



*Summer Naomi
Interior*

MARKETING COPYWRITER

summer-naomi.com

a bit

ABOUT ME

LIFE LONG STORYTELLER - I come from a long career in professional theatre.

MARKETER - For nearly nine years, I've been creating copy that converts.

MAMA - My boys are my why.

PERSONAL PHILOSOPHY - Yes, AND.

Creative and purposeful collaboration, in every beautiful form, is my passion.



Summer Naomi Interior
Storyteller, Marketer, Mama

key to a **SUCCESSFUL CAMPAIGN**

Whether creating content myself or helping to manage production across teams, I believe successful project management and content creation comes down to:

Clarity

Communication

Careful Collaboration

Attention to Detail

A Pulse on Performance

1 CLARITY OF PURPOSE

- WHY is this campaign needed? Why NOW?
- WHO is it for?
- How does it fit into our OVERALL strategy?
- WHERE is our content being distributed, and why?
- WHAT do we hope to accomplish - short & long term?

2 COMMUNICATION IN COLLABORATION

- Assure ALL parties are clear on vision + timeline.
- Practice trust & give space to create.
- Regularly, respectfully check in on progress.
- Prioritize open, honest, consistent communication with all involved.

3 RESEARCH & REVISIONS

- Assure accuracy + consistent brand voice.
- 2nd eyes for productive feedback.
- Pivot—sharing when & why—as needed.

4 PULSE ON PERFORMANCE

- Track, check, and measure as much as possible.
- Make smart adjustments, when necessary.
- Look ahead at potential for future success / life-span.

why I love
**CONTENT
MARKETING**

Because it's where we LIVE as humans, especially now. Your performance only lands if you're where your audience is.

Good content marketing is about understanding the essence of human emotions - why people do what they do when they do it & what drives them to their next action.

It takes authenticity and care to build trust and true connection. If you know your audience—if you get to the heart of what matters to them and communicate true value add in content—people are inspired to both act and advocate.

01 **Where Customers Are**

We're all voracious consumers of content.

02 **Building Trust**

Know what matters to your customer & speak to it.

03 **Inspiring Action**

True, consistent connection drives decisions.

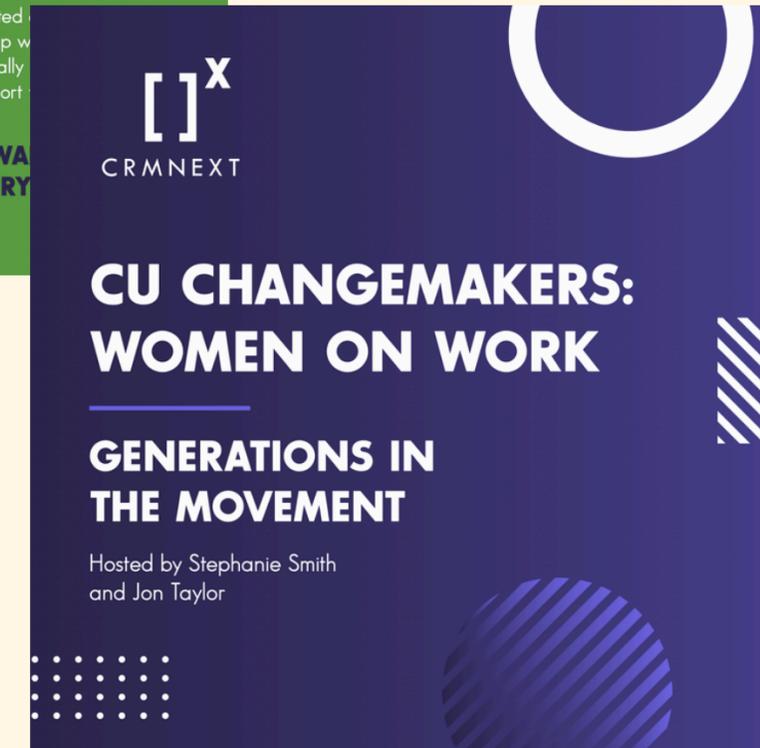
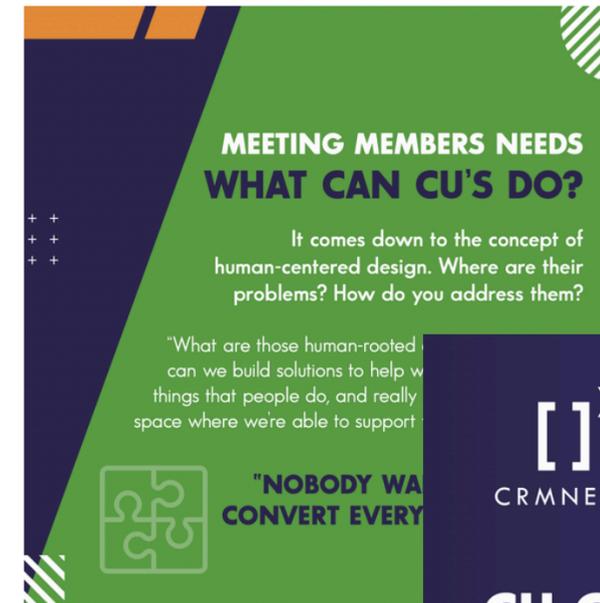
Managing a COMPANY PODCAST

