

Charlotte  
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STORYTELLING AND BRANDING

# WRITING PORTFOLIO



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# SOCIAL MEDIA



## LAMARQUE

A leather house  
with a  
sophisticated and  
fashion-forward  
brand voice.

ANDROGYNOUS WITH  
AN EDGE: Mix the  
MAXINE blazer and  
DESPINA shorts with  
masculine tailoring with  
our MELKA strappy bra  
top for a playful twist  
on androgynous styling.



# SOCIAL MEDIA



WEARETALENT.COM

The HR/employer brand social media site of Talent.com, with a friendly, informal voice.

Happy #internationalwomensday.

This year's theme was #breakthebias, a call to end all gender-based biases and discrimination. We love that our team stepped up to show their commitment to breaking the bias and making our workplace equitable.

# E-COMMERCE



## SSENSE

A premium online retailer with a knowledgeable and intelligent brand voice.

Nicolas Travis founded Allies of Skin in 2016 after searching for an acne solution that wouldn't irritate his skin. Since then, the Singapore-based brand has delivered on the promise of innovative, clean, and cruelty-free skincare solutions. The line's success lies in harnessing the power of known skin-enhancing ingredients such as vitamin C and retinol, while avoiding common irritants, such as parabens, sulfates, and synthetic dyes. With the goal of providing "Supercharged Clinical" skin support, Allies of Skin cleansers, serums, and moisturizers function together to target common dermatological concerns. Incorporating concentrated blends of nutrient-, antioxidant-, and probiotic-rich ingredients, Allies of Skin adaptogenic products have become highly sought in both skintellectual and mainstream circles.

# ARTICLES



## TALENTPEDIA

Authored over 30 articles on different careers to improve SEO and provide website value.

Example: How to become a teacher

# TAGLINE

TALENT.COM

The logo for Talent.com, featuring a small orange square to the left of the word "talent" in a bold, purple, sans-serif font, followed by ".com" in a smaller, purple, sans-serif font.

A job platform  
looking for a new  
tagline for B2B  
clients  
showcasing  
versatility and  
dedication.

Find talent, your  
way

