS

Email newsletter sent to potential and current salon clients.

[EXAMPLE NO. 1](#)

[EXAMPLE NO. 2](#)

[EXAMPLE NO. 3](#)



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PERSONAL WRITING SAMPLE # 1

This writing sample is an upcoming LinkedIn Article I will post on my personal LinkedIn account to give my audience tangible tools for their content creation best practices.

3 ways to *actually* celebrate Black History Month this year

It's 8 am on February 1st. You're still not fully awake because it's cold outside and you were up late watching Modern Family. You go on LinkedIn because you've already done your cycle through the other social apps and there it is: a bunch of Black History Month posts from companies that only have people of color on their Facilities teams.

You cringe.

And then you vow to not do anything on your page about Black History Month because you "don't want to be like them".

But now you are overcorrecting.

Bernice King, activist and daughter of the Reverend Martin Luther King, Jr., had this to say on Twitter about Black History Month:

"Gentle reminder: We celebrate all year. February is just our anniversary."

I adore this statement because it centers the celebration on what it is: a presumption of continuous engagement. The correlation I personally made was imagining if my husband tried to spend the month of our wedding anniversary loving me, celebrating, posting about me only to move out and ignore me the rest of the year.

We clearly wouldn't be married if this was the case at best. A dateline episode at its worst.

If you are an ally wanting to figure out how to appropriately celebrate Black History Month personally and professionally in your business, it starts by doing it year-round. Here are some easy ways to engage every month of the year.

Do research and learn about Black contributors to your industry or favorite hobbies, past and present!

Share those stories with loved ones, friends, and your network. And don't forget to give credit where credit is due, always. For me, it has looked like taking time to find other Black people in the content strategy profession, giving them a follow on socials, and learning all that I can from them through their free and paid learning opportunities. For you, it may look like going to your local library and getting some historical context for your industry. Maybe it's joining the email list of Black leaders in your industry to have their content influencing you all year round. Learning from black voices is a practical way we center black voices.

Read Black authors and watch Black led shows in your favorite genre (because we write and talk about other things besides racial trauma).

A pet peeve of mine, but something I also am guilty of from time to time, is only engaging with Black authors and creators when it's on the topic of race. However, to continue to practice that is extremely ignorant. Decolonize your bookshelf and start looking for Black authors in your favorite genre! Take it a step further and invite some friends to do a book club. Try including shows with predominantly black casts in your rotation. Most media is white character and culture centered, so it may feel outside of your reference of the world. Welcome to what the rest of us experience daily! Increase your worldview from the safety of your own couch. Practicing equality starts at home with who is influencing us through our media consumption.

Find Black owned businesses that you can buy your life staples from!

Please know this doesn't have to happen all at once! But it's not impossible to start. An easy place I have found in beginning this journey has been in beauty and personal care items. I would say about 80% of my body maintenance products are now from black owned businesses. Companies like Target and Ulta are making it even easier by creating filters and collections that allow you to see Black created and owned brands that are currently available for purchase. My secret weapon for up to date recommendations is @retailwhileblack on Instagram! Marissa Kearney has been a huge help to me in finding Black-owned brands in stores I wouldn't have guessed carry Black-created products! And if all else fails, Google's search engine has been optimized in recent years to help you find the products you need! The point is to (literally) spread the wealth and elevate Black creators in a market that actively denies their success.

At the heart of it, the act of celebration is taking time to honor the innate goodness of someone or something. However, for something to be truly celebratory, the act must play out in a physical form. Whether personally and/or professionally, I hope you enjoy celebrating the incredible beauty and tenacity that is Black people this month! More importantly, I hope you enjoy the celebration all year round.



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PERSONAL WRITING SAMPLE # 2

This writing sample is an upcoming LinkedIn Article I will post on my personal LinkedIn account to give my audience tangible tools for their content creation best practices.

