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WRITING PORTFOLIO



ASHLEE
BAGNELL

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ASHLEE BAGNELL

COPYWRITER



Dedicated and seasoned copywriter with extensive experience in creating impactful content. Proven track record in delivering persuasive messaging.



ABOUT ME



I'm a professional writer with nearly a decade of experience in editorial writing, creative writing, publishing, and marketing. I thrive on creativity and I'm constantly seeking to improve my craft.





EDUCATION

Georgia
Highlands
College



Kennesaw
State
University



2014

2018



Workfast Studios
Copywriter

KWSM
Jr. Copywriter

American Book Company
Marketing Content Coordinator

McClure Media
Social Media Manager

V3 Magazine
Writer

WORK

EXPERIENCE



SKILL

As a copywriter, my skills are exemplified through my adept ability to craft compelling and persuasive content, seamlessly blending creativity with strategic messaging to captivate target audiences and drive impactful results.

SEO

Communications

Editing

Content Creation



MY WORK



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Do Press Releases Still Work In 2023?

It's 2023 and the way people source their news has changed dramatically. It's natural for businesses to ask: "Do press releases still work?" As digital marketers and brand journalists, we know firsthand how media is constantly evolving. While the way people source their news has changed, research shows us that press releases still drive remarkable results. We still see press releases reach audiences in the millions, proving that press releases still work!

For over a decade, the team at KWSM has been implementing strategic campaigns using press releases to reach a wider audience, establish credibility, and build brand awareness for our clients. As a copywriter with KWSM, I had the opportunity to participate in a mentorship program that focused on the hallmarks of good PR – including building out and implementing press releases for several clients. Through this experience, I saw the effectiveness of press releases and I'm excited to share what I've learned in this blog.

Do Press Releases Still Work?

While press releases may seem like a marketing tool for the print media age, there's still a time and place for press releases in the digital marketing space.

"Press Releases help build credibility with your customers, prospects, and employees. Putting out information on well-known and well-respected media channels helps establish your brand and legitimize your business." Jeff Soto, Vice President of Strategy and Client Relations, KWSM

Whether you are launching a new product or service, welcoming a new team member, or hosting an industry event, it helps to get the word out. While you can use social media to get information in front of an audience of followers, organic social media posts typically produce a few new eyeballs. You're better off sending a newsletter or email campaign to your existing customers. One of the best ways to effectively reach a new audience is through a press release.

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Face of Our Nation

Three days after the terrorist attacks in September of 2001, a Bulgarian man and his family received the immigration papers that they were sure wouldn't be coming after the planes hit the Twin Towers. With hope and excitement for a new life in the Land of the Free, Ross Rossin moved his family to the United States of America. Now, nearly 19 years later, Rossin is continuing one of the largest homages to the American Presidential Institution. He is actively painting the "Commanders in Chief" collection inside the Booth Western Art Museum, located in Cartersville, Ga.

But why is a Bulgarian immigrant painting the American presidents in Cartersville, you may ask?

We had the opportunity to cross the velvet rope, ignore the "Do Not Disturb the Artist" sign, and have a conversation with Rossin himself.

When Rossin speaks, you can't help but listen to every word. The artist has an incredible view of America and a respect for the history of this country. He speaks of his decision to start painting the first Presidential portrait of the three-part collection by explaining, "When somebody like me comes to this country, there can be a certain excitement and appreciation. And the question is how exactly do you show this? Each and every one of us – millions of us – show it in one way or another, mostly through hard work and living a decent life as a new American citizen."

Rossin wants to give back to the country he loves. "I always loved American history," he says, "and I was very interested in the Presidential history of this country for that same reason. I try to understand what makes this country truly great, and how for 250 years it is consistently growing and getting greater and greater. And so, I wanted to see the face of the Presidential institution on one canvas and capture the 20th century, the past century.

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Trevor Lawrence: Cartersville Football Hero

We talked to the family of Trevor Lawrence and got an inside look at the Lawrence Family and their path to Clemson.

When entering the Lawrence family home, you're greeted by an open family room with sprinkles of Clemson University paraphernalia everywhere. You immediately know this is a Tiger house.

Until a few years ago, that wasn't the case. Jeremy and Amanda Lawrence have lived in Cartersville, Georgia for a little over 14 years and have raised three kids. One of them is instantly recognized by sports fans, but all three of their children are insanely talented. Oldest son, Chase is an accomplished artist at 24. The youngest and only girl, Olivia, is an eight-year-old Hurricane who, according to her father, is a "professional slime maker."


