

SAMPLES

Magazine Writing

White Oaks Resort's WO Magazine, a local publication targeting clients of the affluent restaurant, hotel and spa. See page 50-52 for an article on karma, what is *really* means and how to apply it to everyday life.

Web copy

<u>Kathleen Milligan, Life Coach</u> Milligan is an energy therapist whose work transcends dimensions and changes lives with every session. The challenge in creating this site was to demonstrate her skill while keeping grounded and maintaining credibility.

Online Program

<u>Power of Food</u> For Author Adam Hart's Breakfast Reboot, we created a seductive landing page with OptimizePress, along with a comprehensive 14-day meal plan including videos, recipes and PDF educational materials.

Blog Articles

<u>Pacific Prime Health Insurance</u> Well-researched, high-quality SEO blog articles are delivered in tight deadlines articles for Pacific Prime and its affiliates in China, Hong Kong and the UAE. Cultural considerations aside, this work is challenging in the site requires in depth articles on subjects previously foreign to me (ex. organic farming practices in China, emotional freedom technique, where to watch the world cup in Beijing).

Whitepaper

<u>ThinkSocial</u> The Australia social media firm developed a series of "executive briefings" answering the question, "Which channels should I use and why?" Written in a corporate style, my job was to edit the copy and make it readable for the common man.

Full-Length Paperback

<u>In The Belly Of Oz</u> is a coming-of-age travel memoir of one year in Australia, a year that saw its subject, a former law student, recreate herself as lounge singer, hotel maid, cult-escapee and unlikely step-mother to a pair of teenaged girls. Published in 2014 by Iguana Books.



