

DeborahDowling

writer | editor | wordsmith

**WORDS
MATTER**

About Deborah Dowling

I'm a senior Creative Director and Writer with deep agency experience. As a writer, I'm focused on supporting and improving the output of presenters and others tasked with authoring business presentations, white papers, analysis documents, marketing collateral and more."

My written skills include creative writing, content editing, word-smithing and grammar compliance. I love the power of words and am dedicated to making written communications more effective. Through judicious revision and editing, I believe any paragraph we write can be made even better.

Partnering with you

Through polite comments, questions and suggestions, I dig to the heart of the content to bring forth your unique voice. I offer practical grammar changes and editing to eliminate clumsy sentences, word repetition and odd punctuation that can stymie communication of the "Big Picture." I work in the background so clients can concentrate on flowing their thoughts, data and rationale into their work, then I help wrap it up with a nice big bow.

Q: *Writing, editing and wordsmithing — what's the difference?*

A: *Please read on...*

Copywriting is creative writing and storytelling. It's like graphic design with words. I've met designers who never read copy, and copywriters who think design is mere decoration. I think they make a perfect marriage and we should respect both sides of the aisle.

Editing demands a critical eye for grammar and a focus on structure that brings out the best in written words. (Even great authors and power point producers need a strong editor.)

Wordsmithing is that special touch that brings forth the music and meaning of another writer's work through savvy editing and special insight.

"If you love words, no word is insignificant."

– Roy Peter Clark, *The Glamour of Grammar*

Writing for Business

Writing for Business – Meredith Lodging

Meredith Lodging is a regional vacation rental business based in Cannon Beach, Oregon. My client was engaged in 2017 to perform an analysis of Meredith’s existing business processes in conjunction with its investment in technology and services. Extensive stakeholder interviews were held with existing staff, current and past customers, and third-party vendors who partnered with Meredith to support the business. The final deliverable was produced exclusively for the CEO of Meredith Lodging and executive leadership.

My role included document review and grammar compliance, content editing and general comments on style.

Content Example: “Technology and Systems”

Meredith Lodging Technology and Systems

“In today’s business climate, technology and systems are interwoven so that the line where technology begins and the business ends is easily confused.

There is no denying that all businesses are reliant on technology. The extent can be measured by how thorough the roles and responsibilities of its teams are defined. And, equally, by how rigorous the business has appended processes for those teams in a way that technology complements the team as opposed to enabling it. That said, the likelihood is that current technology systems utilized by Meredith are effective enough to operate the business in its present

state. However, before new diligence is levied against future technology and systems, the business must first invest more in its teams.

It’s also possible that new technology and systems may be needed to facilitate and update existing ones. Once needs have been defined, Meredith can identify the tools that match its process needs rather than pursue a new offering and fit process to it. The more technology dictates your day-to-day operations, the less control you’ll have over the long-term ability to scale in harmony with staff and systems.”

Writing for Business – LoanStar

In 2017, LoanStar Mortgage engaged its agency to perform a rebrand of the company. As part of that effort, my client was hired to examine technology upgrades to internal systems leveraged by the marketing team. A comprehensive analysis was produced through stakeholder interviews, team interviews, market research and potential vendor assessments. The resulting deliverable was produced exclusively for the executive leadership of LoanStar Mortgage to make informed decisions about its future relationship with technology.

My role included document review and grammar compliance, content editing and general comments on style.

Content Example: “Recommendations”

LoanStar Discovery

Recommendations:

The conclusions of the Discovery process offer tangible recommendations and outcomes.

- Create a Marketing Services Team
- Resolve/Solve: The multitude of LoanStar LO’s (Loan Officers) who use their own technology to manage their portfolio are confused by the scope of the MTE (marketing technology ecosystem).
- Recommendations and Outcomes:
 - LoanStar should create a new technology-focused marketing services team inside of the larger marketing org. The Team’s responsibilities would be:
 - To own integrations of the MTE including vendor relations, forward-facing analysis and an ongoing role as leads in training and orientation.
 - The service team leader would act as a “floating” member of LoanStar leadership advising on changes in the technology ecosystem, potential opportunities and risk mitigation.
 - The overall effect of this team would be to provide calm in the LO community regarding the MTE, technology subject matter leadership to all of LoanStar, and a “go to” resource for the business.

Writing for Business – Costco

My client was offered an opportunity to examine Human Resources (HR) software and web-based tools at the most successful store in Costco’s national warehouse chain, located in Portland, Oregon. The work evolved into a recommendation for Costco to investigate updates to part of its global HR software offerings for employees. The presentation leveraged national analysis and reports distilled in conjunction with observations and access to web-based employee HR tools. The recommendation is presently under consideration.

My role included document review and grammar compliance, content editing and general comments on style.

Content Example: “Employee Expectations”

Costco Employee Expectations

“Costco’s current Human Capital Management (HCM) strategy includes a payroll solution, a benefits administration function, and a form of workforce data management (Kronos).

It is assumed that Costco has achieved a level of expected excellence in providing HR with tools to maximize human capital management.

According to Sierra-Cedar, the next logical progression, once excellence has been attained with HCM, is to extend employee and manager self-

service tools. These are growing trends in which considerable investment is taking place.

“Service Delivery tools, including general self service, and Manager Self Service, will continue to expand and change in the next few years.

This is, in part, due to the need to fulfill workers’ expectations for *consumer and Mobile technology that can be accessed where and when it is needed* to promote a positive User Experience (UX).”

