

Christine Alexy

Portfolio

*Strategic Copywriter
and
Content Creator*



Welcome To My Portfolio

Christine Alexy

We live in a content economy where content can rise or fall with the sun. When positioned in the sightlines of the right audience, content is an asset that drives connection, collective consciousness, and conversations that inspire positive change. That's the heart of my work.



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Professional Summary



Christine Alexy is a skilled strategic copywriter, content developer, and executive communications advisor. She crafts research-driven, reputation-building assets for thought leaders, authors, and enterprise brands. By leveraging AI, search and generative engine optimization, along with emerging technologies, she enhances visibility and boosts audience engagement.

With over a decade of experience in technology and corporate communications, paired with more than five years in editorial strategy, Christine offers a unique blend of technical precision, executive storytelling, and commercial insight. Her expertise spans various sectors, including HR, technology, workplace culture, and leadership. Committed to her clients' success, she has achieved remarkable milestones, such as ghostwriting business books praised by Adam Grant and Howard Ross, creating acquisition-driving proposals that led to prestigious publishing contracts and media features, and authoring white papers that became essential assets in licensed training programs and enterprise initiatives.

As a reliable creative partner, Christine excels at transforming abstract ideas into impactful, performance-driven content. She collaborates seamlessly with publishers, UX teams, marketers, and subject matter experts to produce cohesive, audience-focused material. Her word choices are deliberate, aimed at fostering audience trust, enhancing influence, and establishing authority across publishing, media, and digital platforms.

Core Strengths

- Persuasive Copywriting/Ad copy
- Thought Leadership Ghostwriting
- Pitches, Proposals & Press Releases
- Lead Magnet Creation
- Client Relationship Management
- Publication Strategy
- Landing Page Copy
- Project Management
- CMS Fluency
- SEO, GEO & Content Architecture

Education

Fields of Study

Penn State University

Bachelor of Science: Organizational Leadership

Minor: IT Security & Risk Analysis

Relative courses

Christine earned her degree in Organizational Leadership with a minor in IT Security & Risk Analysis from Penn State, graduating cum laude and inducted into the Phi Kappa Phi Honor Society.

Her academic foundation sharpened the analytical, ethical, and persuasive skills that now define her content, from SME interviews to high-conversion brand messaging.

Coursework in negotiation, psychology, cultural intelligence, and strategic communication directly informs her ability to align messaging with audience interests and business outcomes.

Academic Foundation Overview

Penn State Course Focus	Application in Copywriting & Content Strategy
Leadership & Ethics	Drives trust-building tone and transparent messaging in ghostwriting and brand content.
Organizational Theory	Helps position messaging within corporate structures, leadership dynamics, and audience needs.
Organizational Communication	Improves collaboration with SMEs, execs, UX designers, and marketers across large-scale projects.
Conflict & Resolution	Useful for high-stakes brand messaging, employee comms, and thought leadership on sensitive issues.
Labor & Employment Relations	Strengthens credibility when writing culture content, DEI initiatives, and employee-facing assets.
Data-Driven Leadership	Informs white papers, market analysis, and persuasive ad copy with insight-backed messaging.
Negotiation & Decision-Making	Directly supports writing of pitch decks, persuasive proposals, and decision-based narratives.
Communication Strategy	Powers voice-of-customer copy, executive voice capture, and UX/UI clarity across channels.
Cultural Intelligence	Enables global brand messaging and psychographic targeting for diverse client bases.
Group Dynamics	Valuable in large editorial or agency environments with layered client relationships.
Research Methods	Critical for SME interviews, fact-checking, permissions, and compliance in publication content.
Business Writing	Reinforces direct-response ad copy, landing page clarity, and strategic brand communication.
Creative Writing	Elevates brand personality and narrative flow in books, bios, scripts, and promotional assets.
Digital Tools & CMS Exposure	Supports SEO strategy, web content flow, and CMS proficiency in publishing and formatting.
SRA: Information Security	Ensures ethical and secure handling of sensitive client information in ghostwriting and copywriting.
SRA: Risk Analysis	Supports anticipatory framing in messaging ideal for high-stakes proposals, training manuals, and thought leadership.
SRA: Intelligence Analysis	Enhances ability to distill insights and write clear, insightful content for executive audiences and industry analysis.

Penn State coursework included 17 courses and 2,295 hours of instruction in 6 writing, communication and leadership that shape my messaging.

Writing Foundations and Storytelling [405 hours]

Courses

- English 15: Rhetoric and Composition
- English 202: Business Writing
- English 50: Creative Writing

Outcome: Gained the skills to construct sound arguments, write concise professional documents and apply narrative storytelling. Collectively, these skills enable the synthesis of white papers, proposals, executive copy, and ghostwritten books that secure publishing deals, attract coveted keynote invitations and build industry authority.

COMMUNICATION AND INFLUENCE [540 HOURS]

Courses:

- Communication Arts & Sciences (CAS) 100: Effective Speech
- CAS 352: Organizational Communication
- CAS 404: Conflict Resolution and Negotiation
- Labor & Employment Relations (LER) 464: Communication Skills for Leaders

Outcome: Refined ability to engage audiences, frame messages persuasively and adapt to leadership voices. The preparation informs keynote scripts, op-eds and high-visibility content that resonates with executives and their target audiences.

RESEARCH AND ANALYTICAL RIGOR [270 HOURS]

Courses:

- LER 312: Research Methods
- Philosophy 10: Critical Thinking

Outcome: Acquired skills in designing interviews and surveys responsibly, obtaining permissions, avoiding bias and verifying sources. Together, these journalism competencies facilitate SME interviews and fact-checking, allowing the delivery of evidence-based content trusted by editors, publishers, and blue-chip enterprises.

LEADERSHIP & WORKPLACE PSYCHOLOGY [630 HOURS]

Courses:

- Organizational Leadership (OLEAD) 409: Leadership Development
- OLEAD 465: Collective Decision Making
- Psychology 281: Industrial-Organizational Psychology
- Psychology 484: Work Attitude and Motivation

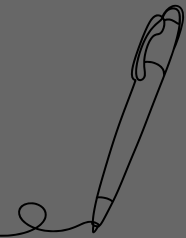
Outcome: Developed a strong foundation in leadership theory, decision-making, and workplace behavior. The training empowers and informs confident and insightful messaging on topics such as leadership effectiveness, employee engagement, and organizational performance.

ETHICS, CULTURE & GLOBAL PERSPECTIVES [450 HOURS]

Courses:

- LER 460: Human Resources and Ethics
- Sociology 456: People, Occupations and Professions
- Asian Studies 100: (China & India focus)

Outcome: Mastered concepts in ethics, equity and cross-cultural perspectives that shape people and modern organizations. The instruction strengthens my ability to create content that reflects inclusive values, fosters trust, and resonates with diverse, global audiences.



Work Experience

Founder & Operator – Alexy Professional Writing Services, LLC

(APWS) (2020–2025)

Christine built a boutique writing consultancy from the ground up, overseeing every facet of operations while delivering marketing strategy, content assets and brand messaging for global consultants, authors, and business leaders. After nearly five years of leading APWS, she aims to leverage her experience in a content or copywriting role, offering an open mind for continued learning and proven expertise in executive storytelling, publishing strategy, and marketing positioning.

Client Engagement & Operations

CLIENT AGREEMENTS & INTAKE

Prepared client service agreements featuring a statement of work, terms and conditions, and tailored pricing structures. The goal was to create alignment and set clear expectations.

OPERATIONAL INFRASTRUCTURE

Maintained company website, scheduled onboarding, invoiced via QuickBooks, and executed inbound Google ad campaigns and social promotions. Proactively scouted new opportunities to sustain business growth.