Middle child, Trevor, is making waves in the world of Football as one of the top collegiate quarterbacks in the country. But according to his parents, this wasn't a surprise. V3 had the opportunity to learn about Trevor's childhood and how the Lawrence family has grown closer together since their son was drafted and became the leader-under-center for the Clemson Tigers.

Amanda works for Harbin Clinic Ear, Nose and Throat as a nurse practitioner and Jeremy is the safety and environmental manager for Gerdau, a steel company. They both grew up playing sports and you can imagine the shock they had when their firstborn, Chase, wanted nothing to do with sports. They recognized early on that Chase wasn't interested and supported him in every step of his path to becoming a very successful artist. But when the second of the Lawrence children came along and wanted to play all the sports, they were in far more familiar territory. According to Jeremy, "Trevor played everything. But mainly basketball and baseball and one year of soccer before he was old enough to play football."


"He gives everything to whatever sport he plays, and he has always been that way."

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Blog Writing



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Newsletters / Email Marketing

It's Been a While. Let's Catch Up! [\[Link\]](#)

ACT i Inc. acti@acti.com
Feb 1, 2024, 10:00AM (8 days ago)



We've missed you! We haven't really gone anywhere, but after an amazing holiday season, it's time to amp it up and take 2024 by storm! We're reworking our schedule for the second half of our season and we look forward to sharing those updates with you soon! In the meantime, check out some updates from our community!

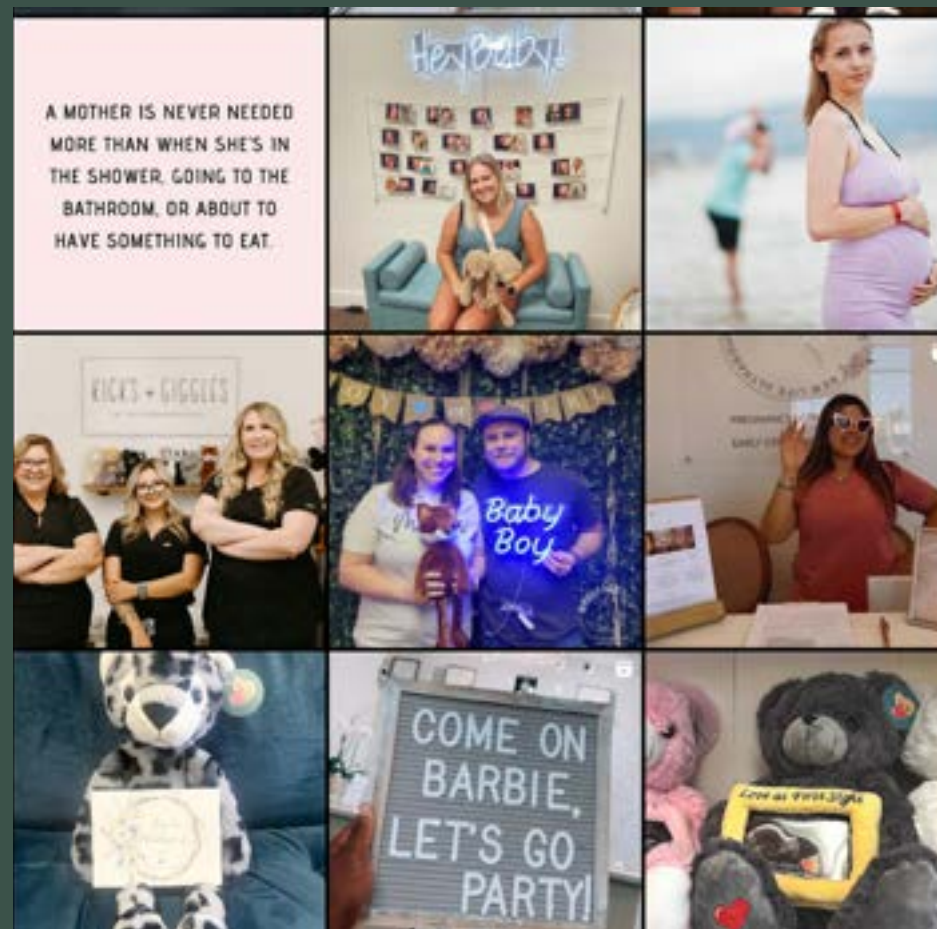
Social Media Copy

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Lendah
August 11, 2023

We want to ensure that you are getting the best loan option for your individual needs. This is why it typically takes 1-2 days to receive your funds once you are approved for a personal loan from Lendah.

