```html
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>Michelle Edward - Portfolio</title>
    <style>
        * {
            margin: 0;
            padding: 0;
            box-sizing: border-box;
        }

        body {
            font-family: 'Georgia', serif;
            line-height: 1.6;
            color: #2c2c2c;
            background: linear-gradient(135deg, #fdf2f8 0%, #f0fdfa 100%);
            min-height: 100vh;
        }

        .container {
            max-width: 1000px;
            margin: 0 auto;
            padding: 40px 20px;
        }

        .header {
            text-align: center;
            margin-bottom: 60px;
            background: white;
            padding: 40px;
            border-radius: 20px;
            box-shadow: 0 10px 30px rgba(0,0,0,0.1);
        }

        .header h1 {
            font-size: 3em;
            margin-bottom: 10px;
            background: linear-gradient(45deg, #be185d 0%, #0f766e 100%);
            -webkit-background-clip: text;
            -webkit-text-fill-color: transparent;
            background-clip: text;
        }
```

```css
.header .tagline {
    font-size: 1.2em;
    color: #666;
    font-style: italic;
    margin-bottom: 20px;
}

.header .intro {
    font-size: 1.1em;
    max-width: 600px;
    margin: 0 auto;
    color: #444;
}

.section {
    background: white;
    margin-bottom: 40px;
    padding: 40px;
    border-radius: 15px;
    box-shadow: 0 5px 20px rgba(0,0,0,0.08);
    transition: transform 0.3s ease;
}

.section:hover {
    transform: translateY(-5px);
}

.section-title {
    font-size: 2.2em;
    margin-bottom: 30px;
    color: #333;
    border-bottom: 3px solid #be185d;
    padding-bottom: 10px;
}

.project {
    margin-bottom: 40px;
    padding-bottom: 30px;
    border-bottom: 1px solid #eee;
}

.project:last-child {
    border-bottom: none;
```

```css
      margin-bottom: 0;
}

.project-title {
   font-size: 1.5em;
   color: #be185d;
   margin-bottom: 15px;
   font-weight: bold;
}

.project-subtitle {
   color: #888;
   font-size: 0.9em;
   margin-bottom: 20px;
   text-transform: uppercase;
   letter-spacing: 1px;
}

.copy-sample {
   background: #fdf2f8;
   padding: 25px;
   border-left: 4px solid #be185d;
   margin: 20px 0;
   font-style: italic;
   border-radius: 0 10px 10px 0;
}

.tagline-grid {
   display: grid;
   grid-template-columns: repeat(auto-fit, minmax(300px, 1fr));
   gap: 20px;
   margin: 30px 0;
}

.tagline-card {
   background: linear-gradient(135deg, #be185d 0%, #0f766e 100%);
   color: white;
   padding: 25px;
   border-radius: 10px;
   text-align: center;
   transition: transform 0.3s ease;
}

.tagline-card:hover {
```

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    transform: scale(1.05);
}

.tagline-card .brand {
    font-size: 0.8em;
    opacity: 0.8;
    margin-bottom: 10px;
    text-transform: uppercase;
    letter-spacing: 1px;
}

.tagline-card .line {
    font-size: 1.2em;
    font-weight: bold;
}

.creative-sample {
    background: linear-gradient(135deg, #fdf2f8 0%, #f0fdfa 100%);
    padding: 30px;
    border-radius: 15px;
    margin: 25px 0;
    font-family: 'Times New Roman', serif;
    line-height: 1.8;
    border: 2px solid #fda4af;
}

.skills-grid {
    display: grid;
    grid-template-columns: repeat(auto-fit, minmax(250px, 1fr));
    gap: 20px;
    margin: 30px 0;
}

.skill-card {
    background: #fdf2f8;
    padding: 20px;
    border-radius: 10px;
    border-left: 4px solid #be185d;
}

.skill-card h4 {
    color: #be185d;
    margin-bottom: 10px;
}
```

```css
        .contact-info {
            text-align: center;
            background: linear-gradient(135deg, #be185d 0%, #0f766e 100%);
            color: white;
            padding: 40px;
            border-radius: 15px;
            margin-top: 40px;
        }

        .contact-info a {
            color: white;
            text-decoration: none;
            font-weight: bold;
        }

        .contact-info a:hover {
            text-decoration: underline;
        }

        @media (max-width: 768px) {
            .header h1 {
                font-size: 2.2em;
            }

