

# Capabilities Statement

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I am able to help government agencies and offices in the writing of reports, manuals, proposals, training programs, speeches, brochures, articles, newsletters, books, pamphlets, online copy, and search engine optimization, navigation, and information architecture.

- professional level keyword research for consistent organic traffic
- website optimization for clarity, ease of use, and relevance to target audience
- writing to make complicated industry or department language consumer-friendly
- ordering information into intuitive, easy-to-navigate architecture
- meeting audiences where they are via phrasing and terms they naturally use to think about a subject
- focusing on demonstrating value rather than just listing functions
- expressing information clearly so anyone can understand and use it
- educating and guiding via clear step-by-step instructions and paced, sequential lessons



**DIFFERENTIATORS:** My skill set differentiates me from others in my field by allowing me to offer professional-level keyword-based market research. The result is viability in a global market, reduced bounce rates, and high organic (no ad-spend) traffic. I am also different because I draw from degrees in writing and design, as well as real-world experience with measurable results.

In one two-week period, I wrote a proposal that garnered \$12,000. In another one-month period, I optimized a website resulting in 4 times the revenue.

## Contractor Bio:

My capabilities are based in formal education, professional mentoring, and on-the-job and freelance client experience. In addition to the degrees I have earned, I completed copywriting training with John Carlton and Writing Launch, business analysis CBAP training, mentorship with SEOWise, and decades of hands-on experience with WordPress, CAD, InDesign, and Photoshop.

User acquisition  
Breakdown of user acquisition by channel



Organic search 50.3%  
Direct 44.8%  
All Other sources 4.8%

## CONTRACTOR DATA:

LABVN ID: 100581  
DUNS #: 081233452  
CADE Code: 8MK3G  
NAICS Code: 711510  
Certifications in  
Process: Woman-Owned  
Business, Disadvantaged  
Business Entity, Small  
Business  
RELEVANT DEGREES:  
MFA in Applied Craft +  
Design; BA in Liberal  
Studies, Writing  
Specialty

## Past Performance:

Quadrupling paying clientele in one quarter via keyword research and optimization of business website.

Increasing sales team efficiency by 75% through business analysis and program design and subsequent collaboration with systems engineering department on implementation.

Generating quality organic traffic over a 17 year period, resulting in thousands of dollars in revenue.

Navigation and information architecture design and implementation delivering consistent leads from target market.

For a more complete list of past projects, please visit:  
<http://zombiepermaculture.com/portfolio/>

Get a FREE list of The Top 5 Questions Every Procurement Officer Should Ask A Writing Contractor by clicking [HERE](#)