Learn how to apply and more on our FAQ page: <https://bit.ly/3ngk31be>



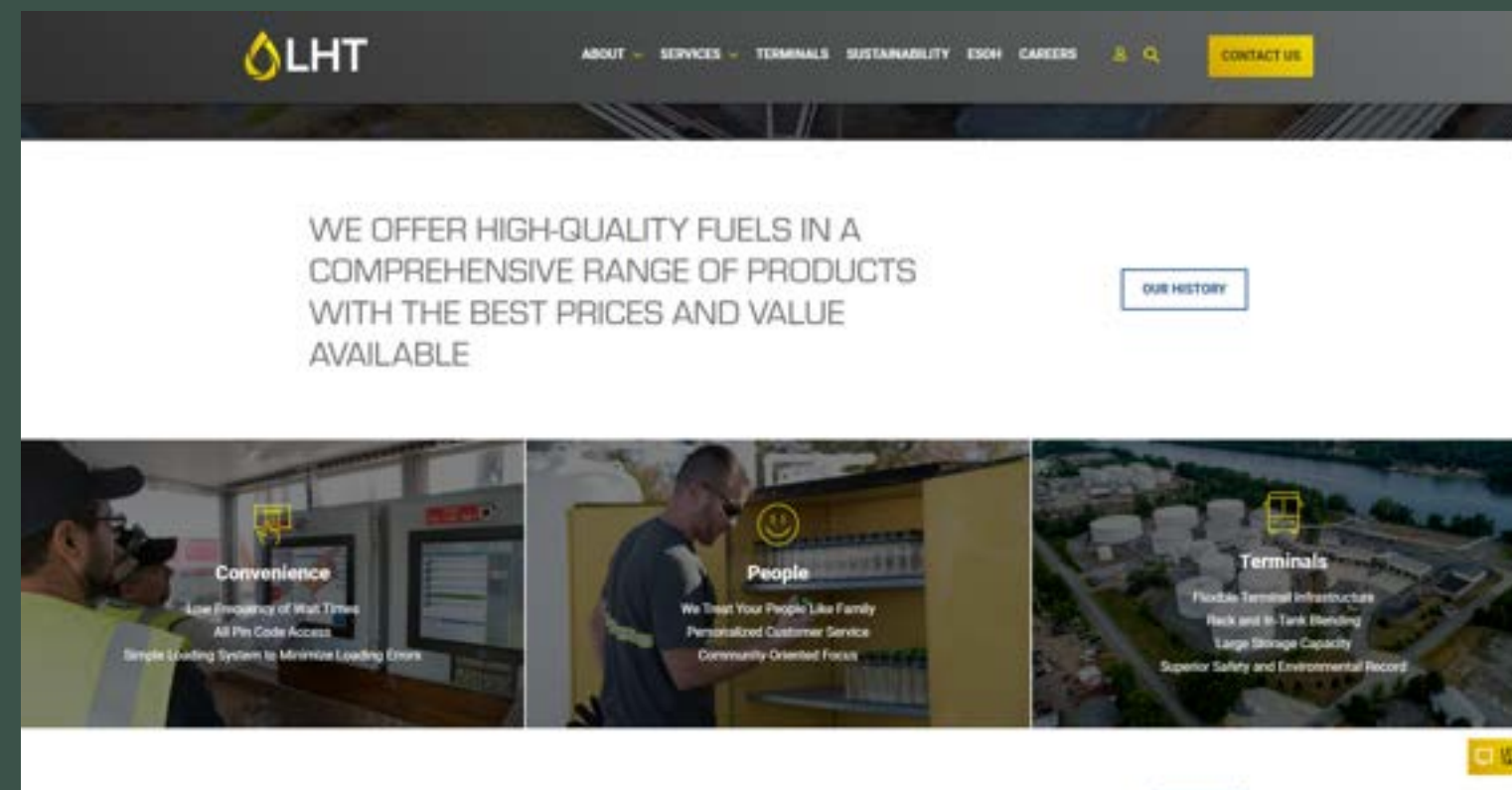
A MOTHER IS NEVER NEEDED MORE THAN WHEN SHE'S IN THE SHOWER, GOING TO THE BATHROOM, OR ABOUT TO HAVE SOMETHING TO EAT.

HexBaby!

KICKS + GIGGLES

Baby Boy

COME ON BARBIE, LET'S GO PARTY!



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