## 🖋️ Vanessa Agsangre | Copywriter

*Crafting content that clicks, converts, and connects.*

### 💡 About Me

Hey there! I’m Vanessa — a detail-obsessed copywriter with a knack for finding the perfect words to bring brands to life. I specialize in creating bold, clear, and creative copy that not only sounds good but performs even better.

From building brand voices from scratch to writing scroll-stopping social posts and high-converting web pages, I bring a thoughtful, audience-first approach to every project. Let’s turn your ideas into irresistible content.

### 📂 Portfolio Samples

#### 1. Website Copy – FreshFuel (Healthy Meal Delivery)

**Homepage Headline:**  
*Eat Clean. Live Fully.*  
**Intro Paragraph:**  
Life is busy, but eating well doesn’t have to be hard. At FreshFuel, we deliver chef-made, nutritionist-backed meals that keep up with your lifestyle — not the other way around.

**About Section:**  
We believe food should fuel more than just your body — it should power your goals, your hustle, and your downtime. That’s why our rotating menus are packed with seasonal produce, clean proteins, and global flavors, so you can eat better without giving up the joy of food. Whether you’re counting macros or just want to skip the grocery line, FreshFuel is your everyday upgrade.

**CTA:**  
Take the guesswork out of healthy eating. Try FreshFuel for just ₱199 your first week.

✅ *Goal:* Differentiate the brand and boost new subscriptions.

#### 2. Social Media Caption – Beauty Brand Launch

✨Meet **LumiSkin** — skincare that makes skin look like skin, only better. Dewy, breathable, and made for your everyday glow. 💧#GlowWithoutTheDrama #LumiLover

**Expanded Caption:**  
You deserve skincare that keeps it real. LumiSkin is powered by gentle botanicals and backed by real science to help your skin do what it does best — shine. No heavy layers, no harsh ingredients, no filters needed. Just hydrated, radiant skin that speaks for itself.

🌱 Vegan | Dermatologist-Tested | Proudly Made in the Philippines

✅ *Goal:* Introduce brand voice, engage skincare-savvy millennials and Gen Z.

#### 3. Email Campaign – Fashion Store Promo

**Subject Line:** “Flash Sale: 30% Off the Looks You’ve Been Eyeing”  
**Body Snippet:**  
Hey, style star — your wishlist just got a whole lot more affordable. Enjoy 30% off sitewide, but hurry: this deal disappears at midnight.

**Full Copy:**  
Style shouldn’t wait. And neither should you. Whether it’s that effortless linen jumpsuit or the bag that goes with *everything*, now’s the time to treat yourself. Our 24-hour flash sale is here — 30% off everything, no code needed.

🖤 Shop the Edit → [link]

✅ *Goal:* Increase urgency and encourage quick clicks and conversions.

#### 4. Ad Copy – Roamly Travel App (Facebook Video Ad)

**Voiceover Script:** Looking to travel smarter, not harder? ✈️  
With Roamly, you’ll uncover hidden gems, track deals in real time, and plan unforgettable trips — all in one sleek app.

From secret beaches to must-visit cafés, Roamly gives you the insider’s edge to travel like a local, anywhere in the world.

📱 Download Roamly and start exploring like never before.

✅ *Goal:* Generate app downloads and position Roamly as a smart travel companion.

#### 5. Product Description – Morning Bloom Coffee

**Short Description:**  
Sip the sunrise with **Morning Bloom**, a smooth, rich Arabica blend with soft notes of toasted almond and citrus zest.

**Full Product Story:**  
There’s a reason our customers start their day with Morning Bloom. Handpicked from high-altitude farms and roasted in small batches, this medium roast delivers a bright, smooth taste with a cozy depth. With its gentle kick of caffeine and naturally sweet finish, it’s the kind of coffee that makes mornings feel like a moment — not a rush.

Great for pour-over, French press, or your trusty coffee machine.

🌿 Organic | Sustainably Sourced | 100% Arabica Beans

✅ *Goal:* Elevate product appeal through sensory storytelling.

### 🔧 Services I Offer

* Website copy that builds trust and sells
* Strategic landing pages for conversions
* Scroll-stopping social media captions
* Email sequences that drive clicks
* Product descriptions that tell a story
* Brand voice development from scratch

### 📞 Let’s Work Together

Got a project that needs the right words? Let’s chat — I’d love to help your brand sound as good as it looks.

📩 Email: [your email]  
📱 Instagram (optional): [@yourhandle]  
🌐 Portfolio site (optional): [your link]