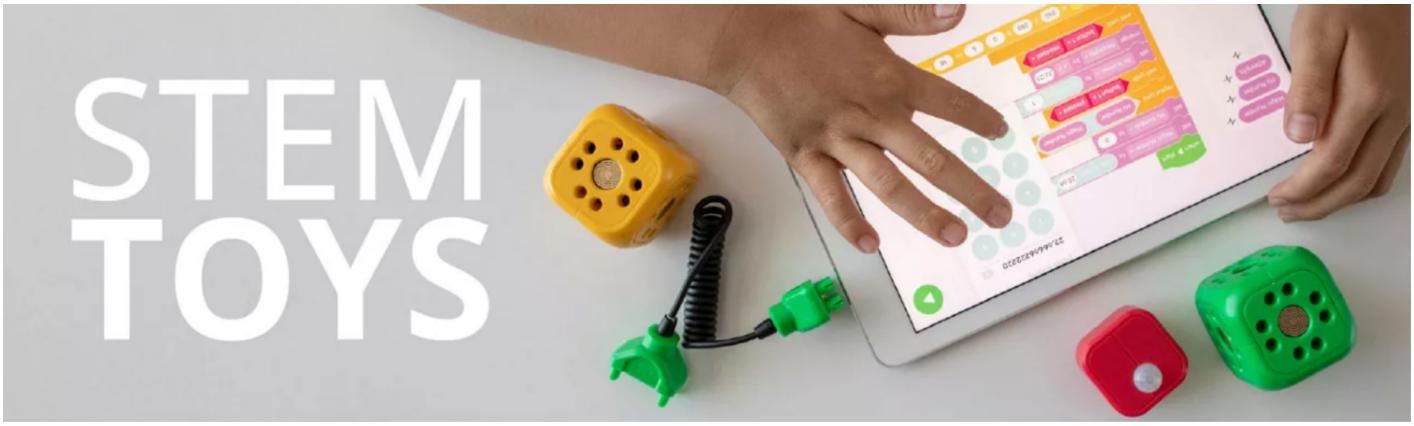
STEM Toy Guide

The Exchange | I wrote all page copy, including the headings and descriptions.



Science: Discover & Experiment

Help kids explore science through toys that introduce subjects like biology, geology, and chemistry. Hands-on experiments spark curiosity and encourage learning through fun, safe trial.

Technology: Code & Create

Encourage confidence in the digital world and build familiarity with devices using technology-based toys. Tech toys help foster creativity and invite conceptual thinking.

Engineering: Design & Build

With toys based in engineering, kids can use their imaginations to explore endless thoughts and designs. Introduce concepts related to physics, mechanics, and structure with a variety of fun, interactive toys.

Math: Calculate & Solve

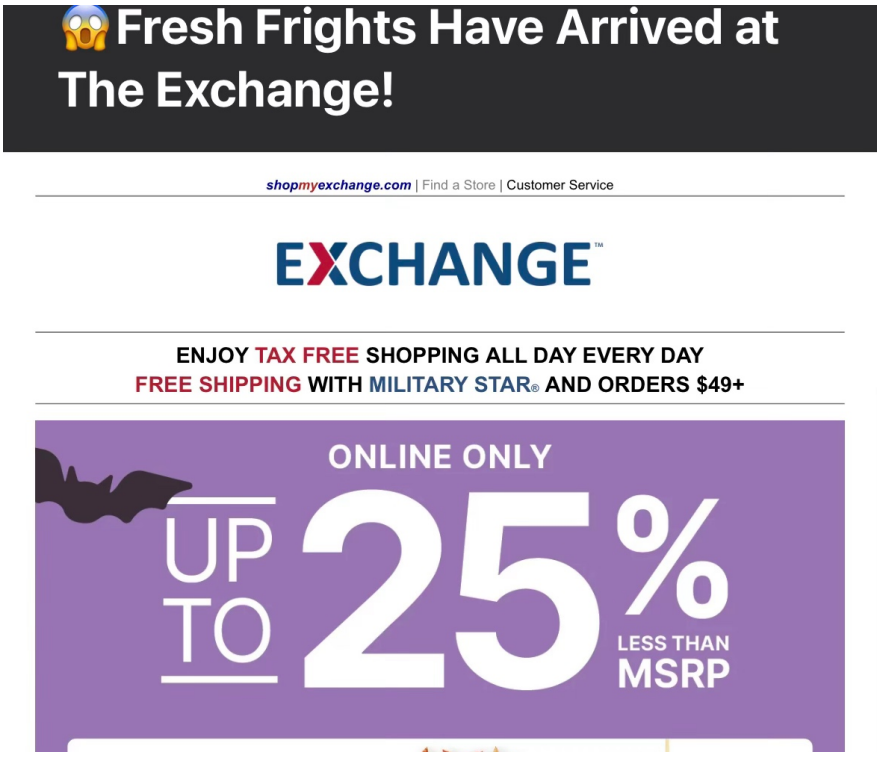
Make abstract math concepts tangible and exciting with STEM toys that promote logical thinking and strategic planning. While playing with math-based toys, kids can build number sense, arithmetic, and pattern recognition skills.

View published guide

Promotional email headlines

The Exchange | I wrote the headlines shown at the top of these emails.