How to combat writer's block

The first time I took the Insights Discovery assessment, it taught me something important about my work style: my environment heavily influences my work. In other words, if my environment isn't conducive to my work style, it can steal my energy and make completing tasks unnecessarily harder. Not impossible to complete, but definitely harder to complete.

Your time and energy are your two most valuable resources as a human. Protecting and investing them properly is so incredibly important. But in a season where time is of the essence, your work space is what it is, and writer's block is present, what do you do to gain inspiration?

You change zip codes.

No, I mean it. Change zip codes. Going for a walk is easy but also, if you are like me and do daily walks anyways, then your neighborhood is just an extension of what you see as "your normal". So change zip codes. You're still going to walk (getting your blood flowing is a huge part of getting unstuck), but you need to get somewhere you don't see every single day (or routinely in some way).

Here are some things to look for when changing zip codes:

1. Choose a part of town that you know has a little more funk to it! So basically not something like the Financial District in San Francisco.
2. Look for an area that is unfamiliar to you. The more new things you have to process, the more opportunity you give your brain to think differently.
3. Choose a place with some greenery to it! Think large parks or tree lined sidewalks and neighborhoods.

The goal is to place yourself physically where you want to be mentally.

You also need to give yourself time! The brain works both suddenly and slowly all at the same time. Although you may see some things that are immediately eye-catching, your brain is also making secret plans in the background. You may find yourself recalling something a few hours or days later. All to

say, don't get frustrated when you get back home and still feel a little stuck. It takes time to wash off the mud from the pit you were just in.

This is where time management is a necessity. If you are keeping a healthy (read healthy, not rigid) timeframe for your projects, it should include moments like this where inspiration just isn't hitting. If you've got it built in, you give your brain the gift of stressless space to think without the pressure of a deadline. Just assume you are going to run into writer's block in every project and build in time to go get inspired. Also allot for days where tragedy hits. Read this blog post to learn more about what to do then.

So grab a travel mug of your favorite drink, get your keys, and get out there. You've got time and some thinking to do!

Need a walking buddy? Schedule a call with me when you are going to be on your walk and let's brainstorm together! I will come with prompts to help you get the creative juices flowing while giving you the gift of being the one to write everything down so you can walk and brainstorm with effective ease. Head to this link to book time now!



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PERSONAL WRITING SAMPLE # 3

This writing sample is an upcoming LinkedIn Article I will post on my personal LinkedIn account to give my audience tangible tools for their content creation best practices.

3 Tips for Building an Instructional Guide

The process of creating content that will be used to teach others is a worthy effort! I easily get bored in classes, movies, and conference sessions that don't teach me something new, challenge my paradigms, or allow me to engage the topic at both micro and macro level.

However, like all writing, there needs to be an editing process. In instructional design, it's important to make sure you are building something that favors the learning styles of your students and not just your preferred communication style.

But how?

In all my writing, I use three benchmarks to guide my writing and editing process:

1. Be Concise.
2. Use layman's terms.
3. Make it aesthetically pleasing.

Be Concise

Get to the point fast. The average person's attention span has dramatically been reduced since the dawn of smartphones and social media. Pro tip: Use the notes app on your phone to check your work. Swiping the screen too many times when reading? Probably need to cut down on content.

Use Layman's Terms

Don't know what this means? Exactly. Layman's term means to use plain English. Every industry has their own set of jargon, acronyms, etc. to cut down on communication time. When building an instructional design piece, assume you are talking to someone that doesn't know anything. Pro Tip: Make sure you are writing for your lowest common denominator. This ensures comprehension in a timely manner for all.

Make It Aesthetically Pleasing

Again, the attention span of the normal human is short. However, it's extended when they are entertained by what they see. This can mean the colors you choose, engaging graphics, and creating a hierarchy of importance to the content through font use (like how I am using bolding in this blog post!). Pro Tip: Give extra time to the layout like you would the written content. That means make sure colors are complimentary, font is easy to read, and consistency in the layout.

Your content is incredible and deserves to be presented to the world in the best possible way! Say it quick, say it straight, say it beautiful.