



## References

"I first worked with Susy when she was a full-timer at my agency, Weston/Mason Marketing, and have continued to book her on a freelance basis ever since. A talented copywriter, her creativity is only surpassed by her diligence to deadlines and her pleasing personality. As a creative director, I have little patience for prima donnas and procrastinators, and Susy is neither of those. I can always depend on her to quickly grasp my direction and deliver well-written, on-target headlines and copy—with multiple options—in a timely fashion. Thanks for all of your contributions over many years, Susy!"

—Beverly Mason, President at Weston/Mason

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"Susy is a Pro's Pro. The project we collaborated on was a piece of cake, primarily because Susy kept exceeding expectations, and deadlines. She listened intently in our initial project brief and was able to recognize the core of what was needed very quickly. During the research part of the process, Susy had a number of clarifying questions that ultimately helped transform the finished product into something much more scalable and elegant. We were under budget and ahead of schedule. Susy's writing was perfect, concise with the right amount of flair. I can't wait for Phase Two!"

— Skip Esch, Former Director, Strategic Account Development, Evox Images

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"Susy has been a huge help to our marketing efforts at Living Spaces. We needed a copywriter that would be responsive and flexible with the work we assigned. We were a little concerned that Susy might not have the background in home decor needed to embody the brand voice we are trying to develop. That concern was quickly allayed. She became the subject matter expert we needed and has continually wowed us with the creativity she brings to every assignment. Specific to Living Spaces, she's worked on copy for our website, catalogs, and emails. Susy is always super responsive no matter how big or small the assignment. I'd highly recommend her for any copywriting needs."

— Pete Franco, Vice President of E-Commerce, Living Spaces Furniture

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"After working with Susy at Affinity, I knew I needed to have her on my team at Pictage. Susy is an incredibly talented writer who has the ability to adapt to different audiences and create copy that suits a variety of needs. With great success, Susy has written enticing call-to-actions, informative product descriptions, and highly effective sales collateral. With a keen eye for detail, Susy is someone who I could always count on to deliver thoughtful copy, even within tight deadlines. If you're looking for a professional, charismatic, talented copywriter who would bring great value to your team, I highly recommend Susy."

— Heather Woo, Formerly Director of Consumer Marketing, Pictage

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"I had the pleasure of working with Susy at Affinity Internet before our time together at Pictage. Susy is an incredible writing talent, but what sets her apart is her ability to ask the right clarifying and probing questions. She has great insight, and the additional information she gathers through this process creates the perfect piece. In addition, her strong work ethic, attention to detail and responsiveness make it so easy to move multiple projects forward quickly. I would jump at the chance to work with her again."

— Jen Henriksen, Formerly VP, Sales & Business Development, Pictage

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"Susy's a joy to work with AND she delivers outstanding copy. From corporate bios and brochures to ads and websites, Susy's years of experience are evident in every assignment she executes. While at Weston/Mason, she proved to be an invaluable asset to the team and an incredible storyteller. She carefully positioned clients' brand while strategically calling their target market to action. Her ideas are fresh, her copy is persuasive, and her energy is contagious."

— Tinisha Landry, Formerly Creative Director at Weston/Mason Marketing

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