Product descriptions

The Exchange | I wrote original feature bullets and wrote or edited vendor-provided copy.

Organize It All Slide Out Shelf Organizer



The Organize It All Slide Out Shelf Organizer helps maximize your storage space with ease and efficiency. Crafted from high-quality mild steel, this organizer is built for durability and longevity. Designed to save space, the slide-out shelf makes use of available room in your cabinets or pantry, allowing you to organize and access items conveniently. The easy-glide mechanism provides smooth operation, making it simple to retrieve stored goods. Say goodbye to clutter and hello to an organized space with the convenience of efficient storage and durable construction in one sleek package. Model: 15235-MATTEBLK.

- Mild steel construction
- Slide-out shelf for convenient access
- Easy-glide mechanism
- Space-saving design for cabinets or pantries

aspenhome Cyrus Dresser and Mirror

The classic aspenhome Cyrus Dresser and Mirror offer heirloom quality and a handcrafted appeal with a style that represents how you live today. Crafted with quality and highlighted with custom-made bronze finish knob hardware, the Cyrus collection makes your home your haven. Model: I3046-DRM-004AA-K.

- Includes dresser and mirror
- Classic style
- Heirloom quality
- Handcrafted appeal
- Custom-made bronze finish knob hardware

Copy reproduced from the published product pages.

Digital marketing articles

Agency Partner Interactive | I wrote both articles in full.

Should I Use Broad Match or Phrase Match on Google Ads?

Explains keyword match types and the tradeoffs involved in advertising decisions.

Read the published article

How to Use Facebook Ads to Generate Mortgage Leads

Applies digital advertising concepts to an industry-specific audience and discusses multiple ways for prospective customers to connect.

Read the published article

News reporting

The Shorthorn | Senior staff reporter, paid role | April 4, 2018

More than 30 primary elections go to runoffs

The Texas primaries have finished, but the races aren’t over with more than 30 elections across the state going to a runoff on May 22.

Runoff elections occur if no candidate gets a majority of votes in a primary election, said Allan Saxe, political science associate professor.

In a runoff election, the top two candidates by percentage vote go head-to-head in a race for their party’s nomination.

Saxe said runoff elections are almost inevitable in elections that have a lot of candidates running, but he likes the process.

“It’s more democratic,” he said.

Read the full story

Historical published work; article links may reflect later publisher updates.

Technical product copy: before

Black Diamond Equipment Highline Stretch Shell | Source copy before my edit.

A lightweight, packable BD.dry 3-layer alpine shell engineered for mobility and dependable protection in changing mountain weather.

Black Diamond Equipment Men's Highline Stretch Shell is a premium technical 3-layer mountain shell designed for alpine climbing, fast-and-light objectives and demanding days in changing weather. Built with stretch BD.dry™ 3-layer fabric, it delivers waterproof, breathable and windproof protection while maintaining excellent freedom of movement. A comfortable backing fabric helps regulate moisture during active use, while the lightweight, packable construction makes it easy to carry for mountain missions where dependable weather protection and mobility are essential.

Features

- BD.dry 3-layer waterproof, breathable and windproof construction
- 20,000 mm waterproof rating for dependable protection in wet conditions
- 20,000 g/m²/24 hr breathability rating helps manage moisture during active use
- Lightweight 40D stretch nylon fabric for mobility and durability
- Fully taped seams for enhanced weather protection
- Freedom-of-movement fit designed for technical mountain use
- Adjustable, climbing-helmet-compatible hood
- Shoulder construction designed to improve range of motion
- Lowered neckline helps improve comfort and movement while wearing a pack
- YKK AquaGuard zippers for added weather resistance
- Pit zips provide ventilation during high-output activity
- Two chest pockets for secure storage
- Two hand pockets for easy-access essentials
- Interior stash pocket provides additional storage
- Adjustable cuff tabs for a customized fit
- Regular fit allows comfortable layering

Technical product copy: after

Black Diamond Equipment Highline Stretch Shell | My edited version.

The Black Diamond Equipment Highline Stretch Shell is a lightweight, packable BD.dry three-layer alpine shell engineered for mobility and dependable protection in changing mountain weather. Designed for alpine climbing, fast-and-light objectives and demanding days outdoors, it delivers waterproof, breathable and windproof protection while maintaining excellent freedom of movement. Lightweight 40D stretch nylon provides mobility and durability, with a 20,000mm waterproof rating and a breathability rating of 20,000 g/m²/24 hr. A comfortable backing fabric helps regulate moisture during active use, while fully taped seams and YKK AquaGuard zippers enhance weather resistance.

An adjustable, climbing-helmet-compatible hood, shoulder construction designed to improve range of motion and a lowered neckline support comfort and movement while wearing a pack. Pit zips provide ventilation during high-output activity. Two chest pockets, two hand pockets and an interior stash pocket offer storage for essentials. Adjustable cuff tabs provide a customized fit, while the regular fit allows comfortable layering.

Feature highlights

- BD.dry three-layer waterproof, breathable and windproof construction
- Lightweight 40D stretch nylon with fully taped seams
- Adjustable, climbing-helmet-compatible hood
- Pit zips and YKK AquaGuard zippers
- Two chest pockets, two hand pockets and an interior stash pocket

I grouped related details into paragraphs and consolidated the 16 feature bullets into five highlights while keeping the specifications in the overview.