

# PORTFOLIO SNAPSHOT

## Stefanie Miller

Marketing Copywriter

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# Client: TrustRadius

A B2B software decisioning platform catering to both, buyers and sellers

[www.trustradius.com](http://www.trustradius.com)

<https://www.trustradius.com/vendor>

## Deliverables:



Write and schedule social media posts for LinkedIn, Twitter, Facebook, and Instagram for both, B2B and B2C audiences & help grow employee engagement on LinkedIn.



Work in partner with the marketing and design teams to reposition the company from a review site to a decisioning platform



Marketing copywriting for:

- **Blog posts:**
  - Blog 1
  - Blog 2
  - Blog 3
- Landing pages
- Emails
- Press Releases: PR 1 & PR 2
- Awards submissions



# Client:

## Actualize Marketing

A marketing agency who works with Fortune 100-500 tech companies.

I've been placed on team projects for **Insight**, **HubSpot**, and **Comcast Technology Services** as a copywriter.

## Deliverables:

### Case Studies

Fashion retailer uses Insight to modernize its IT strategy

### Landing Pages

Short and long-form LP's for specific products and events

### Social Media Posts

Organic Twitter, Facebook & LinkedIn posts, & PLIs

### Emails

Stand-alone, campaigns, event, & thank you emails

### Infographics

Future-Proofing with As a Service

### Website asset descriptions

Infographics, videos, case studies, whitepapers, etc.

### Microsoft Win Wires & Insight Storybooks

Microsoft & Insight internal sales pieces presenting client challenges, Insight services/solutions, and business outcomes

#### Website asset description:



#### Future-Proofing With As a Service

92% of organizations are leveraging or planning to leverage use of as-a-service models in the next 12 months. In this infographic, learn the proven business impacts of As a Service, what other organizations like yours are currently doing and how Insight can help your company get ahead.

[Download infographic](#)

#### Event email:



When reselling Microsoft® products as a partner, your customers can experience a single, connected platform that simplifies their purchase and management processes and positions them for stronger, continual growth.

Please join us for our CSM TechTalk on Microsoft's New Commerce Experience (NCE). The cloud success team will present key facts that affect our clients and also address the most common questions and concerns our clients have.

**Microsoft's NCE** **Wednesday, April 27**  
11:30 a.m.–12:20 p.m. ET/8:30–9:20 a.m. PT  
[Join via this link on April 27 →](#)

Mark your calendar now so you don't miss this great opportunity.

What Insight do you need today? [Chat now](#)



[Go to my account.](#)



# Client:

## Silicon Valley Investors Club

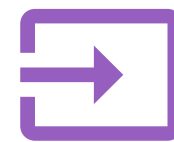
A global investment community for  
STEM professionals

[www.svinvestorsclub.com](http://www.svinvestorsclub.com)

## Deliverables:



Consulted on full company rebrand across website, socials, newsletters, ads, and courses for best UI/UX, and acted as sole copywriter for entire rebrand. (The website has since been updated to include ads and only short-form copy, which was not part of my engagement)



Wrote the pages: Home, Investors Tools, About, Contact, FAQs, Newsletters, and all Course-related pages - short-form descriptions and long-form landing pages.



Edited and formatted courses and course workbooks, and created email funnels for course progression.



Helped with some minor graphic creations and ad designs.

## Client Review:

Working with Stefanie is like working with a stakeholder in the business who's looking at the project end to end, and not only focused on her piece of the puzzle. **She's a clear communicator, with a keen eye for detail who can think both tactically and strategically, making her copy on point and powerful.** She's flexible, punctual, takes pride in her product, and truly cares about the success of your business. Best of all, Stefanie is a joy to work with – I can't recommend her enough.



# Client: AI Content Dojo

An B2C community to help writers use AI tools

[www.AIContentDojo.com/persona-seo-book](http://www.AIContentDojo.com/persona-seo-book)

## Project Description:

Audit, edit, and align the copy within the landing page of AI Content Dojo's new book and video, *Persona SEO*, to match that of the business and audience.

## Client Review:

"Stefanie has that natural gift everyone wishes they had. The ability to foresee the effects of one's words. **I am absolutely convinced her friendly, expert advice for my new book's landing page led to thousands of dollars in sales.** She left no stone unturned; found every little error and shared improvements I couldn't help but use. Every time she sent new ideas I thought "Yes! How did I not think of this!?"

Not only that, her turnaround time is incredible. Within a day she had already shared multiple impactful ideas. If you sell something and your landing page needs some help, contact Stefanie immediately. You won't regret it."



# Client:

## Laughing Beetle

An online business that sells  
fun apparel, toys, and  
children's books

[www.laughingbeetle.com](http://www.laughingbeetle.com)



### **T-Shirt Descriptions**

Write t-shirt descriptions for all shirts on the website. (Some are not updated correctly on the site.)



### **About Page**

Included language style and values that the company projects.



### **Children's Books**

Create and write a children's book series that falls in line with company values, and increases sales and audience growth.

### **Client Review:**

"Picture you and your siblings or best friend getting the BEST Holiday gift ever. Everyone hugging and jumping up and down. THAT's how it feels working with Stefanie!! I'm always learning new things. Her talents and communication skills are on point. She is a valuable asset to our team."