CROSS-FUNCTIONAL COLLABORATION

Partnered with subject matter experts, editors, publishers, literary agents, UX teams, app developers, interface designers, marketers, and social teams to produce unified content.

PROJECT OVERSIGHT

Directed timelines, editorial feedback, and content delivery across client relationships, ensuring consistency, voice integrity, and measurable impact.

CLIENT RETENTION

Established referral-based pipeline by consistently exceeding client expectations, meeting deadlines, and delivering business results.

LEGAL & PUBLISHING GUIDANCE

Advised clients on publishing process and compliance, copyright clearance, and sourcing permissions to ensure ethical attribution and protection of proprietary insights.

Signature Projects

1 GHOSTWRITER AND PUBLICATION STRATEGIST DEVELOPED ACQUISITION-WINNING BOOK AND MAGAZINE PROPOSALS THAT SECURED REPUTABLE PUBLISHING CONTRACTS, LITERARY REPRESENTATION, AND NATIONAL MEDIA COVERAGE—MAINTAINING A 100% PUBLISHING PLACEMENT RATE.	2 GHOSTWRITER AND MAGAZINE FEATURE WRITER SECURED TOP-TIER FEATURES, INCLUDING INC., RECRUITMENT MARKETING MAGAZINE, AND A DIGITAL SPOTLIGHT IN HARVARD BUSINESS REVIEW, WHICH HBR EDITORS PRAISED FOR VOLUME, SUBSTANCE, AND QUALITY.	3 GHOSTWRITER & EDITORIAL LEAD SHRM-LICENSED, 72-PAGE WHITE PAPER ON CHANGE MANAGEMENT THAT WAS POSITIONED TO AMPLIFY CREDIBILITY, ULTIMATELY SECURING A MULTIMILLION-DOLLAR ENTERPRISE TRAINING CONTRACT.	4 B2B CONTENT DEVELOPER PRODUCED SUBSCRIPTION-BASED THOUGHT LEADERSHIP INDUSTRY REPORTS, LEAD-GEN LANDING PAGES, AND WHITE PAPERS, WHICH WERE USED IN GATED CONTENT STRATEGIES THAT FUELED AUDIENCE GROWTH.	5 PRESS RELEASE COPYWRITER AUTHORED MILESTONE ANNOUNCEMENTS AND PRESS KITS FOR CLIENT LAUNCHES, WHICH WERE RECOGNIZED FOR EFFECTIVENESS BY GLOBAL LEADERSHIP COACHES AND BOUTIQUE PR TEAMS.
6 E-LEARNING CONTENT WRITER GHOSTWROTE B2B LEADERSHIP-FOCUSED CONTENT FOR A PROPRIETARY E-LEARNING MOBILE APP (UNDER NDA). DEVELOPED MODULES, LESSON SPRINTS, AND MICROCOPY DESIGNED TO ENHANCE EXECUTIVE PRESENCE, DECISION-MAKING, AND TEAM ENGAGEMENT.	7 MANUSCRIPT GHOSTWRITER, DEVELOPMENTAL, LINE AND COPY EDITOR <i>WHAT'S YOUR ZIP CODE STORY? AND THE SEARCH FOR MEANING AT WORK</i> (ROWMAN & LITTLEFIELD)—PRAISED BY ADAM GRANT, KEN BLANCHARD, MARSHALL GOLDSMITH; ADOPTED BY NIH, ST. BONAVENTURE UNIVERSITY, AND NUMEROUS ORGANIZATIONS.	8 E-COMMERCE COPYWRITER & SEO STRATEGIST EXECUTED FULL-LIFECYCLE PRODUCT LISTINGS, INCLUDING SEO-RICH TITLES, FBA BULLET POINTS, AND BACKEND SEARCH TERMS. LAUNCHED IN SELLER CENTRAL, WHICH BOOSTED DISCOVERABILITY, ENGAGEMENT, AND CONVERSION.	9 GHOSTWRITER GHOSTWROTE A CHAPTER ON CORPORATE ETHICS, PROVIDING THREE LANDMARK CASE STUDIES ON DECISION-MAKING FAILURES, CONTRIBUTING TO A BESTSELLING BUSINESS BOOK (UNDER NDA). CORPORATE HR TEAMS ADOPTED THE BOOK AS A KEY REFERENCE FOR WORKPLACE TRAINING.	10 EXECUTIVE PRESENTATION & SCRIPTWRITER CRAFTED TEDX, KEYNOTE SCRIPTS AND PRESENTATIONS ALIGNED WITH HIGH-VISIBILITY BUSINESS BRANDING GOALS.

GHOSTWRITER
PUBLICATION STRATEGIST

HBR PROPOSAL

EXCERPT



Ghostwrote query, pitch, and full feature proposal. Developed from client concepts, synthesized through independent research, and submitted to Harvard Business Review’s Executive Editorial Director. Led to article acceptance, author byline placement, high-referral link, and direct editorial collaboration to meet HBR’s publication standards.

“Bridge mentors are seasoned leaders who leverage inter-class mentoring frameworks and experience to address the unique challenges faced by class migrants and support their assimilation into corporate culture. As one mentor remarked to Pew Research:

‘They need mentors. They need people in those fields to essentially walk them through.’

Informed by personal stories and professional insights, the article highlights real-world outcomes that reveal actionable strategies for developing bridge mentoring programs, strengthening manager readiness, and building class migrant social capital.”

LITERARY
AGENT QUERY

EXCERPT



“The subject of Purpose and Meaning is not just a growing trend; it’s a movement within the business community—with no end in sight. Purpose and Meaning have been elevated by bestselling books and influential thought leaders as the defining edge in business culture, employee motivation, and millennial-driven talent strategy.

The book will appeal to readers interested in leading millennials, developing leadership skills, increasing employee motivation and engagement, and crafting meaningful work. It targets the 1.5 million viewers of Simon Sinek’s “*Start with Why*” TED Talk (and book), and it should resonate just as strongly with C-suite executives as with frontline managers. HR, talent, and leadership development practitioners are also prime targets—especially given their role in the \$14 billion global annual investment in leadership development.”



HBR FEATURE

Featured in Harvard Business Review (2023), this ghostwritten article continues to spark discussion across corporate leadership and DEI circles. Praised for its accessible storytelling and research-based insight, the piece remains a valuable reference among executives and learning professionals, solidifying the client’s credibility and expanding professional dialogue on mentorship equity.

EXCERPT

IDENTIFYING DETAILS REDACTED



“The push for assimilation, especially within corporate environments, creates a dichotomy of ‘fitting in’ versus ‘being oneself,’ often leading to a culture of exclusion and disparity. The resulting pressure disproportionately impacts individuals from historically marginalized groups (HMGs) and LGBTQIA2S+ communities, where blending in becomes a perceived requirement rather than a choice.

The phenomenon of ‘covering,’ where individuals downplay parts of their identity to avoid stigma, has proven psychological consequences. It weakens focus, engagement, and authenticity. The emotional dissonance it causes erodes personal confidence and team cohesion. Everyone covers. Everyone hides. And the greater the fear, the more we try to fit in—often fading out in the process.

Awareness demands that we shift from assimilation to acculturation. Inclusion doesn’t require sameness. It requires an environment where people don’t have to choose between belonging and being whole. Awareness allows leaders to identify when systemic conformity undermines individual potential and to intervene before culture silently erodes.”

“Insightful and inspiring content.”

