

## MARKETING COMMUNICATIONS SPECIALIST

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**QUALIFICATIONS:** Extensive experience writing marketing, advertising, direct mail, sales support and promotional materials across diverse industries. These examples provide an overview of selected projects.

### PROMOTIONAL WRITING SAMPLES

**Industry:** **Retail**

**Client:** **On the Vine** (Napa Valley Jewelry & Wearable Art)

**Product:** High-end jewelry, clothing and collectibles

**Project:** **Direct Mail Catalog.** Develop powerful sell copy to accompany direct mail catalog photographs.

#### **Copy:**

*Welcome to On the Vine!* In this, our third edition, we're pleased to present our new, much expanded collection of jewelry and wearable art, uniquely created in food and wine themes. Having begun in New York, *On the Vine* has since moved to California, and thanks to the enthusiasm and support of our clients, expanded into a beautiful new shop. The saffron walls, bordeaux carpeting and curving terraced counters reflect the luxuriant Napa Valley landscape.

A delightful melange of jewelry, hand-painted silk and denim clothing, and whimsical gifts has been assembled just for you. They are to be enjoyed by all of us who love to eat, sip wine and celebrate the kitchen. As a part of the Napa Valley Community, it is our pleasure to feature artistry reflecting the creativity and growing importance of this region as a wine and culinary mecca.

*Wearable Original Art:* From the elegant to the casual, choose from an assortment of individually hand-painted designs, each signed by the artist. No two are quite alike, reflecting the variations found in nature.

- *Field of Grapes Silk Jacket.* Inspired by nature's palette, these exquisitely detailed, hand-painted silk jackets shimmer with rich vineyard colors of lavender, plum, green & gold. Each jacket is truly original, collectable art. Perfect for special occasions.
- *Denim Chef's Jackets.* Stone-washed denim chef's jackets—the softest denim you've ever felt—feature delightful, hand-painted vignettes on both the front and back. Perfect for both men and women.
- *Grape Expectations.* Adorn your wardrobe with the rich harvest of Napa Valley. This exquisite hand-crafted pin is a "must" for any collector. Glowing genuine amethysts on oxidized sterling silver vine entwined with 14K gold tendril. With plenty of ripe fruit, this is one gorgeous jewel!

*Ladies and Gentlemen, Lend Me Your Ears:* This dazzling array of vibrant, hand-painted enamel earrings delights the eye. 24K gold vermeil over sterling silver, some accented with semi-precious stones. Glorious, ripe and ready for harvest.

- *Merlot:* Glowing garnet grapes under tendrils of gold and warm green leaves. Pierced.
- *Peas In A Pod:* Delicately enameled in deep plum with layered shades of green, these sun-ripened pods are bursting with aventurine peas. Pierced.
- *Chardonnay:* Pale green aventurine grapes under rich purple leaves and golden tendrils. Pierced.
- *Flowers of the Sun:* Magnificent golden flowers reflecting the summer sun. A halo of petals surrounds the softly textured cradle of seeds.

*Putting on the Ritz!* Add pizzazz and elegance to your formal wear! The sumptuous bounty of the Napa Valley is beautifully portrayed in this sophisticated selection of vibrant hand-painted silk and sterling silver. Silks are individually painted and signed by the artist, and each will be slightly different.

- *Silk Scarf:* A swirl of wine and song. If music be the food of love, play on....
- *Silk Cumberbund & Bow Tie:* Plump purple grapes on hand-pleated silk await the harvest nestled amid deep green vines.
- *Silk Tie:* Luscious purple grapes cascade among warm green leaves and vines. Perfect with a blue chambray shirt or traditional business wear.
- *Grape Clusters:* Opulent on the palate, vibrant in the finish. Oxidized sterling background and stem with polished grapes and 14K gold tendril making a striking duo.

