# This is Erin Dawson's copy portfolio.

**WHAT'S INSIDE**

Four samples of my copy from time spent at Oracle. They each address different copy writing/tonal needs.

- **Copy Example 1**: Celebratory tone
- **Copy Example 2**: Something a little urgent
- **Copy Example 3**: Buttoned-up, more corporate
- **Copy Example 4**: A technical case study

**A NOTE ABOUT MY PROCESS**

In general, due to being the sole writer on my team but also as a shared resource for other teams, requests for copy fall outside of a traditional, formal process in which stakeholders approach a team based on the needs of a project.

So instead of the intake → clarification → write/iterate → review/deliver process, I typically hew to a process that looks like:

1. Determine if a DevRel effort needs messaging
2. Decide its messaging strategy
3. Write copy, then review w/stakeholders
4. Strategize about its communication plan

The examples in this portfolio represent a kind of a hybrid mix of both approaches.

# Example 1: Creative Copy

## Pi Day 2022

**CONTEXT**

This event, facilitated by the DevRel team, used the 3/14 date as a way to engage developers for a day of labs and demos. Stakeholders requested an energetic, playful, and colorful tone which would lean into modern notions of internet absurdity and lighthearted nerdery.

**TASK**

The task was to create a voice that increased developer engagement through event registration. That voice was to strike an inviting confidence without any hint of a sales pitch. After establishing that voice, the task was to write web copy, social posts, social tiles, blog posts, and even a brief comedic sketch.

**ACTION**

While collaborating with the Brand team, primarily Ethan Johnson and Andre Martin, I wanted to combine technical language with notions of world building and fantasy, which would ideally trigger developers' love for gaming. "AI wizards, check your wand at the door" evoked, perhaps, trainees studying AI, preparing to enter a lesson, laying down their wands to listen to a (pointy-hatted) sage and engage with the craft further.

**Missed Pi Day 2022?**

While looking for tonal inspiration, I did a little research and found that Pi was an irrational number. After learning this, I wrote "Let's make some irrational decisions together." Though it's difficult to trace the lineage of inspiration, I like to think that this line gave us the emotional permission needed to "get weird," as it were.

Though it's not a "traditional" copywriting deliverable, I wrote a Pi Day sketch for the DevRel team based on the telephone game, in which a message is increasingly garbled as it is retold.

My thinking was to make event information entertaining by parceling it out with new faces and interspersed by facts that have nothing to do with the event. The sketch ends with Bo telling us there won't be pie at the event. I wrote the script, recruited participants, and gathered footage for the video content team to edit.

Their editing rendered these exchanges using a look similar to FaceTime, emphasizing the "telephone" in the telephone game bit.

**RESULT**

Pi Day was our most successful of 2022. See the "External Channels" heading in the internal debrief of the event for numbers relevant to social copy.

**From:** Jamie Kai <jamie.kai@oracle.com>
**Sent:** Thursday, March 17, 2022 8:59 AM
**To:** devrel_org_ww_grp <devrel_org_ww_grp@oracle.com>; skelman_directs_ww <skelman_directs_ww@oracle.com>; tenbarnes_org_ww <tenbarnes_org_ww@oracle.com>
**Subject:** Pi Day 2022!

On 3/14, we had our first global Pi Day event that followed the sun starting in Australia and ending in America. We had 35 new sessions that consisted of highly technical demos and hands-on labs, including some sessions in Portuguese and Spanish. We partnered with AimaLinux for this event and our goal was to acquire new developers and to grow the Oracle developer community and increase developer engagement. We also had a demo from Ampere and a developer from the community presented as well (@JeanDuPlessis#5271).

