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PORTFOLIO
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CONTENT CREATION

The digital content I create helps brands and businesses to implement their marketing strategy and online presence by attracting new customers and increasing brand loyalty.

The content I publish for several companies encompasses various forms of material.

This includes and is not limited to the following:

WEBSITES

BLOGS

EMAIL CAMPAIGNS & NEWSLETTERS

PRODUCT DESCRIPTIONS

PRESENTATION DECKS

SOCIAL MEDIA POSTS

Content writing is my favourite tool for reaching and interacting with specific audiences when they are looking for solutions, information about products and services, and above all, when they want to learn what makes the brand unique.

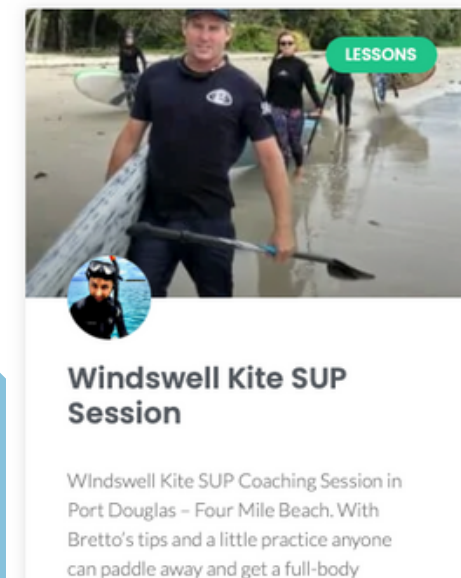


WEBSITES

I design and write strategic website content for more views, engagements and conversions.

I aim to provide catchy, compelling and professional copies that drives actions.

I work with different types of web design editing software and tools to accommodate specific needs.



BLOGS

This form of content helped businesses to connect their brand with customers in a valuable way.

SEO-friendly copy attracts new potential customers by showing that the brand is active in the industry and provides a better chance to let them know what the business is about.

The benefits observed from blogging show increased website traffic into leads and helped organizations establish their voice and trust against competitors.

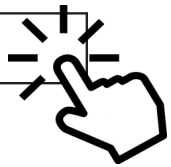


EMAIL & NEWSLETTERS

In most cases, consumers check their email daily, and it's their preferred way to receive brand updates.

My work with this type of content marketing creation has helped businesses increase leads and sales with a cost-effective and personalised campaign, collect contact lists and feedback and generate website traffic.

[READ SAMPLE](#)



PRESENTATION DECK

It worked on various projects creating presentations for small businesses and start-ups to big corporations in different industries.

The engaging visuals and copy I delivered gave me successful feedback and generated positive outcomes for my clients and their investors.

I created custom infographics, graphs, and bullet points, impactful content that helped the company I worked for to increase sales, gain new customers, develop the product and service and pitch better.

[REQUEST SAMPLES](#)

PRODUCT DESCRIPTIONS



I have created several product descriptions aiding companies in different industries to communicate what the products are and why they are worth purchasing.

This marketing copy is essential to supply customers with crucial information about the product's key features and benefits that are critical to driving actions.

SOCIAL MEDIA POSTS



Posting on social media has demonstrated great benefits for those businesses I have helped and shared my expertise with.

Positive results include but are not limited to the following:

- Develop brand awareness;
- Attract new customers;
- Get customers' feedback;
- Increase market reach;
- Increase revenue by building customer networks and advertising;

LYONS GALLERY