            .section {
                padding: 25px;
            }

            .tagline-grid {
                grid-template-columns: 1fr;
            }
        }
    </style>
</head>
<body>
    <div class="container">
        <div class="header">
            <h1>Michelle Edward</h1>
            <div class="tagline">Copywriter | Brand Voice Specialist | Story-Driven Marketer</div>
            <div class="intro">
                I'm a poet turned copywriter—one who believes that consumers don't just buy
products, they buy feelings.
```

With a storytelling foundation and sharp marketing instincts, I create emotionally resonant, benefit-driven copy that moves people to action.

        If your brand speaks human, I can write its heart.
    </div>
</div>

<div class="section">
    <h2 class="section-title">Featured Campaign</h2>
    <div class="project">
        <h3 class="project-title">Romance in the Sixth Sense</h3>
        <div class="project-subtitle">Food Marketing Series - Emotional Territory Beyond Taste</div>
        <p>Challenge: Transform how consumers think about food from mere sustenance to emotional experience.</p>
        <div class="copy-sample">
            Subject Line: It's just food.
            Preview: Romance in the sixth sense.

            What do you feel when you eat? When you talk about food?

            To many, it's just food. There's nothing more to it...
            I eat for survival, for energy, to look good, to feel good.

            Until I found... [brand name].

            You see, This Isn't Just Food, It's Romance In The Sixth Sense.

            A fragrance that fills the air, wrapping your being in a warm embrace. The vibrant colours—a sight for hungry eyes. The texture, not too hard, not too soft—perfection.

            And the taste, oh the taste—It melts in your mouth like the first snow, landing on your face, but with the spiciness and hotness of a forbidden romance.

            Truly, this is where Hunger meets Taste.
        </div>
        <p>Strategy: Used sensory storytelling and personal vulnerability to transform food from commodity to emotional experience. The copy taps into universal feelings of relationship with food while positioning the brand as transformative.</p>
    </div>
</div>

<div class="section">

```html
        <h2 class="section-title">Brand Voice Mastery</h2>
        <div class="tagline-grid">
          <div class="tagline-card">
            <div class="brand">Cybersecurity</div>
            <div class="line">"You don't know us. That's how we keep you safe."</div>
          </div>
          <div class="tagline-card">
            <div class="brand">Coffee</div>
            <div class="line">"All you need is a cup to rule your world."</div>
          </div>
          <div class="tagline-card">
            <div class="brand">Bookstore</div>
            <div class="line">"You don't need a time machine. You just need a story."</div>
          </div>
          <div class="tagline-card">
            <div class="brand">Canva</div>
            <div class="line">"Create Faster Than Doubt."</div>
          </div>
          <div class="tagline-card">
            <div class="brand">Nike</div>
            <div class="line">"Failure Is The Only Success"</div>
          </div>
          <div class="tagline-card">
            <div class="brand">Savings</div>
            <div class="line">"Live that life today—with money you saved yesterday"</div>
          </div>
        </div>
      </div>

      <div class="section">
        <h2 class="section-title">Brand Rewrites & Adaptations</h2>

