

WRITING PORTFOLIO



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COPYWRITER | CONTENT WRITER |
BRAND MESSAGING SPECIALIST



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WELCOME

In 2022, I realized the skills I gained as an English teacher of 13+ years were transferable, and highly sought after, by various businesses in need of brand messaging, copywriting, and content marketing.

I am honored to provide businesses with compelling brand narratives and captivating copy that resonates with their target audience.

Within this writing portfolio, you'll discover a collection of my work as a copywriter, content writer, and brand messaging specialist over the past 2+ years.



PRIVACY STATEMENT

As a copywriter, content writer, and brand messaging specialist, I take confidentiality and client privacy seriously. Much of the work I have undertaken in my role as Lead Writer and Managing Editor at Comma Copywriters is governed by Non-Disclosure Agreements (NDAs).

These legal agreements prohibit me from disclosing or sharing specific content, materials, or final results of projects. While I am unable to showcase this work, you can view a partial client list [HERE](#). I will also provide general examples of the type of work I have completed for certain industries.



comma

CONFIDENT CONTENT MARKETING

INDUSTRIES SERVED

In my role as a Lead Writer and Managing Editor, I have worked with marketing teams in the following industries:

- Solar Energy
- Quick Service Restaurant (QSR) Franchise
- Construction Time Tracking Software
- Literacy Solutions Program based on the Science of Reading (SOR)
- Pest Control
- Digital Marketing Agency
- Online Mobile Secondhand Marketplace
- Used Automotive Dealerships
- College Dental Program
- Organic Natural Clothing
- Corporate Legal Documents
- Business Magazine
- Private Montessori School
- High-end protective eyewear
- Accounting Firm
- Caregiver Support
- eCommerce Gift Cards
- Outsourcing Solutions
- Wellness Platforms

CONTENT PROVIDED

- Interviews
- Blog Posts
- Marketing Email Campaigns
- eBooks
- Social Media Posts
- Thought Leadership Articles
- Special Reports
- Case Studies
- Program Manuals
- Product Descriptions
- Editorial Content
- Newsletters
- Website Landing Pages

BRAND MESSAGING

BREAK N' REMAKE

Joan Goodspeed, the business owner of Break N' Remake, is a designer, seamstress, and university professor based in Long Beach, California. Joan hired me to assist her with brand messaging. Joan sought to evolve her messaging to increase engagement with her audience on social media, YouTube, and at her in-person workshops.

CONTENT PROVIDED:

- Brand Origin Story (Long, Medium, and Short versions)
- Core Values
- Brand Archetype
- Word Bank
- Mission Statement
- Vision Statement
- Value Proposition
- Tagline

Brand

ORIGIN STORY

LONG STORY

Hello, gorgeous!

Welcome to Break N Remake, a creative guide for plus-size bodies with plus-size personalities who want to learn how to sew their own clothes and kick fast fashion to the curb!

Whether you are a sewing novice or sewist extraordinaire, Break N Remake is here to remove the intimidation of learning something new and support you on your creative journey to confidence and comfort. Plus, I make sewing FUN as hell!


With over 20 years of experience teaching sewing and working in theater and TV, I realized I wasn't the only one feeling limited by fast fashion. Honestly, I was sick and tired of feeling like I had to compromise on style and comfort because there weren't clothes made with my body type and style interests in mind. Can you relate?

Sew... I decided it was time to break down these limitations, put my skills to work, and remake my wardrobe into something I could be proud of! That's when Break N Remake was born!

Rather than do this just for me (because where's the fun in that), I want to share my passion for design and teach the art of sewing to YOU so you can feel confident in making clothes you absolutely LOVE!

It's time to break free from a wardrobe that doesn't suit you!

Xoxo — Joan



WHO IS BREAK N REMAKE? 2

Brand

CORE VALUES

AGENCY At Break N Remake, we believe agency in sewing leads to empowerment, self-acceptance, and a sense of accomplishment. We are proud to provide a platform where women can unleash their sewing potential as they confidently explore, adapt, and personalize patterns to suit their unique body types.

SUSTAINABILITY At Break N Remake, we believe that every stitch can make a difference. By embracing sustainable fashion practices, women can break free from the constraints of mass-produced clothing and contribute to a more ethical and environmentally conscious industry.

KINDNESS Kindness is woven into the fabric of Break N Remake. Dedicated to creating a culture of kindness that extends beyond sewing, we foster an atmosphere where women can freely express their creativity, build confidence, and cultivate a sense of belonging.

DELIGHT Break N Remake is all about finding joy in the creative process. We encourage women to embrace their inner child and make things that bring them pure delight. From whimsical designs to unique embellishments, we celebrate the beauty of individual expression and inspire women to infuse their sewing projects with their own personal magic.

