

## Selected Sales & eCommerce Copywriting Samples

I executed a long-term content creation strategy that resulted in a **14% increase in contracts secured for 350+ participating clients**. The sales copy I created bridged clients with bookings through personable, SEO-forward copy that is repurposed in social media, email marketing, and B2B campaigns.



Tech pioneer Sir Tim Berners-Lee focuses on the power of the Web, including: Web3.0, the metaverse, and the future of technology

Tech pioneer and inventor of the World Wide Web **SIR TIM BERNERS-LEE** is leading the conversation on the paradigm-shifting possibilities of web technologies including Web3.0 and the metaverse. As society reckons with vital questions about the future of technology and calls for digital privacy and policies, Berners-Lee has been working on a groundbreaking startup called Inrupt which will harness the power of Solid – his revolutionary open-source platform that gives back the power of personal data to users – and may have colossal implications for security, collaboration, and our daily lives as the web evolves. With his trailblazing platform and deep understanding of the power of data, Berners-Lee’s insights are more in-demand than ever, answering the questions: **What will the unimagined aspects of the Web mean for business and society? What are the threats and opportunities that await us?**

Berners-Lee was featured in *The Wall Street Journal's* Future of Everything Festival where he spoke on **The Future of Connectivity**, illuminating that connectivity and speed are issues of equity and access. In captivating conversations, he shares unparalleled observations about how to apply new technologies for a competitive advantage, and thoughtful considerations about the future we want to create and how to protect ourselves.



Sarah Elizabeth Lewis offers spell-binding presentations on reframing success, innovating for the long-term, and the role of art & culture for justice

When **SARAH ELIZABETH LEWIS** virtually ‘stopped by’ our offices for a much-anticipated visit, we were treated to a

captivating sample of her expertise as an art historian, critic, writer, and Harvard professor. With her command of the connections between powerful ideas, it is no wonder that her classes are over-enrolled at Harvard and Sarah is an in-demand speaker for notable conferences like **TED**, **SXSW**, **EDU**, and **World of Business Ideas**. Drawing breath-taking parallels between recognizable and under-studied visuals and their place within the larger framework of social justice, Sarah unfolded a powerful argument for the role of creativity and inclusiveness in a democracy. Her warmth and mastery made these culture-shifting ideas attainable, and she welcomed our questions and engaged us in a continuing conversation. We were dazzled by her skills as a speaker and moderator of meaningful engagement, tailored thoughtfully to our team as she does for every group she speaks for.

Weaving her personal history, powerful images, and practical case studies from an array of industries, Sarah refocused our points of view to the longest range. Through this fresh lens, if we – a company, an organization, individuals - can rename our failures more gently, as ‘near-wins’, we can begin to cultivate our tenacity and resilience. She speaks with generosity and vigor about the courage it takes to hold onto dissenting ideas, and the path-breaking innovation that is possible when we elevate the ideas that go against the grain. As founder of the [Vision & Justice Project](#) and an innovator herself, she understands deeply the vital need to welcome and harness innovative ideas that challenge the status quo, and the enormous benefit in business and in life that is inevitable when we revise our understanding of success. After making a lifelong study of consequential figures, Sarah distills the lessons of how embracing failure can lead to unimagined success and leaves us all reverberating with possibility.



Phillip Picardi talks authentic and impactful corporate strategies for inclusion

Award-winning journalist and editor **PHILLIP PICARDI** has **consulted with global brands on digital storytelling, diversity, social impact initiatives, and more**. The former leader of *Teen Vogue's* headline-making transformation has also provided feedback on global DE&I initiatives for major corporations. He is frequently tapped to provide insights and feedback on LGBTQ+ consumers, and how to appropriately add charitable or justice-oriented layers to campaigns. With projects ranging from the 2019 and 2020 Nike #BeTrue ad campaigns, to pitching Netflix to launch a digital Pride event series that later became an in-person festival, to providing community insights to LEGO's Global Marketing Team around LGBTQ+ inclusion, **he masterfully strengthens storytelling, impact, and audience connection.**

With a client roster that includes **Nike, LEGO, American Express, Loewe, Ralph Lauren,** and more, **Picardi is a cultural expert whose vision and actionable takeaways are motivational for organizations and teams looking to elevate their impact.** Picardi is an expert and a resource on LGBTQ+ topics for a whole range of audiences. He is also a gifted moderator for panels that are seeking to get to the heart of issues in an intersectional, inclusive, and dynamic manner.