        <div class="project">
          <h3 class="project-title">Headspace: From Generic to Specific</h3>
          <div class="project-subtitle">Meditation App Positioning</div>
          <p><strong>Original:</strong> "Life pulls you in a lot of directions. We help you
pause."</p>
          <div class="copy-sample">
            <strong>My Version:</strong> "Navigate every storm with peace and stillness like
no other. Find your calm in stressful moments with Headspace."
          </div>
          <p><strong>Strategy:</strong> Replaced vague "life pulls you" with concrete
"navigate every storm." Added specificity with "stressful moments" and positioned Headspace
as uniquely powerful.</p>
```

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        </div>

        <div class="project">
            <h3 class="project-title">Glossier: Personality Injection</h3>
            <div class="project-subtitle">Beauty Product Copy</div>
            <p><strong>Original:</strong> "Expresso Balm.com is back, an addictive taste of
freshly roasted Espresso with dark mocha tint."</p>
            <div class="copy-sample">
                <strong>My Version:</strong> "That's me Espresso: A fine blend of freshly roasted
espresso with a dark mocha tint. She's sleek, she's addictive, and she's back, baby."
            </div>
            <p><strong>Strategy:</strong> Gave the product personality ("That's me Espresso"),
used conversational tone, and created anticipation with "she's back, baby."</p>
        </div>
    </div>

    <div class="section">
        <h2 class="section-title">Long-Form Product Storytelling</h2>

        <div class="project">
            <h3 class="project-title">Luminary Lantern</h3>
            <div class="project-subtitle">Product Description with Emotional Depth</div>
            <div class="copy-sample">
                <strong>Luminary: Brighten Your Night with Courage</strong><br><br>

                When the sun sets, your fears rise.<br>
                You can't stop the night—but you can make it bright.<br><br>

                Luminary is more than a lantern—it's a quiet guardian, a companion born from the
need to feel safe, calm, and connected in the stillness of night.<br><br>

                <strong>Light That Comforts</strong><br>
                • Sunset-inspired glow with adjustable brightness<br>
                • Flicker-free warmth that soothes both kids and adults<br><br>

                Luminary was created to protect more than just your path—it protects your peace
and your planet.<br><br>

                <strong>Let courage be your light—bring Luminary home today.</strong>
            </div>
            <p><strong>Strategy:</strong> Addressed the emotional need (fear of darkness)
before product features. Used "courage" as the core brand value, connecting product benefits to
emotional outcomes.</p>
        </div>
```

```html
        </div>

        <div class="section">
            <h2 class="section-title">Creative Foundation</h2>

            <div class="project">
                <h3 class="project-title">Poetry-Informed Copy</h3>
                <div class="project-subtitle">Where Literature Meets Marketing</div>
                <div class="creative-sample">
                    <strong>From My Poetry:</strong><br><br>
                    "The power to create never truly leaves<br>
                    Tucked away with the rest of the forgotten things<br>
                    Burned to the ground by war or the fear of it<br>
                    It resides in the deepest part of our being<br>
                    And when the hand remembers to reach<br>
                    When the soul has suffered a great deal<br>
                    From a broken body and a broken will<br>
                    Creation bleeds in red, blue, green<br>
                    In all the colours we cannot see"
                </div>
                <p><strong>How This Informs My Copy:</strong> My poetry background gives me an
ear for rhythm, an eye for unexpected word choices, and the ability to compress complex
emotions into memorable phrases. This literary foundation allows me to write copy that doesn't
just sell—it resonates.</p>
            </div>

            <div class="project">
                <h3 class="project-title">Short Fiction Storytelling</h3>
                <div class="project-subtitle">Narrative Technique in Brand Building</div>
                <div class="creative-sample">
                    <strong>From "Postmarked Eternity":</strong><br><br>
                    "Letters lined my cabinet. White papers dripping words in blood like ink.<br><br>
                    Two years ago he was feasted on by the earth, worms crawling through sockets,
sliding through arms that once caressed mine."
                </div>
                <p><strong>How This Shapes My Commercial Work:</strong> This narrative intensity
translates into copy that creates immediate emotional stakes. I understand how to hook readers,
build tension, and deliver satisfying resolution—essential skills for conversion copy.</p>
            </div>
        </div>

        <div class="section">
            <h2 class="section-title">Skills Demonstrated</h2>
            <div class="skills-grid">
```

```html
        <div class="skill-card">
            <h4>Emotional Storytelling</h4>
            <p>Transform product features into feelings and experiences that drive purchase decisions.</p>
        </div>
        <div class="skill-card">
            <h4>Voice Adaptation</h4>
            <p>Match and create distinct brand voices across industries—from tech minimalism to luxury indulgence.</p>
        </div>
        <div class="skill-card">
            <h4>Strategic Positioning</h4>
            <p>Identify unique angles and emotional territories that differentiate brands in crowded markets.</p>
        </div>
        <div class="skill-card">
            <h4>Conversion Psychology</h4>
            <p>Understand what motivates human behavior and craft copy that moves people to action.</p>
        </div>
        <div class="skill-card">
            <h4>Cross-Platform Fluency</h4>
            <p>Adapt messaging for different contexts—from email subject lines to long-form product pages.</p>
        </div>
        <div class="skill-card">
            <h4>Creative Problem-Solving</h4>
            <p>Find unexpected angles and fresh approaches to common marketing challenges.</p>
        </div>
      </div>
    </div>

    <div class="contact-info">
      <h3>Ready to work together?</h3>
      <p>I don't just want to write for your brand. I want to write as your brand.</p>
      <br>
      <p>📧 <a href="mailto:eddyelle99@gmail.com">eddyelle99@gmail.com</a></p>
      <p>📍 Benin City, Nigeria</p>
    </div>
  </div>
</body>
</html>
```