

Charlotte
Sachs

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



Break the bias

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

TALENT.COM

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

Find talent, your
way