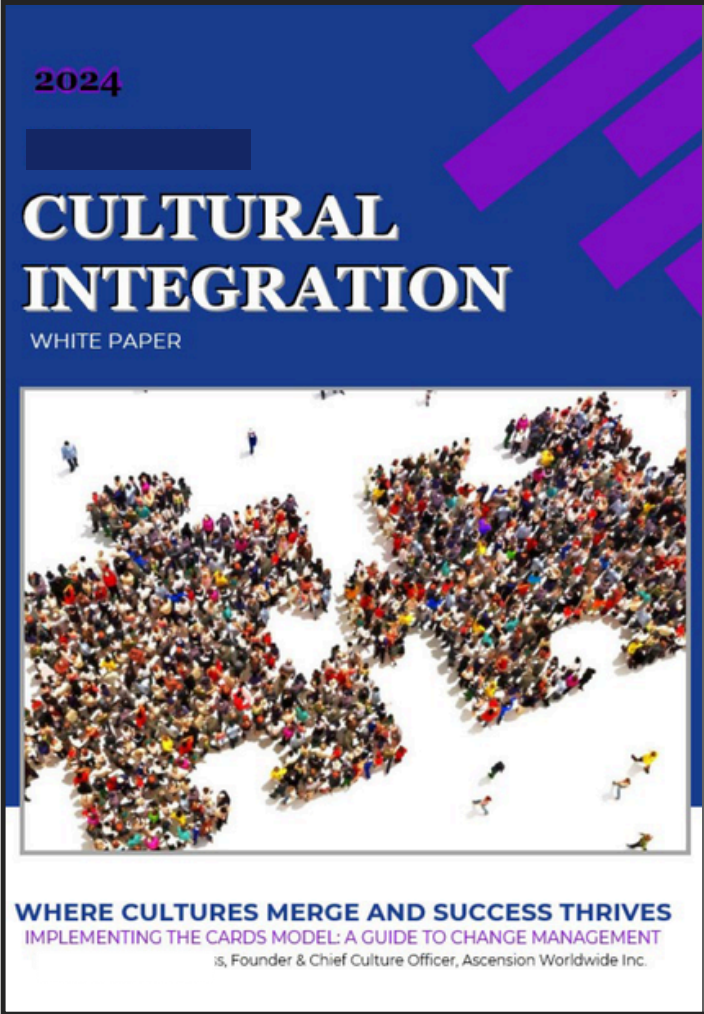
— Andi (Tinker) Dickens, Organizational Learning Consultant & Accredited Facilitator



Change
Management
White Paper
SHRM Spotlight

EXCERPT

IDENTIFYING DETAILS REDACTED



They call it a white paper, but it’s the double-007 of white papers, the launchpad for a national training product and a seven-figure licensing deal.

Six pages of scattered notes and research scraps landed on Christine’s desktop. She ghostwrote and developed a 72-page strategic asset from concept to completion, fleshing out loose definitions into a five-part cultural integration framework. Scooped up by SHRM, it is now licensed, featured at their national conference, and used by Fortune 500 companies.

The finished piece fuses academic theory, psychological research, and corporate storytelling into a unified tool. It served as both a proposal and a gated asset, transforming a rough idea into a globally recognized cultural change management model.

“Amid the tumult, American society has been steeped in uncertainty and stress. This disruption, accentuated by rapid technological advances and environmental concerns, profoundly affects the workforce, particularly Gen Z and millennials, impacting their health, values, and engagement at work.

At the epicenter of these shifts, Gen Z and millennials are recalibrating what they value in their employment. A 2022 Ernst & Young survey found that their loyalty is tied directly to their employers’ social and environmental commitments. Half of the individuals from these generations plan to leave their jobs after a short tenure, seeking roles that resonate more meaningfully with their values.

Yet, the economic landscape presents another layer of complexity. Despite a decrease in inflation, persistent financial stress is palpable across all demographics, particularly impacting younger employees. A Bank of America study revealed that 67 percent of employees are overwhelmed by the rising cost of living. The economic unease is significant: 29 percent of Gen Z and 36 percent of millennials identified the cost of living as their most pressing concern, with many living paycheck to paycheck. First-gen college students may feel the impacts of economic disparity the most.

As this data reveals, the next generation of talent is not only value-driven, but navigating deep financial strain that reshapes how they engage with work and leadership.”

HIGH-INTENT THOUGHT LEADERSHIP

SOFT-SELL CONVERSION COPY

CONTENT STRATEGY & MESSAGING

- CONTENT STRATEGY DEVELOPMENT: STRUCTURED AROUND BUYER JOURNEY AND CAMPAIGN GOALS
- NARRATIVE FRAMING: BUILT LOGICAL FLOW WITH PERSUASIVE CLARITY
- EXECUTIVE GHOSTWRITING: REFLECTED BRAND VOICE AND LEADERSHIP TONE

CONVERSION-FOCUSED B2B MARKETING

- B2B SAAS COPYWRITING: INTEGRATED PRODUCT VALUE WITHOUT HARD SELLING
- MARKET EDUCATION: ADDRESSED PAIN POINTS WHILE ESTABLISHING AUTHORITY
- LEAD MAGNET EXECUTION: OPTIMIZED CONTENT FOR CONVERSION AND DOWNLOADS

RESEARCH & REGIONAL OPTIMISATION

- RESEARCH SYNTHESIS: DISTILLED COMPLEX STUDIES INTO ACTIONABLE INSIGHTS
- SEO-AWARE WRITING: SUPPORTED VISIBILITY WITHOUT KEYWORD STUFFING
- LOCALIZATION (L10N): ADAPTED TONE, VOICE, AND REGIONAL NORMS FOR IRISH/UK MARKET

B2B THOUGHT
LEADERSHIP
INDUSTRY REPORT
LEAD MAGNET

Commissioned to ghostwrite a gated lead magnet for Talivest’s HR software platform. As an executive insight report, it blended thought leadership with soft-sell brand positioning. The piece fused third-party research, trend analysis, and value-add storytelling to build credibility and educate decision-makers on workforce engagement, DEIA, hybrid work, and people analytics. It directly supported Talivest’s lead generation and subscriber growth strategy prior to its acquisition by Go1.

EXCERPT



“Organisations aren’t short on data. Most already have large volumes stored in the cloud. The problem arises when that data becomes decentralized; its reliability is diluted, making it challenging to extract the insights needed to enhance the employee experience. Even firms with centralised HR systems often struggle to deploy technology in a way that genuinely boosts performance and retention.

In response, many are embedding digital literacy into their training plans, aiming to incorporate data-informed decision-making, enhance stakeholder engagement, and adopt a more people-centered approach. Gaps in data literacy run deeper than harming employee experience; they can slow broader transformation initiatives, from performance management to organisational agility.”

PRESS RELEASE COPYWRITER

13

MESSAGING & MARKETING

PR

- PRESS RELEASE FORMATTING
- BOILERPLATE
- NEWSWORTHY HOOK
- HEADLINE COPY

CORPORATE COMMUNICATIONS

- BRAND MESSAGING
- EXECUTIVE VISIBILITY
- ARTICULATING VALUES

COPYWRITING/CONTENT

- AP-STYLE, JOURNALISTIC TONE
- HEADLINE AND LEAD CONSTRUCTION
- SIMPLIFYING THEORY AND HEALTH-RELATED LANGUAGE
- INCORPORATING QUOTES, PERSONAL STORIES, AND CLIENT TESTIMONIALS

MARKETING & BRAND STRATEGY

- BRAND POSITIONING
- VALUE PROPOSITION
- REINFORCING USP
- HOLISTIC NARRATIVE

PRESS RELEASE
HEALTH & WELLNESS
SECTOR

Brought aboard to craft a milestone announcement for Dayana Inc., blending science-backed language with emotional clarity. The client repurposed the release across her website and social channels, crediting it with helping increase visibility, drive local engagement, and articulate her brand’s value to her target audience.

EXCERPT



“Since launching Dayana Inc., founder Dayana Pereira, a certified Feldenkrais Method practitioner, has been addressing the underlying causes of chronic pain through sensory movement therapy. Pereira has improved clients’ lives by educating and instructing them on regenerative movement techniques that build an agile and pain-free nervous system.

