



## *The Amuse-Bouche*

This is but a small taste of the copywriting work done at bymarimiranda.com, what you'll see here is just a starter - your project will be main dish and dessert.

I can't wait to show you more and add you to this list, in the meantime rest assured you're in capable hands: I've worked with brands such as **Paco Rabanne, Jean Paul Gaultier, Coach, Organifi, 4OVER4.COM, The CMO Club, Terracotta Travel**, and more. Here are some links and excerpts that will give you an idea of my style and how I can bring your brand to life.

## Published Pieces (Personal Byline):

- [Why Practicing Mindfulness Makes You a Great Leader](#)
- [Psychological Safety: The Key to Fostering an Efficient Team](#)
- [More Practice \(Not Talent\) May Just be the Secret to Your Team's Success](#)
- [Cutting Through the Clutter Means Employing Data-Driven Storytelling](#)
- [What's on Your Bookshelf: Peer Recommendations for CMOs](#)
- [Authentically Stand Out \(Without Sucking Up\) to your CEO](#)
- [Eco-conscious Consumption: a New Way to Look at Gift Giving](#)
- [7 Things You Think Are Recyclable But Aren't](#)

## Ghost Written Pieces:

### Marketing:

- [The Live Video Revolution: A Virtual Roundtable Recap](#)
- [How to Get the Most out of Your Mentoring Relationships: A Virtual Roundtable Recap](#)



- [From the C-Suite: The Real Difference Between Omnichannel and Multi-channel Marketing](#)
- [Rules for Building Trust and Inspiring Excellence in your Team](#)
- [Saving the World and Saving Money: Green Home Improvements Every Homeowner Should Make](#)

## Nutrition and Wellness:

- [20 Foods that Are the Ultimate Boost For Your Immune System](#)  
1,500 views in 2 weeks with a 7:45 time on page
- [10 Ways to Boost Your Immune System When You Are Sick](#)  
On page time of 9:11 and 606 visitors in just 10 days.
- [How to Detox Your Liver in 10 Steps](#)  
9:19 and 206 visitors in 3 days
- [Understanding Why and How to Start Intermittent Fasting](#)
- [12 Foods linked to Your Thyroid Weight Gain](#)

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TL;DC (too long didn't click)

## Other Writing and Branding Samples:

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### ***186,707 New Leads for Paco Rabanne***

**Project:** Paco Rabanne Fragrance Finder, web-app inspired by Tinder's popular swipe functionality.

**Agency:** Nicemondays.com

**Assignment:** project management + copywriting, in-app texts and test result texts.

**Distribution Channel:** Facebook Advertising

**Results:** 186,707 new leads in five days.

Written by: Maria Gabriela Miranda



## Display Texts for Results

Fragrance	Display Text
<b>1 Million Eau de Toilette</b>	<p>When you enter a room, people take notice; you know what you want and you go get it. With you it's "Go Big or Go Home" -and we love it!</p> <p>Yours is the scent of success: seductive, powerful and unique. 1 (in a) Million.</p>
<b>1 Million Privé</b>	<p>You're all about exclusive spots and after parties. A seductive gambler not afraid to cross a line. Where you go, people follow! After all, you're always the first to find out about that cool new place in town. With you it's not so much sugar, but plenty of spice - your signature scent is 1 Million Privé ;)</p>
<b>Invictus Eau de Toilette</b>	<p>You're a winner. With you it's always "Challenge Accepted", whether it's killing it at work or making it to the mountain top, you're usually the one that never gives up. Sports, adventure, the thrill of life - you're all about that. You're Invictus.</p>
<b>Lady Million Eau de Parfum</b>	<p>You know your worth and it shows, there's no stopping you on the job or the club. You usually get what you want without trying too hard. Assertive, sexy and unique. A rare diamond, you're Lady Million</p>
<b>Lady Million Privé</b>	<p>You get high from life. Adventure, excitement, wild nights and hideouts you delight in the VIP style. Seductive and addictive, you get into all the best spots in town- with or without an invite! Don't worry, we'll keep your secret Lady Million Privé</p>
<b>Olympéa Eau de Parfum</b>	<p>A modern goddess, powerful and bewitching. You can be seen both owning the boardroom, and flowing in nature. For you life is about balance, you don't need force to disarm - you have your wit and charm. One look and everyone falls, we bow to you Olympéa</p>



### ***Travel Writing (Excerpt):***

Immerse yourself in a biodiversity hotspot that makes the Amazon rainforest feel old, with rare electric-blue butterflies, a unique frog recently discovered in -and named after- the lodge itself, over 400 unusual bird species, mighty pumas and endangered ocelots, while the gentle breeze kisses your cheeks and revives your lungs.

Spend the afternoon recharging in a sanctuary spa where you'll find an open-air hot tub, a tranquil yoga deck, and soul-healing springs with exclusive tribal massage options to reconnect with your spirit in the most lavish natural setting.

Finish your day with a gourmet dinner in the theatrical two-story Mashpi Lodge Restaurant, amusing the senses with light, color, and the chef's on-the-spot innovative cuisine featuring the extraordinary flavors of the forest.

### ***4OVER4.COM BRANDING COPY***

## **Hey Name I Just Met You, This is Crazy**

*(but we love new chances, so we had to take it)*

You're doing some trend-shattering, motherbleeping sublime work, but we know you could do more. In fact, we know:

*You could do even better.*

### **You could do some triple-take magic with the right custom-print partner.**

And that's us. 4OVER4.COM a NYC online printer with over 20 years of experience making the "impossible" possible. 350+ standard products, 6,000 combinations and infinite custom capabilities. We take your branded efforts to supreme, intergalactic, mold-breaking levels.

### **In a New York Minute.**

You'll see in this box some amazing papers, boxes, and finishes. We do even more than that.

## **So, Call Me ~~Maybe?~~ Definitely!**

**PS: We Only Work With Awesome People.** Steve Madden, HBO, FabFitFun, BirchBox, Rent the Runway, Time, Baked by Melissa, Cole Haan, The Lincoln Center, Guggenheim Museum, You +More!

**PS2: Sorry about the song now stuck in your head.**

Written by: Maria Gabriela Miranda