Despite the freeze on corporate social media channels, we were able to obtain:

Registration
- 426 total visitors to 314devs.com
- 136 visits to the registration page, **10.0%** (total number of registrations (**77.66%** conversion rate)
- 2344 total users logged in to zoom webinars (23% attendance rate)

Oracle Cloud Trials
- 1021 activations; **997** accounts redeemed

External channels
- 813 new members joined our DevRel public slack workspace in the past week
- Cross promotion with Pi Day partners (AimaLinux, Raspberry Pi Foundation, TechSpokes, NetworkChuck, TechUnited)
- Engaged with over 50+ microinfluencers for promotion
- 3.7k+ views to our Red Bull Pi Day promotion video
- 300+ mentions for Pi Day using #piday and #devrel on Twitter/LinkedIn

As an aside, I did name the character of Razzy (whose spelling I don't think has been codified yet). It looks like this character will be used for events this year, 2023, as well.

# Example 2: Community-Centered Copy & Rollout

## Oracle Luminaries, a developer community

**CONTEXT**

Luminaries was an ultimately aborted developer group for Oracle users seeking troubleshooting support, virtual/IRL community, and career investment through badges and discounted certification. Its current status is up in the air. Signs point to it being subsumed into Oracle's ACEs program.

Because this was a new program, a new voice was needed. That voice would be used for eBlasts, Slack blocks and tweets, in addition to blogs and an Eloqua registration page.

**TASK**

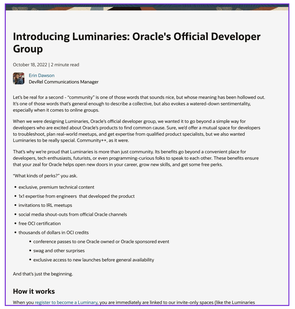
The task was to create a voice that was, on one hand, confident and resolute about the program's benefits, and on the other, imparted sincere joy about how much the potential registrant would gain from this community.

**ACTION**

Luminaries Blog post

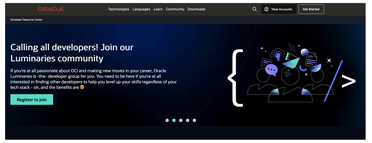
I first fleshed out this voice most when writing the blog. Using my own feelings about the word "community" and the quasi-corporate tone of a professional developer group, the blog is a frank document that drives toward its CTA of registration. Its air is one of "I know you've heard something like this before, but this time it's different" without being too gimmicky.

In the blog, I used a collective "we" to emphasize community on both ends of this equation - the community that this program sought to create and the community of real human beings behind the design of Luminaries. I also used some subtle developer dog whistling with "Community++."




Webcopy and Registration page

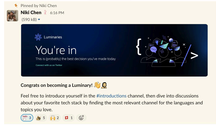
The developer.oracle carousel copy and registration page continue in this vein by using a tone that makes joining this community a common sense decision for career minded developers.




I've included a third screenshot ("There's nothing artificial about this intelligence") that also captures a similar tone. Though not Luminaries copy, I'm using the copy that I've written elsewhere as a guide for the Luminaries voice.

Slack block

Here again, I've flexed the kind of bravada needed for aspiring confidence in a new community. The CTA begins with a verb, "Connect," that also evokes community (as in, more community awaits when you connect).




**RESULTS**

Due to the stalling of development and inclusion into the ACEs program, it's difficult to say how successful this copy was relative to how successful we would have been if this program received buy-in from leadership.

Less objectively speaking, I do believe this tone to be a good fit for a new program like this. The confidence and frankness of this voice seemed necessary given Oracle's (continued) mixed messaging regarding exactly how important developer communities are to them. That confidence was built in to reassure Oracle developers that we wouldn't drop the ball this time.

**WHAT WOULD I CHANGE?**

The webcopy/carousel copy is the weakest here, in retrospect. Emoji looks out of place in hero copy. It doesn't explain what benefits a developer would enjoy from joining the group and doesn't leverage illumination imagery, which seems like a missed opportunity (though if memory serves, we tried a bit of that and it didn't feel at home with the tone).

