## **Amy Mathews Writing Samples**

**WEBSITES**

Current job and personal website:

[www.amykmathews.com](http://www.amykmathews.com)

<https://www.kljeng.com> (articles, press releases, web content, etc.)

Past Clients:

<https://www.mediajunction.com/portfolio/great-harvest-bread> (implementation team)

<https://www.mediajunction.com/portfolio/loffler-companies> (strategy team)

<https://www.mediajunction.com/portfolio/pittsburgh-parks> (strategy team)

<https://www.mediajunction.com/portfolio/crh-building-solutions> (strategy team)

<https://www.mediajunction.com/portfolio/plastic-printers> (implementation team)

<https://pockethercules.com/work/dorsavi/> (Powerpoint decks, general account assistance)

<https://pockethercules.com/work/safco/> (wrote SEO keywords for all 4,000+ SKUs)

<https://www.yearbookavenue.jostens.com/blog/> (work on general site copy, copy editor)

<https://www.yearbookavenue.jostens.com/> (copy editor)

**BLOG POSTS**

<https://www.kljeng.com/news/nitrogen-phosphorus-removal-and-what-it-means-your-wastewater-treatment-5-things-know> (writer)

<https://www.kljeng.com/news/five-steps-apply-kansas-back-business-broadband-grant> (writer)

<https://www.cobizmag.com/design-build-done-better/> (writer)

<https://www.cobizmag.com/how-traffic-engineering-makes-your-community-safer/> (writer)

<https://www.kljeng.com/news/nfv-could-be-your-new-broadband-bff>

<https://schoolannual.com/2019/08/05/the-great-adviser-advisor-debate/> (wrote copy, designed graphics)

<https://schoolannual.com/2018/06/25/color-palettes-that-catch-the-eye/> (wrote copy, designed graphics)

**SOCIAL**

<https://www.instagram.com/kljeng/?hl=en> manage social strategy, content writing, scheduling, and production for KLJ’s social platforms (most markedly Instagram).

**ART**

Instagram: <https://www.instagram.com/amym.art/> .

Website: <https://www.amymathewsart.com>

**BEHIND THE SCENES**

Some of the things I write copy for/work on are proprietary or not published online. Here is a list of some projects I have worked on that I can’t share links to:

**Studio Art Collections** - Naming and writing descriptions for groups of clip art in the Jostens library (30 total this year). For example: *Notorious RGB | Crisp, bold primary colors used in striking pattern play elevate the grade-school color palette to the high school level. Use grids, lines, patterns, and the infamous red/yellow/blue palette to create this Bauhaus-inspired theme.*

**Trends** - Naming, writing descriptions for, and introducing the colors of the different yearbook trend groups each year.

**Product** - Creating short phrases to use on physical copy, helping come up with copy for our subscription box service, etc. I do a LOT of this.

**Copy Editing** - Tweaking, improving, and altering the copy given to me by my co-workers.

**Titles and Short Descriptions** - this could be for YouTube videos, email CTAs, email subject lines, etc.