PM + Copy Creation for 3 Company Podcasts
Example: Banking On Experience

Working Through This Process...

What were the results?

- \$9M in Pipeline --> \$1M in Closed
- Podcast ranked Top 15 in Financial on Apple
- Led to sub-series & nation-wide contest
- This particular piece hit 60,000 views in 1st 2 weeks.
- Est. as thought leaders, particularly in CU space
- Incredible community building --> lasting relationships with prospects & company advocates
- Content pieces valuable—and recyclable—for sales, customer success, marketing, and future campaigns



B2C BACK TO THE CUSTOMER

PM & Primary Content Creator - 1st Ever B2C Awards

WHAT

- Recognize & reward excellence in CX
- 3 Categories, 135 Noms in DTC and eComm
- 6 Judges, 2 Primary Partners, 9 Sponsors
- 10 months work, 4 Articles, 61 Company LI Posts
- 6 Judge Interviews + Assets

WHY

- Drive awareness for recently re-branded org
- Strengthen newer eComm vertical
- Deepen ties with current partners & customers
- Intro advocates, Est. new relationships + Revenue



OUTCOME

- LI Live - 107 attendees, 213 comments, 19 reposts
- 2nd event - engaging ICP, directly due to B2C
- Pivotal to earning co's largest tech partner
- Solidified relationships with key players in the industry and threw open doors to future networking events
- Significant results—and continuing ripples—in building pipeline

weekly

PRODUCT RELEASES

Bold way to educate prospects... and this company copywriter.

- **22** Weekly eComm Product Releases
- **7** Recent Transportation Product Releases
- **81** New features/updates introduced
- **1-3** Sentences from engineer - what I build from
- **2-5** Videos created (solo) per release
- **1** Promotional slide reel created per release
- **1-2** LI company posts per week
- **2-3** Ghostwritten C-Suite posts per release
- **2-3** Days turn around time



EVENT MANAGEMENT

I also have extensive experience in managing events, both physical and digital, for teams across organizations.

Whether attending in person (traveled to the UK and NY for events last quarter), or being the PM behind the curtain, it's always a genuine pleasure helping to represent a brand and set teams up for success.

The logo for B2C Back to the Customer Awards features the letters 'B2C' in white on a purple background, with 'BACK TO THE CUSTOMER AWARDS' in purple below it.

WITH OUR JUDGES:

 ALEXANDRIA COLLIS Sr Director of Operations Pinnacle Policy	 BEN SEGAL VP of CX Trade	 JENNA BEST VP of CX Trade
 LIZ TSAI Founder and CEO iQOperator	 JESS CERVELLON VP of CX Feedback	 NATE BROWN Co-Founder CX Accelerator

AND HOST:

SHAWN LI
VP of Partnerships at Flip CX

WINNERS ANNOUNCEMENT
WEDNESDAY, OCTOBER 11
3:00 PM EDT | 12:00 PM PDT

The logo for RevUp 2024 features a red car silhouette with a speedometer, with 'RevUp 2024' in white below it.