**Industry:** Wine

**Client:** Inglenook Napa-Valley Winery

**Product:** Inglenook Wines

**Project:** Brochure copywriting and redesign

**Copy:**

*The Tradition of Excellence continues...*

Inglenook Napa-Valley invites you to enjoy the beauty and charm of the California Wine Country by visiting our historic winery in the heart of the famed Napa Valley. Our century-old stone winery is set against the hills in a cozy wooded nook, which gave the winery its name. We welcome visitors to view our museum, tour our stone cellars and view our rare collection of Inglenook Napa-Valley wines.

*Our History*

As one of Napa Valley's oldest and most respected wineries, Inglenook has played a significant part in the winemaking history of this fascinating region.

Inglenook was founded in 1879 by Gustave Niebaum, a Finnish sea captain who made his fortune shipping and trading furs from Alaska to San Francisco. At age 37, he quit the sea and turned to winemaking. He spent the rest of his life devoted to his goal of producing "the finest wines—to equal and excel the most famous vintages of Europe".

**Industry:** Wine

**Client:** Delicato Vineyards

**Product:** Tourello Chianti

**Project:** Restaurant Wine Table Tent

**Copy:**

Enjoy Tourello Chianti Italica

Indulge in a glass of Tourello Chianti Italica—a smooth and mellow Italian-style Chianti made with a California flair.

The taste is rich and lush to the palate with complex flavors of cassis and sun-ripened berries, enhanced by soft tannins.

A perfect complement to a wide range of cuisines.

**Industry:** Sportswear

**Client:** TobyBra, LLC

**Product:** TobyBra Sports Bra

**Project:** Develop Brochure and Sell Tags

**Copy:**

*TobyBra—The Ultimate in Custom Sports Support & Motion Reduction*

The TobyBra is the first truly adjustable sports bra providing customized support. A design so unique, it's patented!

Unlike other sports bras which provide only one type of support no matter what the activity, the TobyBra lets you adjust the fit to deliver maximum support and comfort.

*What makes the TobyBra the "next generation" of sports bra?*

- *Patented Motion Reduction System*—create the ultimate in customized sports support
- *Cotton Front Panel*—for comfort and coolness
- *Coolmax® Lining*—"wicks" sweat away from your skin
- *Non-biding Spandex Back*—"stay put" comfort with any body motion
- *Detachable Straps*—easy step in/step out; create criss-cross or regular straps
- *Quality Materials*—for easy care and long lasting support
- *Versatile*—designed to be worn under clothes or alone; can even be worn as a fashion accessory

**Industry:** Housewares

**Client:** Tilia, Inc.

**Product:** FoodSaver Vacuum Packaging System

**Project:** Write and design instruction brochure

**Copy:**

In today's busy world, where scheduling has become a necessity, and finding quality time is an art, vacuum packaging has become a great time-saving solution. A lot of us don't have much time to prepare the elaborate meals we enjoy. We all appreciate fresh foods, and we want to serve our families nutritious meals, but don't want to shop every day in order to make them.

*Enter FoodSaver Home Vacuum Packaging Systems and Accessories. And just look at what they enable you to do!*

- *Preserve Freshness, Flavor & Nutritional Value!* Vacuum packaging removes oxygen, one of the main reasons for spoilage. Pantry items, dried foods, refrigerated foods, and frozen foods will have 3-5 times the shelf life when vacuum packaged, and keep that 'just bought' freshness and flavor.
- *Marinate Foods in Minutes!* Do you like the flavor of marinated foods, but don't have the time to wait? The vacuum packaging process allows you to marinate foods in minutes instead of hours using SaverMate Canisters! Instead of the usual 2-8 hours, the marinade will penetrate the food in 15-30 minutes.
- *Save Time and Shop Less Frequently!* Plan your meals a week at a time, cook the necessary portions (or more) and then vacuum package and either refrigerate or freeze them for later. This is particularly useful if you enjoy meals which are complex or time consuming to prepare; make them on the weekend, and then you can just pull them out, reheat and have a delicious read-to-eat meal.
- *Save on Your Food Budget!* Buying food in large quantities is impractical for most families and single people, because it deteriorates in quality before it can be eaten. How often have you thrown away stale or spoiled food? But by using FoodSaver Home Vacuum Packaging Systems, it's possible to cut your grocery bill by at least 25% when you buy foods in bulk and vacuum package them.