The premise of the Feldenkrais Method presumes the brain can initiate pain and map it to an injury, even after the injury has healed. ‘Because the body and brain are symbiotic,’ Pereira said, ‘people can unlearn that pain through strategic movement, retraining the brain to regenerate healthy neural pathways.’”

INSTRUCTIONAL DESIGN
& MICROLEARNING

PRODUCED:

- BITE-SIZED LEADERSHIP LESSON SPRINTS
- CLEAR LEARNING OBJECTIVES AND TAKEAWAYS
- SME & PSYCHOLOGICALLY-INFORMED CONTENT

UX WRITING & UI ADJACENT COPY

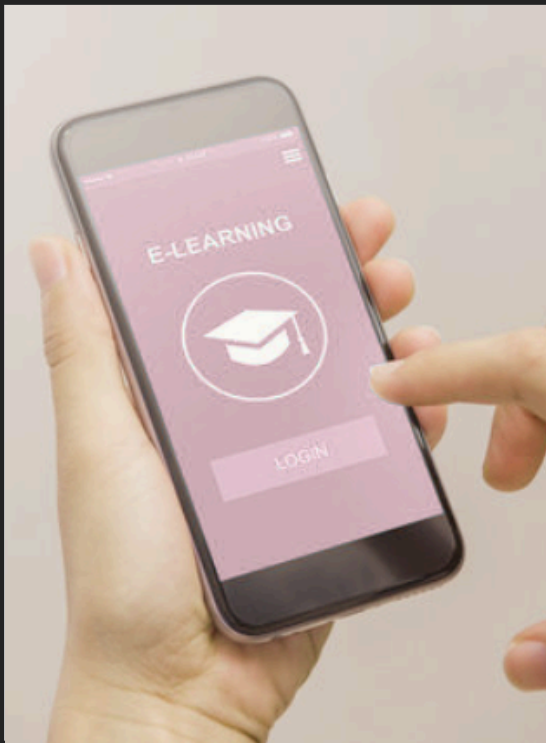
- HEADLINES & BUTTON TEXT
- INTERACTIVE PROMPTS
- PRE-ASSESSMENT & Q&A SECTIONS
- TOOLTIPS, EMBEDDED INSTRUCTIONS & EXPLANATIONS
- FEEDBACK
- FOR ON-THE-GO USE AND SHORT ATTENTION SPANS
- INTUITIVE, IMMERSIVE, MOTIVATIONAL, AND STICKY CONTENT

B2B L&D
CONTENT
WRITER

Ghostwrote instructional microlearning content for a proprietary leadership e-learning app, now in production. Leveraged adult learning theory, scenario-based design, and cognitive load principles to create sprint modules covering decision-making, executive presence, and transformative leadership. Translated complex behavioral science into accessible, high-impact lessons tailored to four distinct learner personas, supporting both knowledge retention and leadership transformation.

EXCERPT

IDENTIFYING DETAILS REDACTED



“The OODA Loop: Observe, Orient, Decide, Act was initially designed for fighter pilots who must make split-second decisions under pressure. From cockpit to conference room, it’s now a core method among high-level executives who lead decisively, adapt quickly, and avoid costly missteps.

OODA helps you think critically and stay grounded in high-stakes moments, from tense negotiations to cultural crises. It provides a structured approach to assessing rapidly changing situations and avoiding knee-jerk reactions that often derail positive outcomes.

Executives who use this model report improved performance in handling product failures, investor pushback, and organizational change. In those moments, clarity outweighs speed.

It’s no secret that neutral information is scarce and pressure distorts perception. The OODA mindset helps you cut through the noise, read the moment, and course-correct before small mistakes become major setbacks. Before diving deeper, let’s check your OODA-intuition!”

Q&A

SITUATIONAL WARM-UP

MODULE 10 – SPRINT 58: THE OODA MINDSET

Scenario: A client meeting turns tense. You see frustration building. Your team grows defensive.

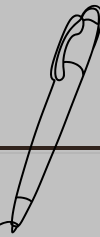
Based on the OODA Loop, what’s your next move?

- A)** Decide quickly to de-escalate

B) Orient: pause and assess what’s fueling the friction
- C)** Take immediate action by shifting the project scope

D) Skip to action to avoid further conflict

Correct Answer: **B** Orient helps you read signals before you speak. Miss it, and you risk trust, traction, and business.



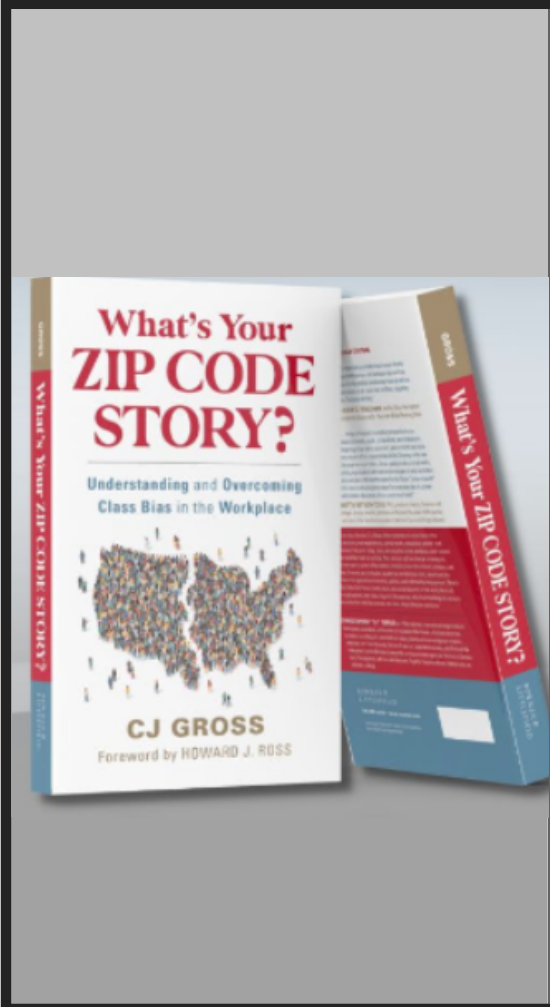


BOOK SIGNING

PUBLISHED BOOK:
WHAT'S YOUR ZIP
CODE STORY?

Transformed 57 pages of fragmented notes into a fully structured, 224-page book published by Rowman & Littlefield. I ghostwrote, organized, and refined the manuscript from start to finish, developing the narrative structure, integrating personal stories, and supporting key concepts with research. My work spanned developmental editing, line editing, and final polish, culminating in a compelling book praised by Publishers Weekly, Booklist, and leading voices in the DEI space.

EXCERPT



“What’s Your Zip Code Story? illuminates the intersections in our lives, the places that both connect and separate us, the invisible boundaries between the rich and poor, opportunity and choices, truth and perception. The book serves as a looking glass on self and social class. Analogous to the acronym ZIP, or Zone Improvement Plan—this is a guide for class migrant and inclusion improvement, and for workplace diversity. The landmark stories help decode our zip codes and the different cultures, beliefs, experiences, and rules. These are the spaces where we live, fear, collide, and sometimes die. By exploring the similarities in our differences, we can discover our natural biases, see people through a new lens, and enhance our journey.”

“The point is, we are socialized and conditioned by the class culture in which we reside. Our income, occupation, education, experiences, preferences, clothing choices, beliefs, behaviors, and activities are all telltale signs of class. Our class is in our posture, gait, eye contact, accent, inner circles, zip code, and residential status (renter or owner). These nuances not only shape our class, but they also reveal our class to the people around us. It is human nature to draw inferences about others based on these characteristics. This is why class and status cannot be bought. Comparisons and inferences are related to what researchers call ‘social class signals’—behaviors that provide information about a person’s income, educational attainment, or occupation status. They also suggest that people are shaped by class in their everyday interactions, and the social class signals they perceive from other classes shape their psychological experience.”