CURIOSITY At Break N Remake, we believe in the power of curiosity as a catalyst for creativity. We encourage women to go beyond sewing patterns and explore their own unique ideas, empowering them to trust their instincts, ask questions, and fearlessly experiment with different techniques and design elements.

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To view the final brand book, please click [HERE](#).

BRAND MESSAGING

SANDRA LEE DESIGN

Sandra Chandler, the business owner of Sandra Lee Design, is a fiber artist based in Nashville, TN. Sandra hired me to assist her with some basic brand messaging. She had been teaching fiber arts since 1982 and wanted to refocus her brand so she could build her social media following and attract more speaking engagements.

CONTENT PROVIDED:

- Brand Origin Story (Long, Medium, and Short versions)
- Core Values
- Word Bank



To view the final brand book, please click [HERE](#).



CLIENTS

The following list shows the different clients I have worked with as the Senior Copywriter at Dyno Creative. This Writing Portfolio does not include writing samples from every single client. If you are interested in a particular client and would like to see samples of my work, please let me know.

- Dyno Creative
- Moulton Museum
- Cape Cinema
- True North SoCal Real Estate
- Pathfinder Mortgage
- Coastal Craft Kombucha
- Boss Nation Brands
- Verdequine
- Whalebird Kombucha
- Barkfield Road
- Negotiate Hers
- Victory Sports Performance
- Locomotion
- Frida Cinema

CONTENT PROVIDED

- Interviews
- Blog Posts
- Marketing Email Campaigns
- Social Media Posts
- Thought Leadership Articles
- Case Studies
- Marketing Materials
- Newsletters
- Website Landing Pages
- Additional Web Copy
- Copy for can/package design

BLOG ARTICLES



CLIENT – DYNO CREATIVE



Read the full article [HERE](#).



Read the full article [HERE](#).



Read the full article [HERE](#).



Read the full article [HERE](#).



Read the full article [HERE](#).



Read the full article [HERE](#).

NOTE:

As the Senior Copywriter for Dyno Creative, I write all articles “By Dyno Creative.” There are no bylines with my name as the author.

To see more blog articles I’ve written for Dyno Creative, please visit our [Dyno Crater Blog](#).

BLOG ARTICLES

CLIENT – BOSS NATION BRANDS



BOSSPAWS Watermelon Treats

Read the full article [HERE](#).



BOSSPAWS Banana Bread "Ruffins"

Read the full article [HERE](#).



Raw Goat Milk: The Ultimate Dog Superfood

Read the full article [HERE](#).



BOSS Birthday Bash: Celebrate Good Times, Come On!

Read the full article [HERE](#).

NOTE:

One of our longtime clients at Dyno Creative is Boss Nation Brands. My objective for this project was to write playful, on-brand recipe blog posts that featured key Boss Nation products.

As you will see, these blog posts are ghostwritten from the perspective of Boss Nation Brands. There is no byline with my name as the author.

BLOG ARTICLES

CLIENT – MOULTON MUSEUM

MEET NELLIE GAIL MOULTON



Nellie Gail Moulton - circa 1910 (2018.02.02)

Meet Nellie Gail Moulton

Read the full article [HERE](#).

MEET LEWIS FENNO MOULTON



Lewis Fenno Moulton circa 1880 (2022.04.13).

Meet Lewis Fenno Moulton

Read the full article [HERE](#).

NOTE:

One of our ongoing clients at Dyno Creative is Moulton Museum. My objective for this project was to rewrite older blog posts to improve SEO and reflect their updated brand voice and brand messaging.

As you will see, these blog posts are ghostwritten from the perspective of Moulton Museum. There is no byline with my name as the author.

WEBSITE COPY



MOULTON MUSEUM – EXHIBITS



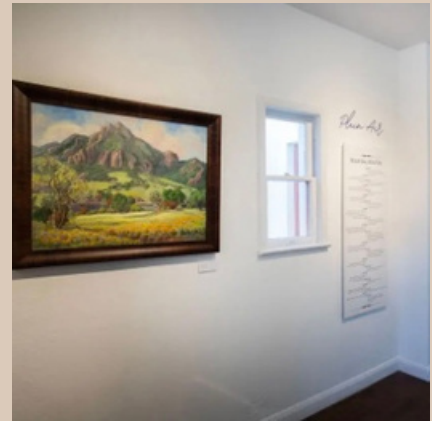
Jeff Sewell: “Back to the Ranch” Exhibit

Learn more about the exhibit [HERE](#).



