PROJECT
ANDREA BASSETT

Ghostwriting: B2B Technology

Client:	Echoworx
Project:	Ghostwrite articles about encryption-related topics.
Objective:	Create educational content for the corporate blog about cybersecurity issues and solutions, including encryption.

TOPICS

- Insider threats
- Customer-centric communications
- Digital trust
- Going paperless
- Email security
- Digital transformation
- Cybersecurity
- Communications compliance
- Data security

INDUSTRIES

- Healthcare
- Financial services
- Shipping

Project summary

On this project, I work with the Marketing team to create reader-friendly and educational articles for the Echoworx corporate blog about cybersecurity issues and solutions, including encryption. These articles are based on a creative brief and include internal and external research and references. They educate the audience about how deploying a user-friendly encryption platform reduces cybersecurity risks for enterprise-level organizations.

Blog audience: c-suite executives including the CISO/CIO, organizational board members and high-level decision makers.

Results and feedback

These blogs—over a dozen now—are well-received by Nicholas Sawarna, the Senior Content Marketing Specialist at Echoworx as I submit them on time and they require few revisions, if any.

"As a B2B business in the tech sphere, getting our voice can be tough. We are very pleased Andrea's been able to adapt quickly – and with minimal effort on our part. Looking forward to more of her writing – a welcome relief!"

- Nicholas Sawarna
Senior Content Marketing Specialist
Echoworx

About Echoworx

Since 2000, Echoworx has been helping to protect important data by providing organizations with a path to secure communications. Headquartered in North America with offices in the US and UK, Echoworx has certified, redundant and replicated data centres in the US, UK, Mexico, Germany, Ireland and Canada. The OneWorld encryption platform supports 21 languages and Echoworx has clients in 30 countries worldwide, with more than 5,000 enterprise-level deployments.

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