Optimized Listings
Amazon FBA

Helped grow a fast-moving home décor brand by shaping and optimizing 100+ Amazon listings. Used Helium 10 to guide SEO and published directly through Seller Central. Blended brand voice with buyer psychology to improve visibility, engagement, and sales. Crafted clear, keyword-rich copy that converted. FBA bullets, titles, and descriptions were built to rank. The darling doxie moved up to page two within the first week.

EXCERPT



Amazon Product Title

All You Need is Love and a Dachshund – Funny Wiener Dog Shelf Décor Gift for Dog Lovers, Doxie Parents, Home Office Sign, Ready-to-Display, Made in USA.

Key Product Features (FABs)

LOVE YOUR WIENER DOG: This charming shelf sign is a heartfelt nod to your short-legged sidekick. A perfect gift for dog moms, dads, or anyone obsessed with their doxie.

PICASSO WOULD APPROVE: Inspired by the artist's beloved dachshund, Lump, this piece adds a dash of whimsy and warmth to any home, office, or gallery wall.

READY TO STAND OUT: No frame? No problem. This freestanding sign sits perfectly on shelves, mantles, or desks—making it a versatile accent for any space.

GIFT-WORTHY AND TAIL-WAG TESTED: From birthdays and holidays to adoption anniversaries, this Doxie decorative makes an unforgettable gift for the dog lover who has everything.

MADE IN THE USA: Crafted with care using high-quality materials for long-lasting style. Click "Add to Cart" now and show your dachshund pride, exclusively on Amazon.

Product Description

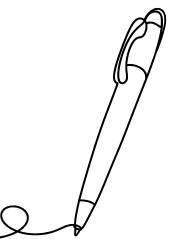
Celebrate the lovable, loyal spirit of your dachshund with this thoughtful home accent. Whether you're a proud pet parent or shopping for one, this freestanding shelf sign brings joy, character, and iconic art history to your home (even Picasso adored dachshunds).

Lightweight and easy to display, it fits perfectly on desks, mantels, or bookshelves, no frame required. Ideal as a thoughtful gift or a little treat for yourself. Every sign is proudly printed in the USA using safe, durable materials and a design that speaks to every wiener dog lover.

Backend Keywords

dachshund shelf décor, wiener dog gift, dog lover sign, funny dachshund quote, doxie desk décor, dog mom present, sausage dog sign, pet lover gift, home office dog décor

ALEXY PORTFOLIO



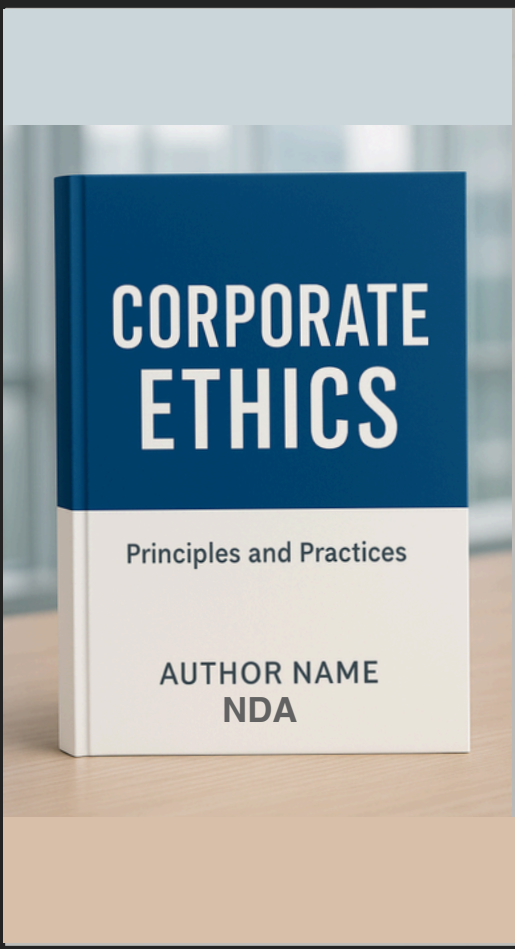


Published
Business Book
(Under NDA)

Retained to ghostwrite a critical chapter on corporate ethics for a leadership book published by Wiley in 2019, which is now used in enterprise HR programs and executive workshops. The work is praised for its clarity, legal acuity, and behavioral insight, earning endorsements from senior HR leaders and inclusion in compliance training ecosystems. While uncredited in all capacities, the content was drawn from SME interviews and independently structured to align with the book’s voice, format, and argument arc.

EXCERPT

IDENTIFYING DETAILS REDACTED



“Greed. Fear. Fatigue. A short-term view. Ethical lapses rarely begin with villainy. They often start with something far more innocent: rationalization. A belief that cutting a corner is necessary, harmless or justified.

Ambition without discernment, however, is dangerous. Repetition, blurred boundaries, and unspoken norms can create conditions where silence becomes complicity. Lowering one’s gaze becomes easier than raising one’s voice.

Consequences aren’t always immediate. Risk accumulates in the background and surfaces when organizations are least prepared, such as during an audit, litigation, or under the harsh light of public scrutiny.

Consider the executives at Equifax who delayed disclosure. Or the data architects behind Facebook’s Cambridge Analytica scandal. Or Purdue Pharma’s leadership as the opioid crisis surged, and lives were lost. They weren’t anonymous players. They held influence, and their decisions altered public trust on a global scale. Ethical culture is either reinforced by design or eroded by default. The question isn’t ‘Would you?’ It’s: ‘When the pressure is high, what will you choose next?’”

EXECUTIVE PRESENTATION & SCRIPTWRITER 18

Presentation &
Script
for a National
SMB Finance
Expert

Retained to develop presentation and article content for a nationally recognized business finance advisor and Inc. columnist. Christine Alexy created a compelling narrative that blended financial insight with founder psychology and real-world experience. The piece was designed for delivery on stage and in print, capturing the voice of a trusted entrepreneur who has advised the White House, the Treasury, and the Federal Reserve.

GROW
YOUR
BUSINESS

EXCERPTS

IDENTIFYING DETAILS REDACTED

• You do not like risking personal assets for the success of your company. If you need money for your business, you would prefer to slow down growth instead of putting in more capital or borrowing more money.

RISK
TOLERANCE
ADVERSE
NDA

“If you’ve been following my work, you know how passionately I advocate for the role of debt in business growth. Albeit my goal is to empower you with knowledge, not to pressure you into borrowing.

Consider a line of credit as a vital cornerstone for your future.

I spoke with a founder whose B2B revenue tripled in a year but hesitated to seek funding as her cash flow tightened. Fear of debt is common among entrepreneurs, who often view it as a sign of trouble rather than a strategic tool.

Let’s change that mindset! Smart borrowing is a proactive step towards progress. Without adequate working capital, growth can stagnate, and opportunities may be lost. The real risk lies in hesitating to build a financial safety net. Embrace debt as a means to drive growth and achieve success!”

Inc.

SHORT- AND LONG-FORM CONTENT

Skilled in ad copy, sales pages, and ghostwriting non-fiction books, articles, newsletters, white papers, and web content.

ADVANCED RESEARCH CAPABILITY

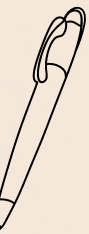
Adept at developing unique angles on saturated topics. Skilled in navigating academic and proprietary research—including WorldCat, Journalist's Toolbox, LexisNexis, U.S. Census data, BLS, Sage, JSTOR, Mergent Archives, HBR, Deloitte, McKinsey, and Pew Research. Experienced in extracting actionable insights from empirical research from sources like The Journal of Personality and Social Psychology to inform leadership content, buyer personas, and persuasive messaging.

