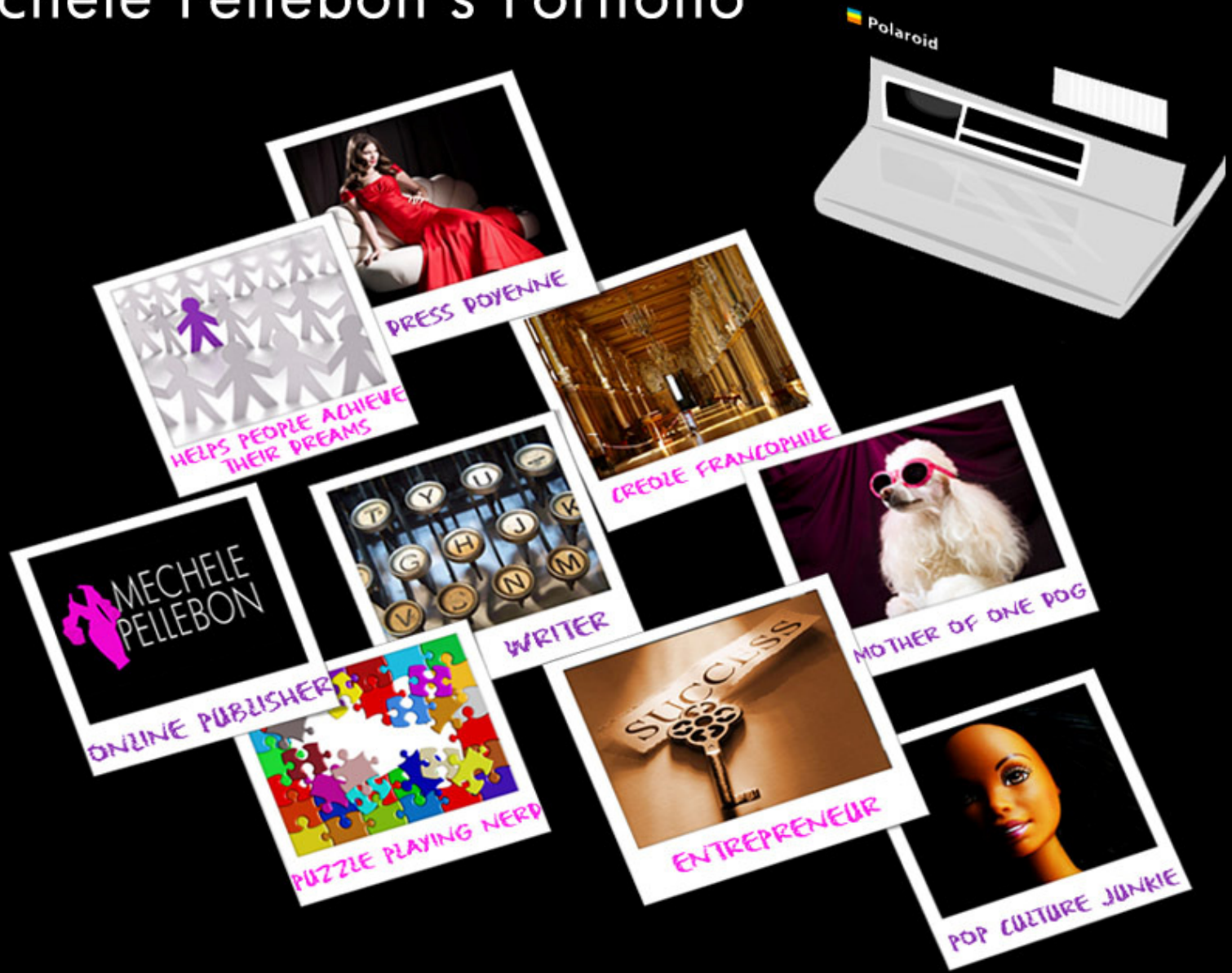


Mechele Pellebon's Portfolio





Who is Mechele Pellebon?

- A super-skilled wordsmith. A marketing maven. A style arbiter.
- A woman riding the roller coaster of life fearlessly with her eyes wide open.
- A seasoned marketing wordsmith and freelance writer with 15 years of experience writing timeless and effective copy.
- An online content producer with the ability to weave crucial keywords into copy without sacrificing writing quality or compromising the natural flow of ideas
- A published writer committed to crafting memorable content that informs and entertains.

With every computer keystroke and flick of the pen, my objective is to grab the reader by the heart with well-written words. Clients hire me to create unique web content to snatch readers by the mouse and magnetically drag them by their eyeballs to their blog posts and how-to articles in droves. My creative forte is delivering fresh content for job seekers, freelancers, entrepreneurs and fashionistas, all sprinkled with a few dashes of magical entertainment pixie dust.

