

PORTFOLIO SNAPSHOT

Stefanie Miller

Marketing Copywriter

StefanieMillerMarketing.com



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Client:

TrustRadius

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

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



Client:

Silicon Valley Investors Club

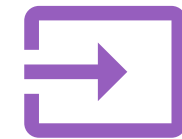
A global investment community for
STEM professionals

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

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."