GLOBAL BRAND VOICE ADAPTATION

Experience serving clients across Iceland, Ireland, India, Australia, and North America; skilled in adapting brand voice, vernacular, and messaging to resonate across diverse audiences, industries, and regions.

EDITING AND STYLE MASTERY

Proficient in Chicago Manual of Style (CMOS) and AP Style; experienced with line editing, copy editing, and developmental editing for corporate content, thought leadership, and marketing collateral.



PLATFORM & TOOLS PROFICIENCY

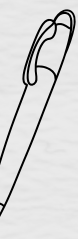
Experienced with Google Analytics, WordPress, Hootsuite, BuzzSumo, Constant Contact, Canva, Microsoft Office Suite, Google Suite, Grammarly, Adobe Acrobat, and Wix administration.

TECHNICAL CONTENT DEVELOPMENT

Over 10 years of developing IT documentation, standard operating procedures, training materials, and user support content for telecom and technology corporations.

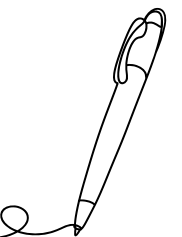
EDITORIAL JOURNALISM EXPERIENCE

Seven years as a freelance journalist and editorial contributor, producing feature stories, op-eds, and research-based content for print and digital publications.



PROVEN CONTENT INFLUENCE & BUSINESS RESULTS

HIGH-IMPACT DELIVERABLES
MEASURABLE ROI



OUTCOMES & REVENUE IMPACT

SHOWCASES ROI, TRUST-BUILDING, AND LEADERSHIP-LEVEL OUTCOMES

Ghostwrote a white paper that helped a client land a licensing agreement with SHRM, resulting in multi-million-dollar revenue and long-term profitable visibility.

Delivered Gartner-informed HR content that exceeded download benchmarks by 45% and contributed to the client's visibility in high-value HR networks.

Crafted and submitted book and magazine pitches and proposals that secured agents and traditional publishing contracts, including Rowman & Littlefield—transforming clients into published authorities.

Ghostwrote several leadership books, one supported a client's keynote fee growth from \$2,500 to \$25,000 and catalyzed their national speaking business.

Achieved a 100% placement rate. Every proposal or query letter ghostwritten and submitted secured a reputable publisher or literary agent for the client.



SNAPSHOT OUTCOMES & REVENUE IMPACT

HIGHLIGHTS SEO, EMAIL, AND DIGITAL STRATEGY EXPERTISE

Repositioned multiple clients with SEO-optimized copy. One saw a 300% increase in traffic (from 25 to 100 monthly visitors) and a significant reduction in bounce rate within a few months.

Led a 12-week Constant Contact campaign for an executive coaching firm. Created lead-gen email sequences that blended value and promotion, driving 38% open rates, 2.7% CTR, and 2.2% consult conversion, which outperformed industry benchmarks.



AUTHORITY BUILDING CONTENT

SHOWS EDITORIAL SKILL, JOURNALISTIC DEPTH, AND CONTENT SHAPED BY AUDIENCE AND MARKET INSIGHT

Developed pitch decks, business proposals, keynote presentations, and speaker bios that helped entrepreneurs secure funding, press, and publishing.

Authored magazine features, agent queries, and literary pitches that consistently placed clients in top publications and secured advances and elite-level book deals.

Conducted 100+ SME interviews across diverse industries and departments to ensure content was not only accurate but backed by SME insight.

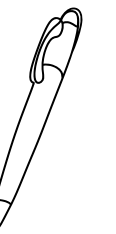
Advised authors and executives and consultants on publishing, marketing strategy, editorial standards, and audience positioning to improve visibility and authority.



SOCIAL MEDIA METRICS

PERFORMANCE ACROSS

● LINKEDIN ● INSTAGRAM ● WEBSITE



ENGAGEMENT REACH

The figures indicate the reach of Alexy Pro Writing's boutique.

LINKEDIN

3,506 FOLLOWERS

3,382 CONNECTIONS

INVITED FEATURED EXPERT, LINKEDIN EDITORIAL
INSIGHTS

(SELECTED BY LINKEDIN'S EDITORIAL TEAM TO
PROVIDE COMMENTARY ON LEADERSHIP.)

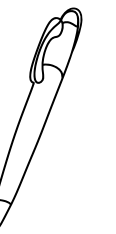
BUSINESS INSTAGRAM REELS (ALEXY_PWS)

TOP-PERFORMING REEL: 6,100 VIEWS

MULTIPLE POSTS ABOVE 4,000+ VIEWS EACH

BUSINESS INSTAGRAM REELS (ALEXY_PWS)

