

## Introduction to Sarah Parr's Writing+ Portfolio

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Hey, you! 🙌

Thanks so much for taking the time to check out my Writing+ portfolio — it truly means a lot.

To make navigating it as effective and efficient as possible, I want to take a brief moment to introduce my work and give you some direction on how to view it all (the “Clients” tab is misleading).

But first, I want to share a little about myself.

Think of me like this: **an enthusiastic, creative storyteller crossed with an innovative, business-minded doer with an affinity for the arts 🎵, food 🍷, and culture 🌍.**

My educational and work backgrounds feature all kinds of interests and experiences, so I tailor my skills to fit what my clients need.

Whether you're looking to improve your company's digital media presence or captivate an audience with your next screenplay, I'm here to tackle challenges and exceed expectations.

I graduated magna cum laude from Case Western Reserve University 🎓 in May 2020 with a Bachelor of Arts degree in English 📖, cognitive science 🧠, and theater arts 🎭 (with an acting concentration). As you can see, this triple-major has never had her heart set on just one thing. **I write all kinds of copy, I proofread and edit, and I consult (and I make movies, fun fact 🎬).**

You can find the following examples of work in my portfolio:

- COPYWRITING 📝
  - **Blog posts** and **articles** for a variety of niches
  - **Emails** to both drum up business and recruit employees
  - **Social media posts** and an **ad** (Instagram, Facebook, Twitter, LinkedIn)
  - **SEO-focused landing page** for an e-commerce company
  - **Professional bio** for a business-owner
  - **Radio ad script** for a local company
- ARTIS-TECH DESIGN 🎨
  - **Videos** for a documentary, a testing ad, a class reunion, and a company's TikTok
  - **WordPress slideshow** for a magazine
  - **Business card** (mine, to be exact) (and other graphic designs for various projects)
- STRATEGY 📈
  - Onboarding **survey** for a publication
  - **BuzzFeed Quiz** for publicizing a theatrical production
  - **Virtual Facebook event** (put together two weeks after COVID shut down the world)

If you like what you see and are interested in learning more about my work and what we can accomplish together, email me at [sarahaparr@gmail.com](mailto:sarahaparr@gmail.com). I look forward to connecting and collaborating!