



WORK DESCRIPTION

Client: CPA Global

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CPA Global

Because of the nature of the work I did for CPA Global's North American product marketing team, I can't publish many work samples, so I'll just describe some of the work I did with this intellectual property management and technology company:

- Wrote sales sheets/brochures for several intellectual property products and services
- Wrote website copy
- Wrote upselling collateral for product-to-product conversions
- Wrote job descriptions
- Wrote a few blog posts that haven't been published yet because, hey, corporate structure:
 - 7 things to Consider when Evaluating Patent Search and Analysis Software for IP Analysis
 - The Importance of IP Research in In and Out Licensing
 - IP Strategy
 - Maintaining an Edge in Competitive Intelligence
- Wrote buyers' guides for products and services
- Developed personas for various use cases for various products
- Developed/rewrote/edited numerous internal and external sales decks for numerous CPAG products
- Wrote competitive-product comparison documents