

Stephanie O'Donnell

Selected Writing Samples

Original writing samples demonstrating tone, structure,
and brand aligned messaging.

Sparta, NJ

Stephanie.r.odonnell@gmail.com

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About

I am a marketing and audience insights professional with experience translating consumer behavior into clear, brand-aligned messaging. My work sits at the intersection of data, storytelling, and tone, shaping how content is understood and engaged with across digital platforms.

With a background in art history and experience in museum research, I am particularly interested in how narrative, history, and visual worlds influence audience perception. This perspective informs my approach to writing, especially in spaces where legacy, design, and storytelling intersect.

The following samples demonstrate my ability to adapt tone, structure, and messaging across formats, with a focus on clarity, audience awareness, and narrative consistency.

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Selected Writing Samples

Colonial America and the Politics of Dress

- Format: Historical narrative / long-form writing
- Focus: Clothing as control, identity, and rebellion
- Strength: Tone, clarity, and conceptual storytelling

The eighteenth century was a catalyst of change for the colonists of young America. The crown, overbearing in its ability to overtax its citizens, controlled every aspect of this new land. The colonists were not allowed to manufacture their own textiles or clothing. They were required to purchase expensive fashion that was being shipped over from England. Changing one's coat or shirt slightly was seen as an offense to the crown...

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Rei Kawakubo and the Language of Power

- Format: Fashion analysis / visual interpretation
- Focus: Symbolism, identity, and dystopian aesthetics in design
- Strength: Conceptual thinking, descriptive writing, and cultural analysis

The spring 2015 collection of *Roses and Blood*, created by Rei Kawakubo at Comme des GARÇONS, displayed the rose's passion through a unified vision of color and form. All twenty-two pieces in the show are the same vibrant red with hints of black. Number twelve, in particular, carries a sense of power and intrigue. The glossy cape, streaming with flowing fabric, brings the passionate rose to life in an alternate fairytale. Displayed at FIT's *Fairy Tale Fashion* exhibition, this piece evokes Little Red Riding Hood yet transforms the narrative entirely. The shredded strips suggest survival rather than innocence, as if the wearer has emerged from conflict rather than fallen victim to it.

Historically, the cape symbolizes warmth, secrecy, and status. In this garment, however, it becomes something more imposing. The exaggerated hood and intense color create a sense of authority, bordering on intimidation. Kawakubo's design challenges traditional narratives, presenting strength where fragility is expected, and reshaping a familiar story into one of power and defiance.

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Mariano Fortuny and the Freedom of Form

- Format: Historical fashion analysis
- Focus: Garment construction, historical influence, and the natural body
- Strength: Research depth, technical understanding, and visual description

Mariano Fortuny's designs of the early twentieth century redefined the female silhouette by rejecting rigid structure in favor of fluidity and movement. The Delphos gown, first introduced in 1907 and later produced in variations such as the 1925 example, reflects a shift away from corseted forms toward a more natural expression of the body. Inspired by ancient Greek chitons, the gown is constructed from finely pleated silk that follows the body's natural lines, creating a column-like silhouette that is both simple and technically sophisticated.

The garment's construction is deceptively minimal, consisting of two panels of silk joined at the shoulders and sides, often accented with Murano glass beads. These elements recall ancient fastening techniques while contributing to the gown's weight and drape. Fortuny's patented pleating process, achieved through heat and pressure, allowed the fabric to maintain its texture while remaining soft and responsive to movement. Unlike structured garments of the time, the Delphos gown offered freedom, both physically and socially, as women began to move away from restrictive dress.

Rather than designing for trends, Fortuny drew from historical sources, blending influences from classical antiquity, the Renaissance, and the Mediterranean. His work reflects a deep understanding of textile history and craftsmanship, positioning the Delphos gown not only as a fashion object but as a continuation of artistic tradition.

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Is a Wedding Rehearsal Really Necessary?

- Format: Web article / informational marketing copy
- Focus: Clarity, structure, and audience-focused writing
- Strength: Accessible tone, content organization, and engagement

Let's face it, there are a ton of things to think about in the lead-up to your wedding.

Are the out-of-town guests okay? Do you have everything you need for the wedding party favors? The final payments need to be made to the band, who is handling this? Which swimwear are you taking on your honeymoon? Your cousin Harold can't now make it, so the seating plan on his table will need to be rearranged - who gets to sit next to Aunt Mildred?

There will be a lot of last-minute things to do. Can you really spare time out of your last day before the wedding to rehearse?

What even is a wedding rehearsal, anyway?

A wedding rehearsal is a dry run-through of the ceremony, usually conducted the day before the big day. It's an opportunity to go through the order of events and make sure everyone in the wedding party knows what they're supposed to be doing at crucial moments of the ceremony.

Who needs to be at the rehearsal?

Everyone who has a part to play in the ceremony, or is in the wedding party. This includes anyone who has been asked to perform a reading, play some music, or throw flower petals down the aisle in advance of the bride.

How long do wedding rehearsals take?

About 30–45 minutes, depending on how long the ceremony is going to be. This is about making sure everyone knows where they're meant to be, when and how.

So are wedding rehearsals necessary?

Unless it is a very small or informal wedding, the answer is yes. A rehearsal allows for small adjustments to be made ahead of time, ensuring the ceremony runs smoothly and is remembered for the right reasons.

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Selected Short-Form Copy

- Format: Taglines / product copy / narrative hooks
- Focus: Voice, clarity, and audience engagement
- Strength: Brand awareness, tone variation, and concise storytelling

Game Taglines

- The past was never buried. It was waiting.
- Not every path leads forward. Some lead back.
- What you remember isn't always what happened.
- Descend carefully. Not everything wants to be found.

Product Description (Game Concept)

A world once mapped is now shifting beneath your feet. In *Echoes of Time*, players navigate fractured landscapes, uncover lost histories, and piece together a story that refuses to stay buried. Exploration is key, every detail matters, and every decision alters what comes next.

Feature Highlights

- Explore dynamic environments that change over time
- Uncover hidden pathways and fragmented narratives
- Engage in deliberate, timing-based encounters
- Experience a story shaped by memory and discovery

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Closing Statement

- Focus: Narrative, perception, and audience engagement
- Demonstrates: Analytical thinking, storytelling, and cultural awareness

I approach writing through a mix of research, observation, and narrative, focusing on how meaning is shaped through what people see, wear, and engage with. My work is grounded in attention to detail and an interest in how visual culture, history, and everyday experience influence perception. I aim to create writing that is thoughtful, clear, and engaging, while remaining aware of audience, tone, and context.