For celebrated sociologist Tressie McMillan Cottom, pop culture deserves serious conversation

Celebrated sociologist, writer, and cultural critic **TRESSIE MCMILLAN COTTOM** says serious business happens in popular culture. When it comes to understanding cultural criticism, it's ultimately about the story – *what are the stories we tell ourselves? What are the stories we tell ourselves about who we are, and who we want to be? And what do these stories say about our society?* This public conversation is playing out in large part in the television we watch, the podcasts we tune into, and the social media we consume. And in addition to being one of the world's leading sociologists, Tressie is also a prolific cultural commentator – from [sprawling essays on Dolly Parton](#), to [an incisive piece about the popularity of the TV show Yellowstone](#), to [her takes on the maverick fashion choices of Senator Kyrsten Sinema](#). The award-winning author of ***Thick*** draws mind-bending connections between the high- and low-brow – **making a profound case for the towering relevance of the things we consume, and what that says about the stories we're telling.** In her writing, as well as in engaging and culture-building speaking engagements, **Tressie blends her personal experience with essential cultural analysis while keeping the conversation accessible and relevant for audiences of all kinds.**



Gen-Z Historian Kahlil Greene reveals how companies can attract top young talent

Known for his powerhouse op-eds in [The Washington Post](#) and [The Los Angeles Times](#), change-maker **KAHLIL GREENE** is at the forefront of conversations about how organizational equity is essential to attracting top young talent. After being elected as the first Black student body president in Yale's 318-year history, where he was a Secretary John Kerry Fellow, Greene became a highly respected TikTok creator, boasting half a million followers and over 20M views of his content which deals with

untold U.S. history and more. A gifted educator and engaging keynote speaker, Greene has been sought after to share his unique and inspiring perspective with groups like **Facebook, National Student Council Conference, Aptive Resources, Syracuse University, Microsoft**, among others.

Greene is a *New York Times* featured social media influencer who has appeared in *Forbes*, *The New York Times*, *CNBC*, and more, advising organizations on how to bridge the gap between Generation Z and their DEI strategy. Beyond making a business case for the profitability of inclusion, the Gen-Z Historian explains how DEI efforts are a key element in overall productivity and health of an organization. In his [high-impact piece for Harvard Business Review](#), he offers clear and actionable advice to employers: **“we want companies to take a stand.”** Greene is no stranger to taking a stand, having raised over \$57K for social justice organizations during his tenure as student body president, and now as an advisory board member for [sparks & honey](#) – a cultural intelligence consultancy – alongside renowned business leaders, like Indra Nooyi. **For leaders and organizations looking to make progress, attract top young talent, and increase organizational wellbeing, Greene offers an unparalleled perspective that will resonate with audiences.**



For renowned wildlife ecologist Dr. Rae Wynn-Grant, equity in STEM means having the chance to be empowered by experiences in nature

Wildlife ecologist and podcaster **DR. RAE WYNN-GRANT** isn't only a renowned conservationist – she has been called **“the Jane Goodall of black bears”** – she is also an incredible storyteller. In a riveting keynote for [An Evening Outside with NatureBridge](#), for which Dr. Wynn-Grant is a regional board member, she illuminated what it means to **create equity and access for young people to experience nature: education, opportunity, and empowerment.** The [Going Wild with Dr. Rae Wynn-Grant](#) podcast host grew up in the big city, and her early introduction to nature was through television shows. Now a research fellow with the National Geographic Society, Dr. Wynn-Grant is inspiring the next generation and uses media to increase representation of Black scientists and explorers. She offers keen insights about offering empowering experiences in nature, so students can decide for themselves with all the options on the table. In her motivational speaking engagements, **Dr. Wynn-Grant shares how a career in science, exploration, and conservation is a career of service to the world.**