



CONTENT CREATING AND
COPYWRITING SAMPLES

SALTY SISTERS DESIGNS



About Us



the business

Salty Sisters creates hand-crafted jewelry from cured fish skin with a focus on responsible fishing and aims to promote the importance of sustainable fisheries.

my role

- Developed and implemented effective communication and marketing strategies to support the company's mission and goals
- Managed social media accounts and created engaging content for various channels
- Created copy and design for physical marketing materials and produce line sheets

WEBSITE

COPY AND GENERAL
AESTHETIC



Custom Orders Made Out of Your Fish!

Do you have a trip planned to go fishing in Alaska coming up? How would you like to have some jewelry or accessories made from YOUR fish to remember your trip! Or maybe you own a charter fishing company and think it might be something you'd like to offer to your guests to make their trip even more special?

LET'S TALK!

We will only be accepting a couple custom orders with very cushioned delivery times for now, but if it's something you're interested in (for now or for next year), we'd love to hear from you.

Email us at info@saltysistersdesigns.com.

As part of my previous experience, I developed engaging and informative copy for a company's website. This included crafting a compelling narrative that highlighted the brand's unique story, as well as detailed descriptions of their products and services. I also had the opportunity to introduce the team members and share their individual backgrounds and expertise. The finished website was able to effectively communicate the brand's message and values to visitors, helping to build a strong connection with them.

SALTY SISTERHOOD

Salty Sisters Designs is a family run business. Sisters Krystal and Kellie are joined by their Mom and cousin Susan to produce the sustainable jewelry of Salty Sisters Designs.

Krystal and Kellie, grew up fishing with their dad on the lakes in Oklahoma and making jewelry with mom at home. Today, they live a somewhat nomadic lifestyle—summers in Alaska, winters in Hawaii, and traveling in between.

Over the years, these women have worked in multiple settings together and often discussions of starting a business were had. However, the love of *travel* and *exploration* always took precedence.

Upon discovering a passion that would allow them to be mobile, work, and travel, **Salty Sisters Designs** took a sort of natural progression of what Krystal and Kellie love to do together, *fish and create*.

It is this passion that has led the Salty Sisters to put their energies into creating unique, sustainable jewelry made from responsibly sourced fish skin leather.



KRYSTAL SENTZ

Krystal has always loved being in or on the water—whether fishing, sailing, scuba diving, or just cruising. She is the ambition and the passion that moved Salty Sisters from a fun exploratory project to something more. Even through a pandemic, she has never stopped believing or dreaming bigger about both the products and the ways in which the company can support others.

Co-founder, fisherwoman, maker, exploratory committee, stand-up bassist, collector of dope gal pals



KELLIE MOGG

Kellie has always been interested in the ways in which nature evolves. From an environmentalist perspective and the perspective of a collector of bones and stones. Where Krystal dreams big, Kellie is grounded in the details making them a complimentary duo. Though she aspires to enhance the educational and conservation opportunities for the company in coming years.

Co-founder, fisherwoman, social media, CTO for all lady tech team, maker, obsessed with Ketchikan, AK



ELIZABETH BAKER

Elizabeth is our resident gym bro who never seems to say no to an adventure or a cool project. She's Canadian born and based in Anchorage, but met the sisters in Hawai'i and became a lifelong friend and travel partner. Her nearly alarming hustle, knowledge, and great attitude are a welcome addition to the Salty Sisterhood.

Anchorage sales rep, fisherwoman, content creator, gardener, obsessed with OK

[LEARN MORE](#)

I LOVE TELLING OUR STORY, LET ME
HELP YOU TELL YOURS

PRINT MARKETING



TALKERS FOR POTENTIAL
WHOLESALE ACCOUNTS

In my role, I was responsible for creating a variety of print marketing materials for events, trade shows, and outreach efforts. This included bios, price lists, and table talkers for shops and boutiques. I was the sole member of the marketing team, so it was up to me to ensure that all materials accurately reflected the brand's messaging and aesthetic. I consistently delivered high-quality materials that supported the company's sales and outreach efforts. My ability to effectively create and manage print materials played a crucial role in the success of the company's marketing campaigns.



Sterling Silver

Necklaces	\$60
Posts & Drops	\$50
Rings	\$50

**SALTY
SISTERS**
MADE OF THE SEA

Mixed Metal Jewelry & Accessories

Earrings	\$40	Tie Clips	\$40
Necklaces	\$40	Cuff Links	\$40
Bolos	\$60	Bracelets	\$40
Bottle Toppers	\$40	Ornaments	\$30
Money Clips	\$40	Hair Pins	\$20
Bookmarks	\$30	Hat Pins	\$15



WWW.SALTYSISTERSDESIGNS.COM

OBJECTIVE

IN MY MARKETING ROLE AT SALTY SISTERS DESIGNS, MY GOAL WAS TO EFFECTIVELY COMMUNICATE THE FUN, OUTDOORSY SPIRIT OF THE BRAND WHILE MAINTAINING A LEVEL OF PROFESSIONALISM. I WORKED TO ENSURE THAT ALL MARKETING MATERIALS ACCURATELY REFLECTED THE COMPANY'S VALUES AND AESTHETIC, AND I PLAYED A KEY ROLE IN SHAPING THE BRAND'S VOICE AND MESSAGING. THROUGH MY EFFORTS, I HELPED TO ESTABLISH SALTY SISTERS DESIGNS AS A RESPECTED AND TRUSTED PROVIDER OF HIGH-QUALITY, OUTDOOR-INSPIRED PRODUCTS.



**THANK YOU, AND WE LOOK FORWARD
TO WORKING WITH YOU.**