*And one of the best things about owning a FoodSaver Home Vacuum Packaging System is that the more you use it, the more things you'll find to do with it. Vacuum Packaging is one of your keys to a better quality lifestyle—and we're sure you'll enjoy all of these benefits from your new system and many more.*

**Industry:** Gifts

**Client:** Tuckerroo Designs

**Product:** Custom-made Tuckerroo wine and champagne gift bags

**Project:** Design and write ½ page magazine ad

**Copy:**

*Presentation IS Everything!*

Enhance your gift of fine wine or champagne with Tuckerroo Designs' original hand-crafted collectable bags.

These delightfully original bags are perfect for wine tasting rooms, gift shops, parties, weddings, employee gift giving, hostess gifts, or for any occasion.

Hand-made in the USA from the finest satin and ribbons, these distinctive bags are available in over 30 original designs ranging from elegant to whimsical. Corporate branding is also available. Or create your own design.

**Industry:** Sports/Entertainment

**Client:** Strike Zone International

**Product:** Entertainment and Sports Center

**Project:** Develop new copy to reposition company as entertainment destination.

**Copy:**

**Strike Zone International**

The Central Valley's Mega Family Fun and Entertainment Center.

*There's just not other place like it!*

Welcome to Strike Zone International!

Looking for family fun, food and entertainment? This is the place to be.

We have over 84,000 square feet dedicated to fun and games!

**Bowling:** Our state-of-the-art championship bowling facilities are second to none. We have 60 laser lit lanes, featuring lighting systems with 90 different programs. Our large glow in the dark party tables are perfect for families, a bunch of friends, and bowling teams.

**Mega-Arcades:** Whether you're 5 or 50, we've got the arcade games for the kid in you!

- Our Mega-Arcade features over 130 arcade games, including state-of-the-art racing car simulators. Test your skill on the hottest games out there.
- Our Kid's Arcade caters to the youngsters under age 12, with age appropriate games and content.

**Batting Cages:** Whether baseball or softball, you can improve your swing with our safe, state-of-the art batting cages. With nine different adjustments on the strike zone you can practice knocking those balls 'out of the field', and then take your skill back to the home plate.

**Rookies Pub & Grill:** Whether you've worked up an appetite, or just want to come in and watch sports on our mega 42-inch Plasma TV screens or in our 340 square foot big screen TV theatre, Rookies is the perfect place for friends and families to get together.

Our full service restaurant features 22 beers on tap, top-notch food and appetizers, and is a great place to relax after a game.

**Always Something Happening!** Visit our website for a current calendar of events. We've always got something happening here, whether bands, performers, or a special activity we've got going, like Ladies Night.

**Great for Special Events!**

Let us take the hassle out of any event for you.

- Got a birthday party coming up? We're the place! Food, fun, and a birthday cake. We've got it all for you.
- Company Parties or Events in the works? Why just settle for a plain old restaurant or hall, when you can give your employees mega fun? With a 340-seat restaurant, and 84,000 feet of fun, there's plenty to do (and eat) for everyone. Plus, we have a dance floor for extra entertainment.
- Family & Friend Gatherings? Special party coming up for a friend or family member? Whether for 4 or 40, we can accommodate your needs, and make it a day to remember.

**Gift Cards**

Share the fun with everyone! We offer easy-to-use Gift Cards, which save the hassle of carrying around cash. You can make it for any amount. It works just like debit card, and once it's out, it can be 'recharged' again and again. It's a great way to share the fun—or you can carry it too for your own convenience.

*We're conveniently located, with plenty of parking.*

**Industry:** Telecommunications

**Client:** Evans Communications

**Product:** Business & Voice Mail Communications Systems

**Project:** Brochure Copy

**Copy:**

*Evans Communications: Value-Added, Integrated Communications Solutions.*

*Partner with a Dependable Firm that has the Service & Responsiveness You Need.*

For over 16 years, Evans Communications has provided integrated communications solutions and services to business owners to improve customer service, control expenses, and increase employee productivity. Our focus is creative, flexible, customized solutions engineered to meet the most demanding business communication needs.