HIGH-PERFORMING POST TALLY OVER THE LAST 12
MONTHS: 54,000+ TOTAL VIEWS ON TOP CONTENT

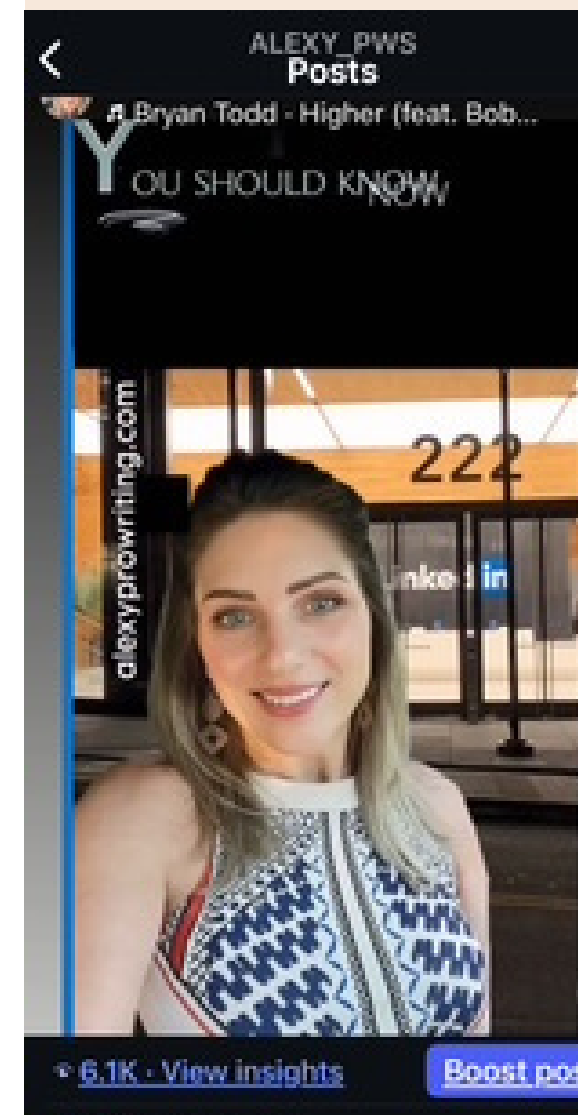


NOTABLE INSTAGRAM REELS 1

3,054 FOLLOWERS

CREATIVE

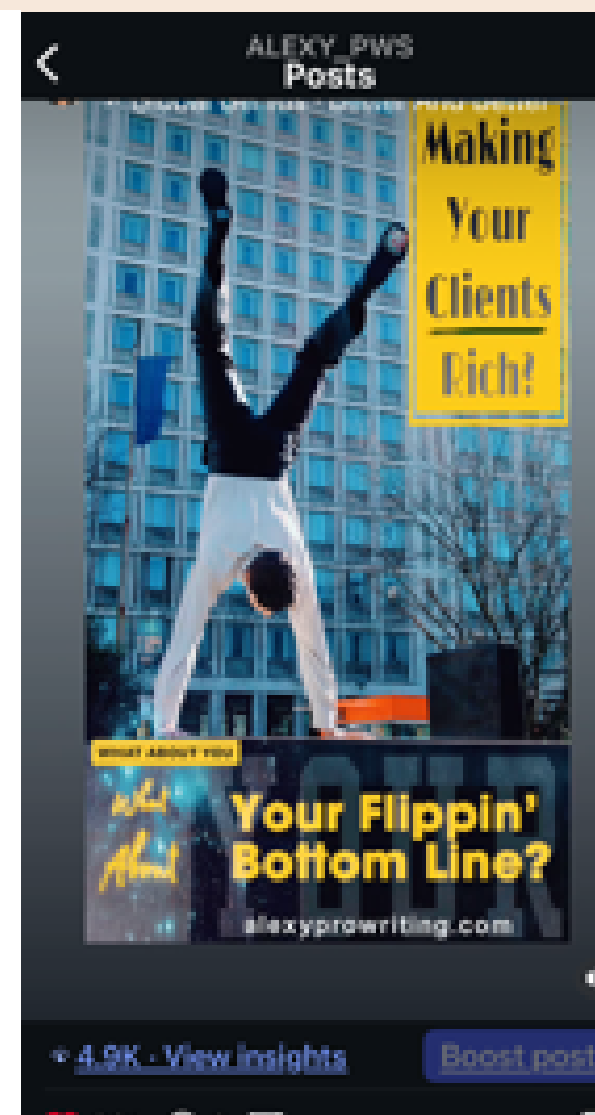
@ALEXY_PWS



6.1K VIEWS



4.9K VIEWS



4.9K VIEWS

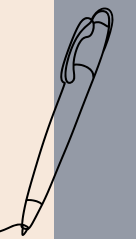


4.6K VIEWS



4.5K VIEWS

ALEXYPORTRFOLIO

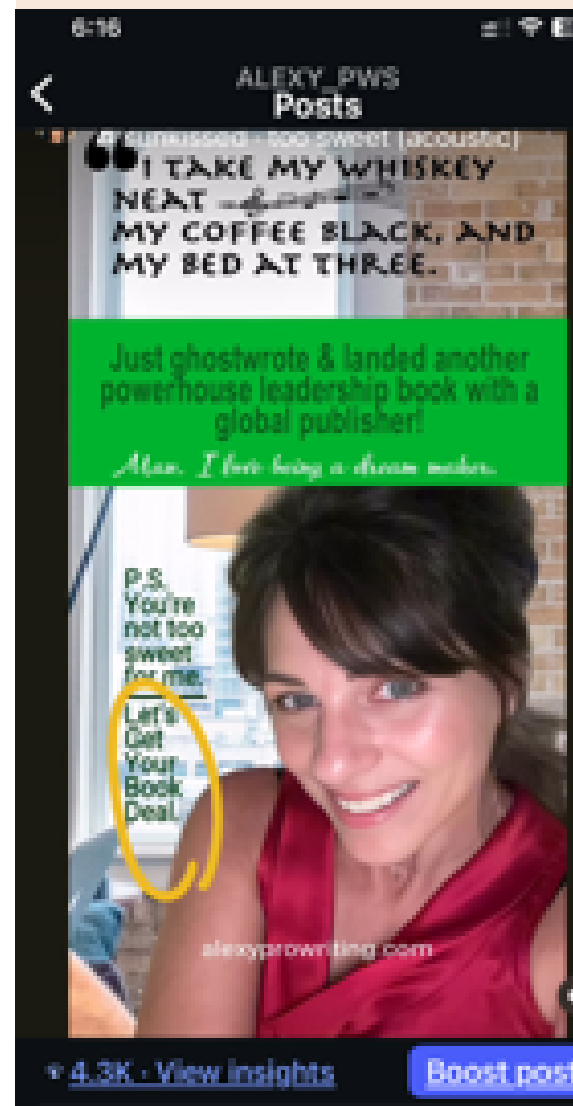


NOTABLE INSTAGRAM REELS 2

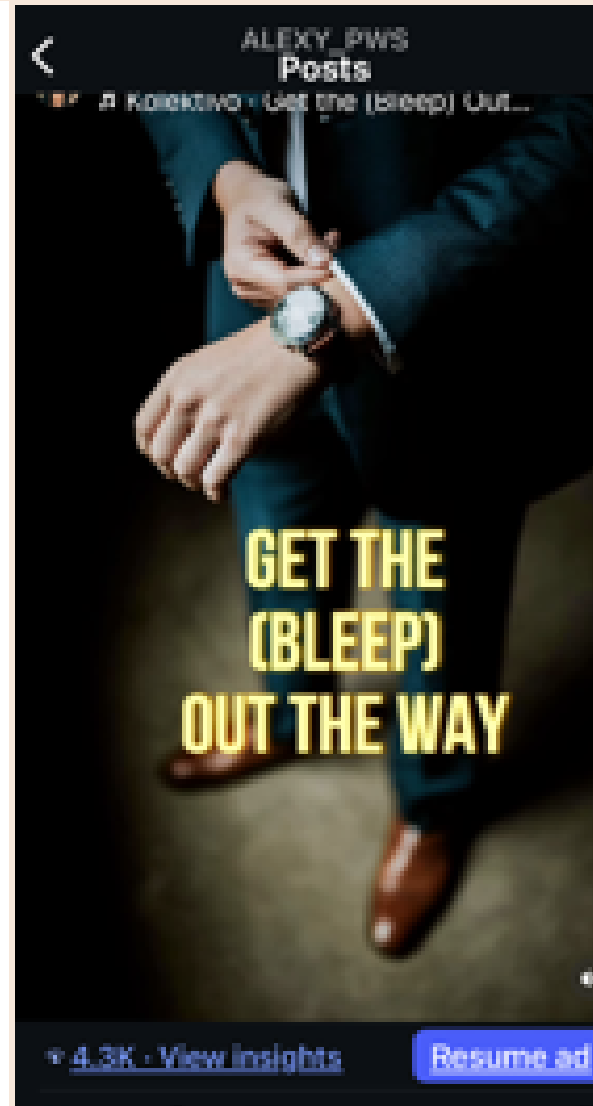
3,054 FOLLOWERS

CREATIVE

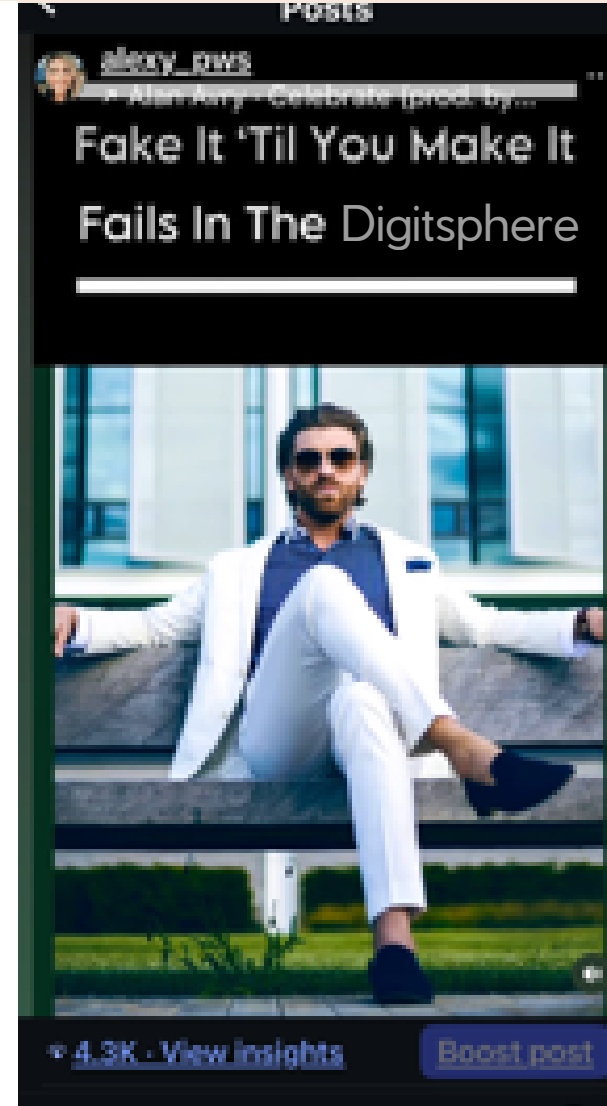
@ALEXY_PWS



4.3K VIEWS



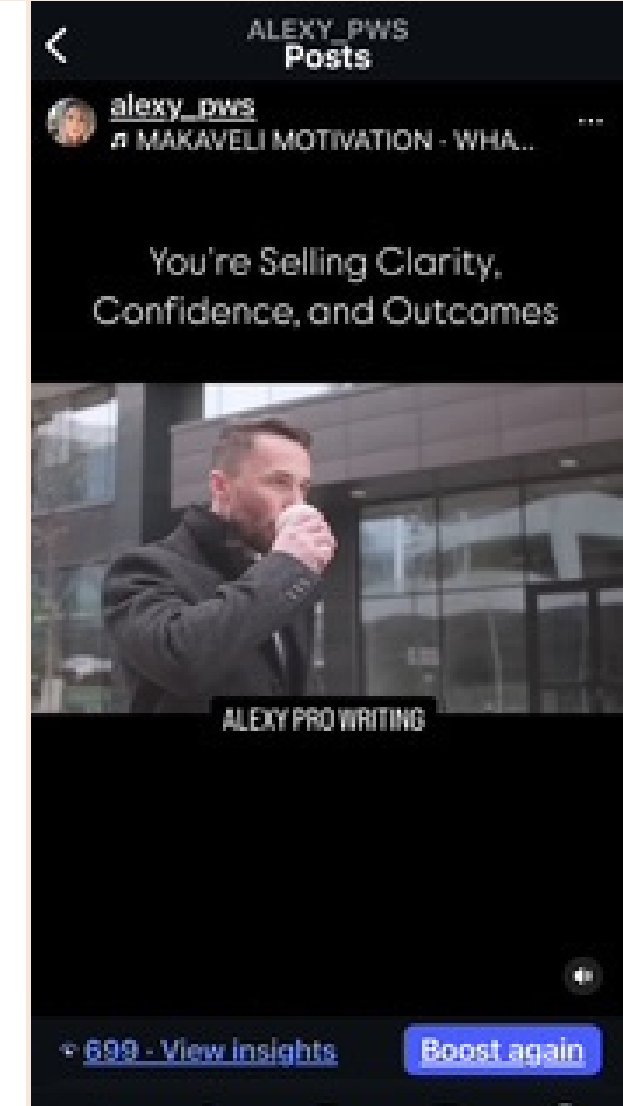
4.3K VIEWS