Writing for Business – KO Agency Analysis

My client was initially engaged by the Koopman Ostbo agency (KO) to assist in replacement of a digital officer. The dialog around the role and subject eventually turned into a comprehensive analysis of the agency. Ultimately, a partnership with the agency's CEO and his leadership team was established. My client initiated a change-management program to illuminate a path to a new model and identify the talent to support it. The analysis project examined digital opportunity, reviewed the agency's project history over a five-year period and concluded with a recommended business model for the agency. During the process, multiple employees, past and present, were interviewed and years of financial data and historical artifacts were examined to produce the analysis deliverables.

My role included document review and grammar compliance, content editing and general comments on style.

Content Example: "Alignment and Clarity"

KO Agency Alignment and Clarity

"Consensus on alignment will provide the foundation for understanding and identifying true opportunities in digital and other media. Coming to alignment requires a commitment and focus of the leadership team to work through and transcend the agency's history, low-points and accomplishments proactively.

Defining the agency's purpose is an exercise that happens external to consideration of the mission and core values under which the company operates. A clarity of purpose includes, identifies and defines the work the agency produces and why.

A clarity of purpose also provides definition to teams and leadership structure. Business model consensus and clarity of purpose will come from focusing on the needs, goals, and expectations of clients.

This approach will naturally reveal what offerings the agency must focus on and in what mediums those offerings exist. KO must also anticipate client needs once those needs are understood. This is imperative in deciding where the agency should consider shifting its focus and developing expertise in a proactive manner."

Writing for Marketing

Writing for Marketing – Mayfair Design

The client delivered a striking group of 35 beautiful product photographs and mentioned his love for the visual style of *film noire*. Beyond that, it was our task to re-brand the company, name the new collection, write content about the product line and create an over-sized catalog in the manner of a high-end auction house piece.

My role included copywriting, creative direction, design and branding.



Content Example: “Introducing Collection 35”

Mayfair Design Presents Collection 35

“It’s a fresh group of pieces grounded in the elegance of historic, classical style and accented with a bit of the unusual. Collection 35 offers designers a range of exceptional statement pieces including art objects, furniture and mirrors.

Mayfair chief designer Charles Hanlon is nationally-known for his expertise in seamlessly combining antique art and furniture with

contemporary genres. He created Collection 35 to launch his new vision: To design, fabricate and market unique and very high-quality furnishings to the design community, offering clients better value and a more lasting investment.

At Mayfair, classical tradition lives happily with the most unexpected of accents by creating a place where you just want to be.

Mayfair — Art. Texture. Elegance. Surprise.”

Writing for Marketing – LanoSoft Products

LanoSoft Products produces a range of soaps, cleaning and personal products formulated especially for soft water use. The brand dates from the 50's and was recently reformulated to have a more gentle effect on the environment. All messaging including brand promise, electronic media and marketing collateral was revised to give LanoSoft a fresh new look.

My role included copywriting, creative direction, design and branding.



Content Example: “Refreshed for a new generation”

LanoSoft: A Complete Product Line with Your Family in Mind.

“Our new sustainable products deliver new benefits for you and for the environment. LanoSoft was established over 50 years ago to create products especially for soft water homes.

Today, LanoSoft is renewed to serve a new generation, offering a complete line of personal and household products. They're made with natural

ingredients that are effective, sustainable and more friendly to the environment. You can count on LanoSoft products for high quality and great performance.

Our Company Goal:

We believe in conducting business sustainably by conserving resources for the future, using our natural resources responsibly, and enhancing the environment whenever possible.”

Writing for Marketing – Aero Technical Components

Aero Technical Components is an independent distributor of aerospace and avionics material and electronic components. They serve leading manufacturers like Lockheed Martin, Raytheon, top OEMs and the United States Army. Their outdated website was redesigned and optimized for mobile viewing. All corporate messaging was reimagined to showcase their unique story and support their top market position.

My role included copywriting, creative direction, design and branding.



Content Example: “Welcome”

“Welcome to Aero Technical Components:

A leading independent distributor of aerospace and avionics material, military hardware and electronic components.

We work with top industry manufacturers including Lockheed Martin, Raytheon, large OEMs and the United States Army, and have earned our place as a valued partner and supplier. Aero Tech specializes in serving key areas of the supply chain, including obsolete and

hard-to-find items. Our success is built on strong relationships with our customers and a worldwide vendor base.

Aero Tech’s team of professionals brings many decades of specialized experience to sourcing crucial products and materials. We’re committed to providing excellent customer service in everything we do, every day.”

Writing for Marketing – Fig Concierge.com

Savor the Fig wanted to turn their successful brick-and-mortar store into an online retail and service experience. Fig Concierge.com offers a unique hand-edited collection of exotic fragrances, exquisite jewelry, high-end linens and eclectic accessories from around the world. Website creation, social media support and print marketing rounded out the launch. My role included copywriting, creative direction, design and branding.



Content Example: “Savor the fig at Fig Concierge”

Welcome to Fig Concierge.

“Luxury Gifts, Eclectic Accessories, Home Furnishings, Personal Service. FIG Concierge changes the way you shop.

Now you don’t have to search all over for that perfect gift or just the right piece for your home or office. Let FIG Concierge pamper you instead. Our hand-selected Preview Collection offers

everything from exotic fragrances and jewelry to primitive and eclectic accessories from around the globe.

The FIG Concierge Team offers impeccable service 24/7, including personal shopping, custom shipping, complimentary gift wrap and dedicated assistance with last-minute gift panic.

Just say, Concierge Me!”



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