

write it up, elevate your content

With 20 years of experience, we specialize in **strategic communications**, **technical writing** and **brand content**.

Competencies

We specialize in the following areas:

Consulting

We work with companies on marketing and content initiatives for all platforms, including web, mobile, social media and print.

Strategic Communications

We use data and insights to write strategic content.

- Business Development Plans
- Marketing Plans
- Sales Materials/Proposals
- Press Releases

Technical Writing

We write technical content for products and services.

- Help Content/FAQs
- Training Materials
- Product Descriptions
- User Experience (UX) Content

Brand Content

We develop content for all platforms.

Digital

- Websites/Apps
- Blogs
- Social Media
- Emails
- E-Newsletters

Print

- One-Sheets
- Brochures
- Direct Mail
- Advertorials
- Publications

Past Performance

We have extensive experience in the following industries:

Technology

Nielsen, Softcard

Managed communications for 200 clients. Created content for a mobile payment app with 4 million users.

Publishing

Time Inc., Essence, InStyle, Uptown

Supervised 15 writers. Wrote content for marketing, sales and events.

Financial Services

American Express, J.P. Morgan Chase

Managed \$10 million marketing budget, ad agencies and digital content.

Media

HBO, Cinemax, TV One

Led content for HBO GO. Earned 3 Webby Awards. Created advertising proposals for Microsoft, Ford, NAACP and more.

Education

Baruch College

Led marketing for a \$100 million capital campaign.

Differentiators

- 20 years of content experience
- Strong leadership and digital expertise
- Experience with all platforms and industries
- Expertise writing for diverse audiences
- CEO holds an M.S. from Columbia University Graduate School of Journalism and a B.A. from the University of Pennsylvania

About Us

- Minority- and Women-Owned Business Enterprise (MWBE)
- Certified with New York City, New York State and The Port Authority of New York and New Jersey (PANYNJ)

NAIC & NIPG Codes

- 561410: Editing & Writing
- 711510: Technical Writing & Advertising
- 541860: Direct Mail & Advertising
- 541613: Marketing & Consulting
- 541990: Blogs, Emails & Websites
- 91826: Public Relations
- 91522: Communications & Marketing
- 91876: Marketing Consulting

Contact Us

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