RevUp 2024
A SYMPOSIUM ON TRENDS IN
FLEETS & FLEET OPERATIONS

June 18 - 20, 2024
Niagara Falls, NY

A CAUSE *Close to My Heart*



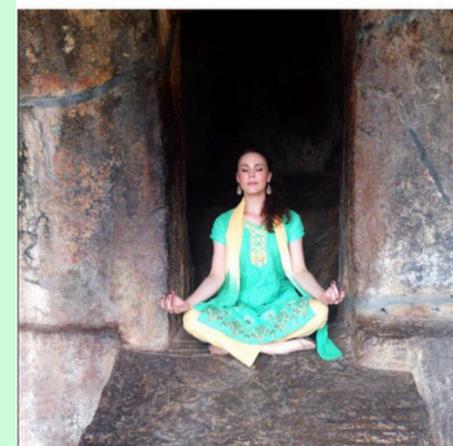
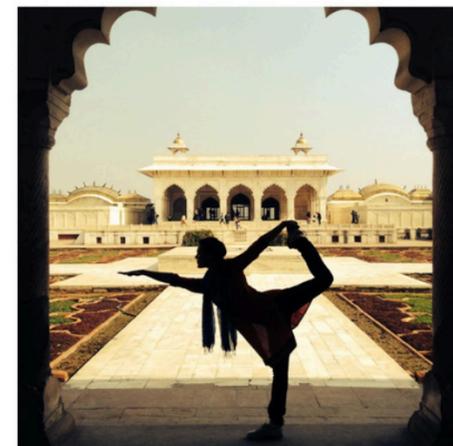
Years ago, I had the privilege of volunteering in South India for this spectacular organization.

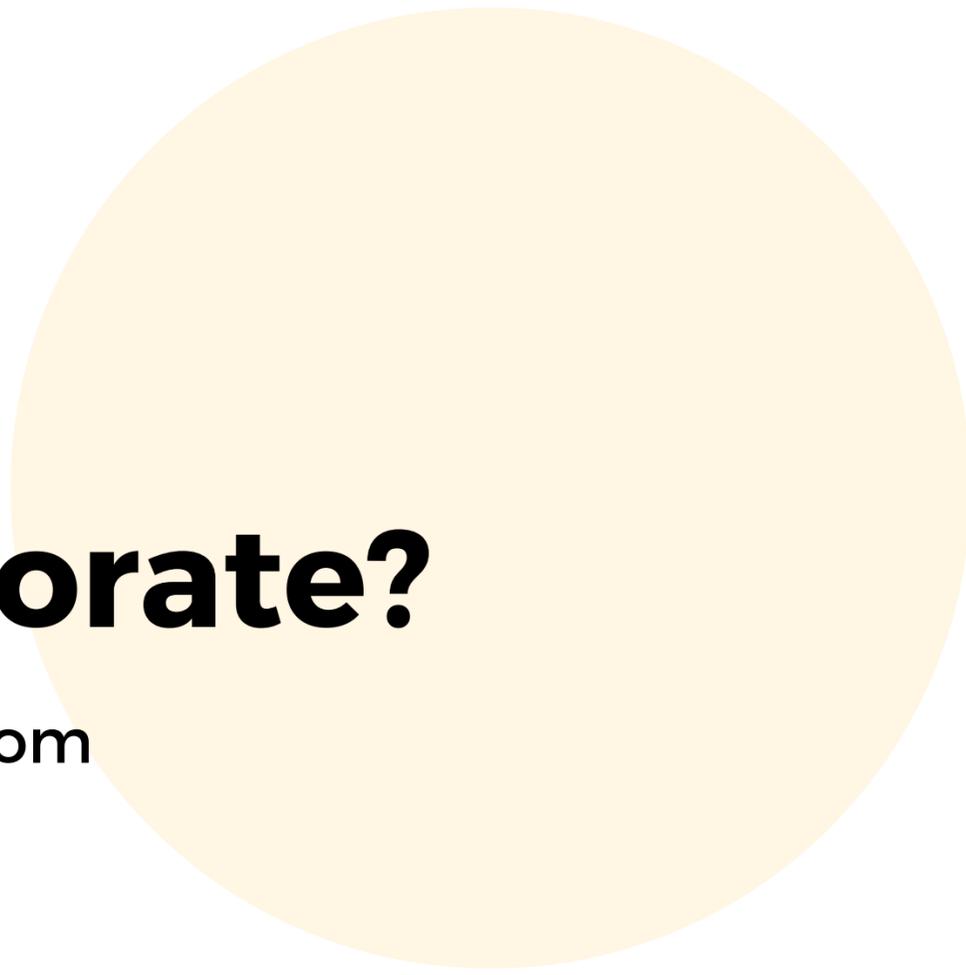
I spent close to three months teaching life skills through the arts as Dance Master at Rising Star Academy - to children from families in leprosy colonies.

The goal: Arm them with the skills they need to go on to secondary education and break the stigma of leprosy in India.

When not teaching, I traveled with the medical team to colonies to wash, bind, share, and learn. The perspective I gained on life, and what matters most, is one of the greatest gifts I've ever received.

I believe whole heartedly in the power & potential every organization has to change the world for the better.





Ready to collaborate?

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