As an entertainment copywriter, blogger, freelance career, pop culture and fashion writer, I create timeless and effective copy that commits people to action and resonates with their psyches, over and over and over again. A seasoned marketing copywriter with 8 years of experience, I also write feature articles, website copy, taglines, email campaigns...all types of phenomenal, tailor-made messages used to sell, coerce and persuade.

Each writing project undergoes my exhaustive planning methods to create the best product for my customers and their potential prospects. My writing approach--filled with market research, forecasting and imagination, ensures that what I produce is not only creatively excellent--but also strategically targeted.

I treat each individual project as my own and believe that any piece of writing is worthy of perfection.



Web Content Sample # 1



Subtle Tips to Use in Self-promoting

Published 7/14/2008 – NewsOk.com – The Daily Oklahoman Newspaper
The Oklahoman is read by over 400,000 people each weekday and is one of [the top 100 USA newspapers by readership](#).

Shameless self-promotion should be part of your career growth strategy. With these tips, any career wallflower can learn how to be aggressive and unforgettable without being obnoxious:

1. Never push your card on every person you meet.

Attempt to build genuine rapport first; then promote yourself.

Can't stand that person who shoves a business card into your hand before a proper introduction? You're not alone. The only reason this marketing moocher makes people feel violated and queasy is because of his lack of finesse.

2. Be gentle yet confident with your self-promotion.

When you meet a new business contact, use small talk to introduce yourself, then ask for contact information later in the conversation. Give sincere compliments. Be a good listener to determine when or if you should promote yourself.

When you're introduced, ask: "Is this your first time at this event?" or "Wow! I love your tie/shoes/dress." This approach sounds a lot nicer than "My boss is making me fill a business card quota, so take my card and give me yours."

3. Volunteer for opportunities beyond your job description.

Then promote yourself like mad. Give speeches, write articles and mentor others. Expand your reach beyond the local neighborhood.

As an undergraduate, CareerVanity.com founder [Mechele Pellebon](#) constantly gave free speeches to community groups, churches and schools. When she had a full-time job and new opportunities became available, she always volunteered for extra responsibilities, paid and unpaid. Her self-promotion mojo strengthened because she was never afraid of new opportunities to shine or promote her skills.

4. When you are finished volunteering or lending a hand, get ready to promote yourself.

Here's how: A.) Write a newsworthy news release to promote your efforts. B.) Submit your news to the company newsletter and local community newspaper. C.) Write an article in an industry journal or Web site to promote your special gifts.

5. Old-school gratitude never fails. In the age of e-mail, handwritten thank-you notes go a long way.

Celebrations are a great way to practice these self-promotion tips. When a person you admire does well, send a hand written note. Applaud your competitor on a job well done. Get over your inner "who does he think he is" and spread thank-you notes all around.



Web Content Sample # 2



Help! I Just Lost My Job: How to Survive a Vacation at Layoff Island

Published 11/6/2007 – Client: Emmis Communications - Nationally Syndicated Article. Article published on websites serving radio listeners in seven U.S. Cities and 3 Major Markets: Los Angeles, New York and Chicago.

Feel like Gilligan stranded on Layoff Island? Bouncing back from a career crisis can strengthen your ability to lead others, force you to develop new skills and reposition you for a comeback.

How to Explain a Layoff or Firing.

As a result of corporate downsizing many qualified candidates are now looking for a job. With the influx of qualified job seekers, HR managers understand employment gaps. If you are the victim of a failed start-up or an eliminated position, attribute your layoff to changes in the economy or reorganization within your former company.

Focus on the positive. Tell the truth. Don't bash your former employer.

Be as forthright as possible when explaining in an interview why your position was eliminated. Make sure the emphasis is placed, when communicating to a prospective employer, on business related reasons. If other employees were eliminated as

well, feel free to mention this and any other pertinent information to the hiring manager. Explain what you learned most from the layoff process and how you are looking forward to a new position.

Don't seek revenge; participate in gossip or burn bridges.

After you hear the words, "You're fired." You will experience a range of emotions from shock and anger to sadness and fear. Before you react to the news negatively, and say something that you might later regret, think of the future consequences of your actions. If you need it, take 24 hours of grief to mourn the loss.

Call a non-work related friend or relative to vent your frustrations. Smile at all times and get ready to plan your comeback. If this split is amicable, ask your boss for a reference letter. If not, make a list of work-related contacts that can vouch for your skills and experience.

Take job search matters into your own hands. Market yourself.

Start searching for a new job right away. But don't rely solely on a recruiter or staffing agency. Search the online job boards and local area newspapers to see if they have the contact names and addresses of the hiring manager.

Contact the manager to determine if the opportunity is a match with your skills, and interests. Find out why the position is open and what type of person, skills, personality, and work style fits best in this department.

Network, Network, Network.

Use LinkedIn, Facebook or other social networks to connect with current or former contacts. Let your references know that you are back in the job market. Strengthen relationships with colleagues and friends in areas outside of your comfort zone and experience. Build new relationships in organizations where practitioners in your field are scarce.