# Example 3: Corporate Copy

## Oracle DevWeek

**CONTEXT**

The details of this currently ongoing project have been opaque. From copy deliverables to messaging, leadership has been slow to provide requirements. In the meantime, I'm creating an angle that I hope will be adopted towards what we do know we'll need - tweets, blogs, carousel messaging, social tiles, etc.

**TASK**

The task here is to (1) navigate ambiguity and (2) find an angle of overall messaging that resonates with my stakeholders (many people, though primarily Caroline Caldwell).

In my experience, even if it doesn't go anywhere, starting a conversation with a draft elicits reactions and it's from there you can start to focus on what The Ask is.

**ACTION**

The DevWeek event uses Oracle's "corporate" voice, which deemphasizes playfulness, so this event does not call for a unique or clever voice. Using a tone that spins away from irreverence and maximizes clarity using plain language, I want to leverage the real-world, material threats that are currently a reality to developers.

That means acknowledging economic conditions which translate into threats of layoffs. But doing so in a way that isn't too scary. This isn't playful, this isn't clever - this event is a time of focus and a time to rediscover the very thing you fell in love with in the first place: building things with code (read: development).

A note - I did not write the day descriptions. Reps from those teams submitted their own copy.

**RESULT**

As of this writing, this blog draft and other copy, like hero copy and event headlines, aren't finalized, so it's difficult to say what the result is.

Preliminary discussions with stakeholders point towards buy-in regarding the angle of homecoming for developers - getting back to their roots and focusing on what they love.

**WHAT WOULD I CHANGE?**

I'm of two minds about the exclamation marks at the end of this blog post. On one hand, this is a CTA for an *in-person* event and that truly is exciting. On the other, I worry that this attitude doesn't match the cold-splash-of-water-in-the-face with which the entry begins.

# Example 4: Technical Copy

## Customer Success Story, Cohere AI (link to story)

**CONTEXT**
As part of Oracle's Product Marketing team, I supported a shift from marketing Oracle Cloud Infrastructure to developers and enterprise audiences to marketing Oracle's AI offerings, including Oracle's AI coding companion and its graphics processing units (GPUs).

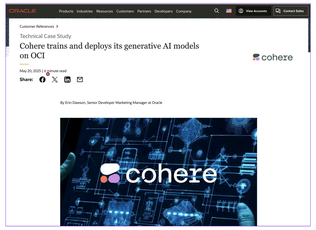
**TASK**
Part of the focus-shift from OCI to AI meant that Oracle needed to use all the arrows in its quiver to pivot its identity as not just the company known for database, Java, and ERP services, but one that empowers customers to do those things and more with the added power of AI.

Technical Customer success stories are one of those arrows in that quiver.

This meant that I needed to write a customer success story demonstrating that Oracle is not just positioned to help organizations level up with AI, but that we can also help them transition to use Oracle's GPUs which AI companies use to train their LLMs.

**ACTION**
One of these customer success stories highlighted Cohere, an AI platform, which used two Oracle products to train their LLM — Oracle Kubernetes Engine (OKE) and Oracle's GPUs. For this story, we chose to highlight Cohere's benefitting from Oracle's GPUs and how easy the transition to using our services was.

The process for writing this deliverable meant working cross-collaboratively: technical experts on Oracle's side were invited to the interviews I had with Cohere to fact check the deeply technical aspects of Cohere's usage of Oracle's services and fact-check, yours truly to interview the customer, Cohere's engineers, and their subject matter expert (SME) who managed their end of this collaboration, providing ultimate signoff for what they did and did not want published.




**RESULT**
Over approximately three months, I worked with Cohere, Oracle's engineers, and my organizations's leadership to arrive at a draft all parties were comfortable with.

This technical case study was published on Oracle.com, posted to LinkedIn on the Oracle Developers page, and reposted by Cohere.

**WHAT WOULD I CHANGE?**
Nothing here strikes me as needing overhauled. The piece combines approachable tone with highly technical information which does not come off as commercial. It also uses quotes from experts to provide additional legitimacy and a softening human element, which I find helps in a piece of this length and technical specificity.