Writing Samples

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Six pieces, newest first. The first is a communications program built from zero this year. The middle three are recent Field Notes, written in my own voice on disability, culture, and brand loyalty. The last two are the client work that taught me how to hold a standard across a coalition and break a brand into a market that had never heard of it.

LEAD CASE STUDY · 2026

GraphIQ.ai: A Comms Program from Zero

Data Startup · Strategic Communications & Editorial System

No comms function, no press, and a name shared with an older, unrelated company. A comms program from zero, in three months — built so reporters had a trail to check and readers had a reason to stay.

- Newsletter and trial email system with opposite rules
- 14-day distribution cycle for every big piece
- Measurement system the team runs without me

cookcomms.lovable.app/work/graphiq-comms-program.html

FIELD NOTE · ACCESSIBILITY · OCT 2026

Earned

The colors were an accident. The amount was strategic. Why disabled customers restock instead of browse.

cookcomms.lovable.app/notes/earned.html

FIELD NOTE · CULTURE · OCT 2026

Checks Over Stripes

When Germany left Adidas after 70 years, it proved what we rarely admit about brand loyalty: most of it is issued, not chosen.

cookcomms.lovable.app/notes/checks-over-stripes.html

FIELD NOTE · ACCESSIBILITY · SEP 2026

One Road

A hallway between a doctor's office and the YMCA — on systems that see a patient before they see a person, and a world that quietly asks you to shrink.

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SUPPORTING CASE STUDY

International Paralympic Committee: Global Awareness Campaign

Global Awareness Campaign · Pitch contribution

Paralympic visibility spikes during the Games and collapses the moment the closing ceremony ends. What does it take to hold the world's attention when there isn't a competition to anchor it?

- 24 communities both audience and broadcaster
- Empire State Realty Trust and 24+ landmark partners activated
- Structural approach carried into final program

cookcomms.lovable.app/work/ipc-flames-of-inclusion.html

SUPPORTING CASE STUDY · AGENCY TEAM, CHANNEL V MEDIA

Sopra Banking Software: U.S. Market Entry

B2B Fintech · U.S. Market Entry

Strong across Europe. Virtually unknown to U.S. media and prospects. A decade of credibility in Europe counts for nothing in a market that has never heard your name.

- 55 stories · 9 countries · 3 languages in six months
- 2M potential reach
- The Banker, American Banker, PaymentsJournal, Investopedia

cookcomms.lovable.app/work/sopra-banking-us-market-entry.html

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All six samples, in reading order.

#	PIECE	TYPE	LINK
01	GraphIQ.ai: A Comms Program from Zero	Case study	Read
02	Earned	Field Note	Read
03	Checks Over Stripes	Field Note	Read
04	One Road	Field Note	Read
05	International Paralympic Committee	Case study	Read
06	Sopra Banking Software	Case study	Read

All work: cookcomms.lovable.app/work/ · All Field Notes: cookcomms.lovable.app/notes/