Aliso Viejo Ranch

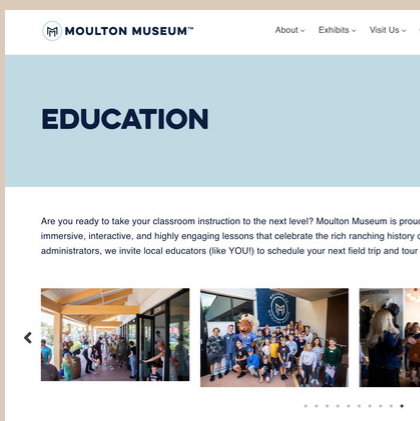
Learn more about the exhibit [HERE](#).



Best of “Plein Air” Features Nellie Gail

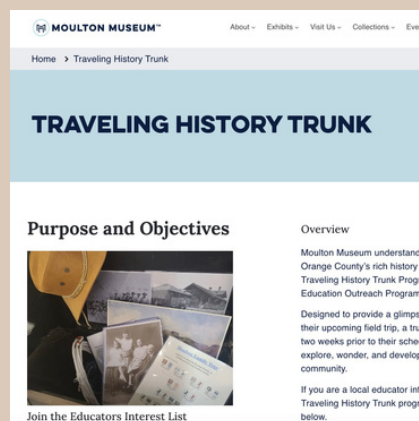
Learn more about the exhibit [HERE](#).

MOULTON MUSEUM – LANDING PAGES



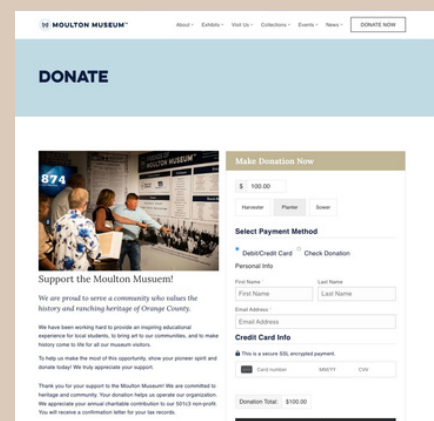
Education

Learn more about the exhibit [HERE](#).



Traveling History Trunk

Learn more about the exhibit [HERE](#).



Donate

Learn more about the exhibit [HERE](#).

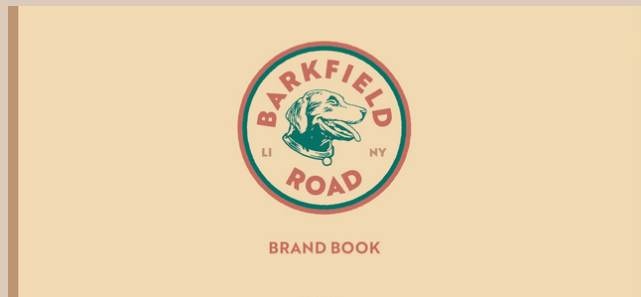
BRAND MESSAGING

BRAND BOOKS



Moulton Museum

View the full brand book [HERE](#).



Barkfield Road

View the full brand book [HERE](#).



Cape Cinema

View the full brand book [HERE](#).



Coastal Craft Kombucha

View the full brand book [HERE](#).

NOTE:

In each of these Dyno Creative client brand books, I was responsible for collaborating with the client to gather the necessary background information to create the brand messaging portion of the project. This includes the brand origin story, brand lens/archetype, core values, mission statement, vision statement, value proposition, taglines, word banks, brand tone and voice, market analysis, and brand positioning statement.

The visual assets (typography, color palettes, logos, icons, and visual identity) were completed by our illustration and design team.

BRAND MESSAGING



CAN DESIGN – COASTAL CRAFT KOMBUCHA



Beech Street Berry



Big City Apple Pie



Jones Beach Ginger



Hampton Heat



Montauk Mojito



North Fork Nectar



Purple Sunrise



Java Island

NOTE:

Early on in my copywriting career, I had the privilege of doing brand messaging for Rachel Rappa, Founder and CEO of Coastal Craft Kombucha. There is nothing cooler than seeing the words you wrote on a product that is out in the world!

CASE STUDIES



Kaiju Coffee

Read the full case study [HERE](#).



Locomotion New York

Read the full case study [HERE](#).



Coastal Craft Kombucha

Read the full case study [HERE](#).



Hocus Pocus

Read the full case study [HERE](#).



Moulin Rouge

Read the full case study [HERE](#).



Tracy Morgan

Read the full case study [HERE](#).

NOTE:

We are in the process of updating the design of our case studies, including incorporating more information about the brand messaging services specific projects received. To check out our full collection of case studies, click [HERE](#).



THANK YOU!

Thank you for taking the time to explore my writing portfolio. If you have any questions, please do not hesitate to reach out. I look forward to any future opportunities to collaborate with you on a personal project or work for your company!

Sincerely,

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