Outshine the competition. Present your skills like a consultant.

In addition to your resume, write a case study highlighting your skills and experiences. The case study will summarize all of your skills and experiences and showcase your abilities in a real world setting.

This approach can eliminate the idea of highlighting only one facet of your skills, and can present your services as a complete solution to the new company. Think of the case study as a selling tool to use during the interview process. Above all, it should be personalized for the company and the position.

Prepare for the income transition. Be proactive.

- Call your local unemployment office immediately to start your claim.
- Contact temporary agencies in your field for available work. Many new staffing companies place senior level talent with hourly rates from \$20 to \$150 an hour.
- Use outplacement services, provided by the company, to polish your resume and boost your morale. Call your health insurance provider to determine when your coverage ends.

Without a doubt, after surviving a vacation on layoff island you will know how to effectively sell your abilities or even find a new career with confidence and clarity.



Web Content Sample # 3



Why Are Designer Bags So Expensive?

6 Things You Need to Know Before You Buy the “It Bag” of Your Dreams

Published 7/27/08 – BagVanity.com

To fashion fiends everywhere the designer handbag is the status equivalent of a Rolex timepiece or the Italian Ferrari. A mouth-watering combination of whimsical excess, chic details and unquestionable luxury, the expensive designer bag is a woman’s ultimate confidence booster. For the fortunate wearer of lavishly styled arm candy a designer bag screams to the world, you are the best.

Have you ever wondered what’s behind the huge price tags? Is it worth saving your hard-earned dollars for another season’s expensive fashionable trinket? Here are 6 things every woman needs to know before buying the dream “it bag”.

Designer bag brand name matters: Both use a big H, but Hermes is certainly not Hilfiger.

Dear designer handbag lovers: you get what you pay for. Sorry Hilfiger, (I love you, Tommy. I really do.) but Hermes’ 100 years of craftsmanship and handmade quality trumps plastic, pleather and assembly line construction.

A Hermes Birkin is expensive because of the reputation of the design house and its legendary dedication to craftsmanship and quality. One of the few bags that holds their value over time, women patiently wait for years on lists to receive a special order Birkin bag which can cost in upwards of 100,000 dollars.

The designer bag celebrity effect: Rachel Zoe says, "You need this gorgeous bag."

When Hollywood celebrities are photographed with designer bags in magazines; the value of the purse in the eyes of the designer bag enthusiast skyrockets.

Unbeknownst to the average shopper, celebrity stylists and publicists are hired to place the trendiest designer bags on the arms of starlets. The celebrities function as walking billboards and often receive these objects of handbag aspiration free of charge.

Iconic designer handbag status: Influence by the Designer Style Trinity raises the cost tremendously.

If the grand dames of the designer handbag trinity: Grace Kelly, Jane Birkin and Jacqueline Onassis carried it; women desire it. But these 3 names don't come cheap.

As muses for legendary fashion houses Hermes and Gucci the relationship between the icon's historic style and the design house's royal reputation increases the public's thirst for the items. Symbols of everlasting elegance and glamour, attach these three legendary names to the origin and design of a bag and voila; everybody and anybody must have it. **High demand + legendary glamour = expensive designer handbag.**

Historical accessory of the elite: Bag snobbery is not a new phenomenon.

Luxury brands like Cartier, Hermes and Louis Vuitton served the French royal court in the 18th and 19th centuries. Fashion house artisans spent hours designing these objects d'art for aristocrats, and in later years exclusively for notable American families.

Unlike today's trendy it bag often banished to purse purgatory at the end of a season, designer handbags of the past were considered lifelong companions; accessories for royals and family heirlooms for the well-to-do. Created for the wealthy

European elite, these leather goods reeked of sophistication and elitism while the strict attention to detail justified the high expense.

The best materials: Superior items cost more to produce.

Legendary craftsmanship makes the designer difference. Ornate clasps and rings crafted from palladium and gold. Zippers that never stick mixed with hardware that never tarnishes. Combine premium leathers, suedes and exotic animal skins with the legendary artisanship of the designer bag emporiums and you've got a recipe for a luxury big ticket item.

Limited edition status: Celebrate a fashion house's anniversary with a new designer bag.

When Gucci celebrated their 85th anniversary in 2006, Creative director Frida Giannini reworked the classic hobo shape for designer bag lovers. The bags were only sold in Gucci stores from July through December of '06 and were priced in the 4,500 dollar range. Sales associates were quickly selling these designer bags to women collectors regardless of cost. Labeling bags limited edition is a branding tactic that is frequently used to send designer bag aficionados into a bag feeding frenzy.

You now understand why a designer handbag is so expensive. With the information above you can shop with the Andre Leon Talleys and Nina Garcias of the world with complete confidence. Armed with this simple purse primer, you now can speak expensive designer handbag fluently.