**Web Content**

We’re living in a content world. And I’m a content girl. From yacht owners to construction inspired boutiques, I’ve created brand tones, delivered content strategy, and written all the words.

**Ziploc**

**Main image:**

Ziploc  **Rollover:**

Bike From Work Bash

Blogging + Moms

**Open state:**

I put my mommy-blogger pants on and concepted, wrote, edited and shot (well, I watched photographers take pictures) 75+ articles for Ziploc and their many tips and tricks. So many exclamation points.  
  
You should totally check out the site [(so many tips!),](http://lifelessons.ziploc.com/en) but here are some of my favs:

**4 Images:**

Ziploc

Rainy

Kidart

Casserole

Hacks

**Video**

Ziploc Back To School HD

*If you can’t embed, I can throw on vimeo*

**Grubhub Tweets**

**Main image:**

Grubhub Overall

**Rollover:**

Social + Stoners

Open State:

Grubhub tweets; totes hilarious, right? Anywho, I wrote monthly tweets for Grubhub for awhile. Here are some David the Gnome all-stars.

**3 Images:**

Grubhub Overall

Grubhub1

Grubhub2

Grubhub3

**Charipick**

**Main image:**

Charipick Overall

**Rollover:**

Digital + App + Giverbackers

**Open State:**  
Charipick is like having a personal stylist for giving. You tell the app what you're interested in and how much you want to give and they'll give you a curated list to pick from. I had the opportunity to construct the content strategy + write content for the app, website and any other user experience along the way.

**Images:**

Charipick home

Charipick phone1

Charipick phone 2

Charipick phone 3

**Vatic Labs**

**Main Image**

Vatic Overall

**Rollover:**Website + Wallstreeters

**Open State:**Vatic Labs <hyperlink: <http://www.vaticlabs.com/>> is where automated trading evolves. Don’t know what automated trading is? I didn’t either. Turns out it’s a really smart, really advanced way of trading. Basically, math, algorithms, smart people and money. And they were hiring a lot of smart people, so they needed a website.

**Images:**

VaticOverall

Think

Trade

Company

Career

**Plastics for America**

**Main Image:**

Plastics Overall

**Rollover**

Website + Plastic Lovers

**Open State:**

Advocates for Plastics Careers in America <hyperlink - <http://www.moldingthefuture.org/>> – can you guess it – is a website to inform and inspire people about careers in the plastics industry. We’re talking to students, teachers, guidance counselors, professors and professionals. So, everyone. So, a lot of copy.

**Images:**

Plastics Overall

Educators

Students

Employers

**Construction place**

**Main image:**

ConstructionOverall

**Rollover:**

Website + Hardworkers

**Open state:**  
When you realize that all of Franklin, NC doesn’t have an actual store to buy construction clothes and overall hardworking uniforms, you create one. So that’s exactly what Nick Fox did. And he created Fox Mercantile<hyperlink <http://www.foxmercantile.com/>> as a tribute to his hardworking Paw. Aw.

**Images:**  
Constructionoverall

Construcion1

Construction2

Construction3

Construction4