**One-Stop Shopping:** As a telecommunications leader, we exceed our customer's expectations by keeping them on the cutting edge with the latest in computer telephony, data, networks and business telephone system solutions. We offer a comprehensive selection of products ranging from the smallest key system with speed dialing and conference calling to digital PBX's that can centralize all your voice and data communications, and interconnect these systems with your personal computers, word processor, faxes, and other office automation systems. Our systems can adapt as your needs change.

**Partnering for your Success:** At Evans, quality means a high degree of professionalism and integrity, dedicated account management, and superior customer service. You are working with a premier telecommunications company that is on the cutting edges of an ever-changing industry. The solution we engineer for you is based not merely on a system, but innovative thinking, sound strategy and clearly defined goals and is tailored to your business and needs.

Evans is dedicated to helping your business succeed; our goal is to cultivate positive, ongoing direct-to-customer relationships. A lasting return on your investment can only be guaranteed through the commitments of the supporting supplier. Next to your employees, your telecommunications system supplier can have a major impact on your organization's profitability.

**A Demonstrated Track Record of Local, Reliable Customer Service:** Among the top 5% of NEC Dealers nationwide and an NEC Gold Dealer (the highest form of recognition awarded by NEC America) Evans is fully factory certified and has an extensive successful track record with NEC systems.

Our Customer Response Team is always on-call, often anticipating problems before they impact your business. A team of over 50 professionals support our customers and consists of a field technical force which receives rigorous factory training from our select group of manufacturers, and dedicated specialists in the fields of sales and marketing, customer service and field engineering.

**A Satisfaction Guarantee:** We offer a unique money-back satisfaction guarantee. As proof of our confidence and commitment, Evans Communications is the only vendor to offer a 90-day money-back guarantee of satisfaction in addition to a one-year warranty from date of installation. We also offer NEC's 10-year parts & support guarantee that ensures that a system continues to be supported by the manufacturer, 10 years after it is retired from the product line. Optional multi-year maintenance programs are also available.

**Product Quality:** Evans Communications continuously invests in our customers—through enhancing services, expanding our network and exploring new technologies. We select our manufacturers based on several critical factors: superior hardware/software reliability and quality; total product line compatibility and integration-capabilities; company longevity; investment in new product research and development. Our state-of-the-art manufacturers include:

**Privately Owned & Operated with Critical Mass:** EVANS Communications is a division of Evans Companies, a privately owned and operated firm that has been serving California communities for over 87 years. Evans Communications has been in business for over 16 years. We are one of the largest independent communications providers in California, and are a financially well-established company with extensive experience and critical mass, serving over of 6000 companies in the Central Valley and Central Coast areas.

*Evans Communications: Dedicated to helping your business succeed through next-generation, integrated communications solutions.*

*Industry:* **Real Estate**

*Client:* RE/Max Realtors

*Product:* Real Estate Services

*Project:* **Redesign and rewrite information flyer**

***Copy:***

*Above the Crowd!*

Results You Can Count On.

Whether you're buying or selling a home, RE/MAX of Modesto Associates have the knowledge and experience required to provide you with the best results. Our Associates typically have twice the experience of our competitors. In fact, RE/MAX of Modesto Associates sell more homes on average than any of our major competitors. Simply put, RE/MAX Associates have a proven track record of success and consistently out-perform their peers to give you top results.

When you work with a RE/MAX of Modesto Associates, you're not just working with a single real estate agent; you're working with a whole team and plugging into a nationwide network. RE/MAX of Modesto alone has over 40 skilled Associates. And there are over 40,000 Associates working together in more than 2,440 offices across North America. Each is ready to help with relocations, referrals, and new ideas.

Actually, our Customers are some of our best sales associates. That's because they come back to us again and again, and refer their friends, knowing that they're guaranteed to receive the friendly, individualized, and professional service that makes working with RE/MAX of Modesto a great experience.