



Here are some samples of work without my byline for current PR clients, shared with permission.

### *Executive Think Pieces/Trade Journal Articles*

This is my sweet spot as a writer. Give me a topic, let me interview a subject matter expert, and I can produce an article for you. This type of writing is where my journalism background really shines through.

These articles appear in trade magazines both off- and online, on Medium, on LinkedIn...pretty much anywhere you find people sharing content knowledge.

<http://customerthink.com/its-really-not-about-foosball-and-free-lunch-digging-into-employee-engagement/> (Editor's Pick on site)

<http://www.destinationcrm.com/Articles/Web-Exclusives/Viewpoints/5-Steps-to-Building-World-Class-Contact-Center-Reps-115607.aspx>

<https://pointofsale.com/2016072913041/Point-of-Sale-News/Mobile-Platforms-Save-Time-Lend-Insight-for-Retail.html>

<https://medium.com/natural-insight/capturing-customer-loyalty-live-db7a9f980390#.g7071fozg>

<https://www.martechadvisor.com/articles/call-analyticsmanagement/meet-george-jetsonand-the-technology-that-will-drive-contact-center-innovation-in-2017/>

<https://www.linkedin.com/pulse/call-centers-have-become-contact-stay-relevant-digital-john-loughlin>

<https://www.contactcenterworld.com/view/contact-center-article/smart-hiring-for-time-strapped-contact-centers.aspx>

<http://www.nextgov.com/technology-news/tech-insider/2017/05/how-spot-problems-you-start-moving-cloud/138172/?oref=ng-cloud-computing-all>



## Websites

HighPoint Global: <http://www.highpointglobal.com/>

This website rewrite included creating new copy, repurposing and freshening old copy, combining pages, deleting pages, and combining/splitting/moving case studies to better correspond with different services the company provides for its clients.

Rapiscan Systems website: <http://www.rapiscansystems.com/>, "Products" and "Markets" pages

The goal with these particular pages was to communicate the different features of each product clearly and succinctly. Potential customers should be able to find product information and easily compare scanner features.

Teleworld Solutions: <http://teleworldsolutions.com/leadership/>, Executive Biographies

Here, I was asked to give the bios more life so as to more accurately represent the personalities of the people behind the jobs they hold.

## E-book

*The Journey to CX Maturity*, <http://www.highpointglobal.com/wp-content/uploads/2016/05/TheJourneyToCXMaturity3.pdf>

This e-book was commissioned by a client. It is based on a series of articles about citizen experience and journey mapping.