

PROJECT

ANDREA BASSETT

Brand Editorial Project



PROJECTS

- Case studies
- Email campaigns
- White papers
- Solution overviews
- Product overviews
- Application overviews
- Landing pages
- Data sheets
- Social media posts
- Direct response letter
- Brochures
- Infographics
- Solution overview checklist

SUBJECT MATTER

- File sharing for creative collaboration
- Digital fax solutions
- Enterprise content management
- Cloud platforms
- Digital twins, AI and machine learning
- Workforce management
- Customer communications management

Client: OpenText

Project: Review, revise and write B2B sales and marketing content and assets for the Brand Content and Editorial Strategy team.

Objective: Align marketing collateral to the OpenText Brand Identity guidelines, under direction of the senior manager.

Project summary

On this 3-month project, I worked with the Brand Content and Editorial Strategy team to ensure that sales and marketing materials adhered to brand guidelines including style, tone, reader-friendliness, trademark use and grammar.

Results and feedback

This project included minor revisions, major re-writes and writing new collateral. My contribution included reviewing and improving more than 63,000 words worth of B2B content.

“Andrea is a consummate professional with an extreme attention to detail. She is a pleasure to work with, bringing energy, enthusiasm and a sense of humor to all her assignments. Andrea’s writing demonstrates an excellence in understanding both content and context, with an ability to translate technical concepts into both long and short form, easy to understand content.”

- Robin Lane

Senior Manager, Brand Content and Editorial Strategy
OpenText

About OpenText

OpenText, The Information Company™, a market leader in Enterprise Information Management software and solutions, enables Intelligent and Connected Enterprises by managing, leveraging, securing and gaining insight into enterprise information, on-premises or in the cloud.

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