4.3K VIEWS



4.3K VIEWS



699 VIEWS

ALEXYPORTRFOLIO

ALEXY PRO WEBSITE TRAFFIC

Traffic Overview

Track your site's traffic trends and get to know your visitors. [Learn more](#)

Last 90 days (Jun 6 - Today) compared to previous period (Mar 8 - Jun 5, 2025)

Site sessions

195 ↑ 74%

Unique visitors

168 ↑ 58%

Sessions over time



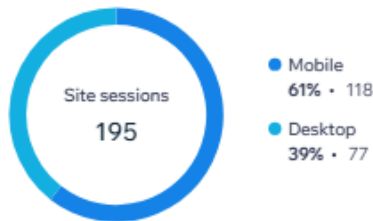
[View Report](#)

New vs returning visitors



[View Report](#)

Sessions by device



[View Report](#)

Sessions by source and category



[View Report](#)

Avg. sessions by day

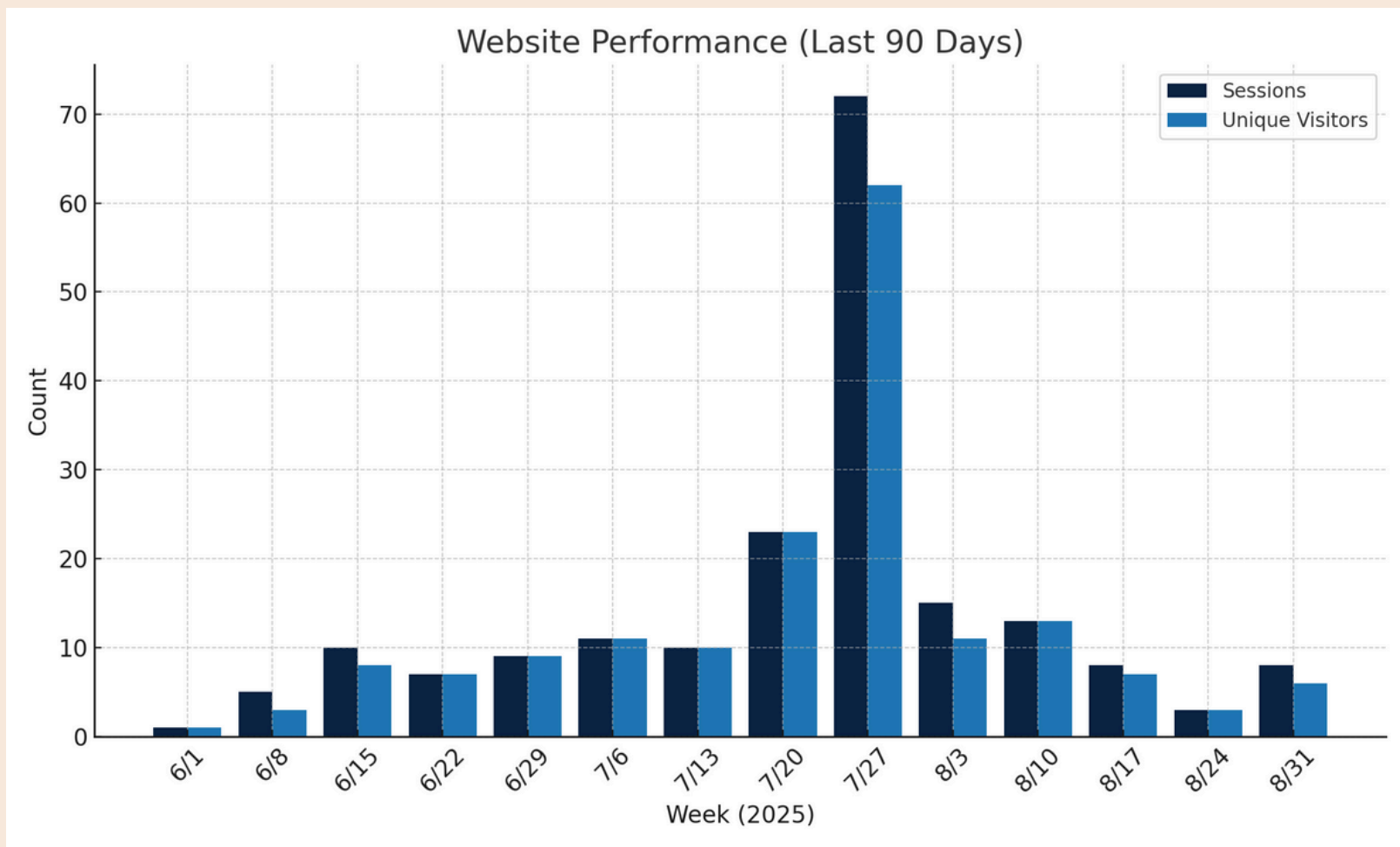


[View Report](#)

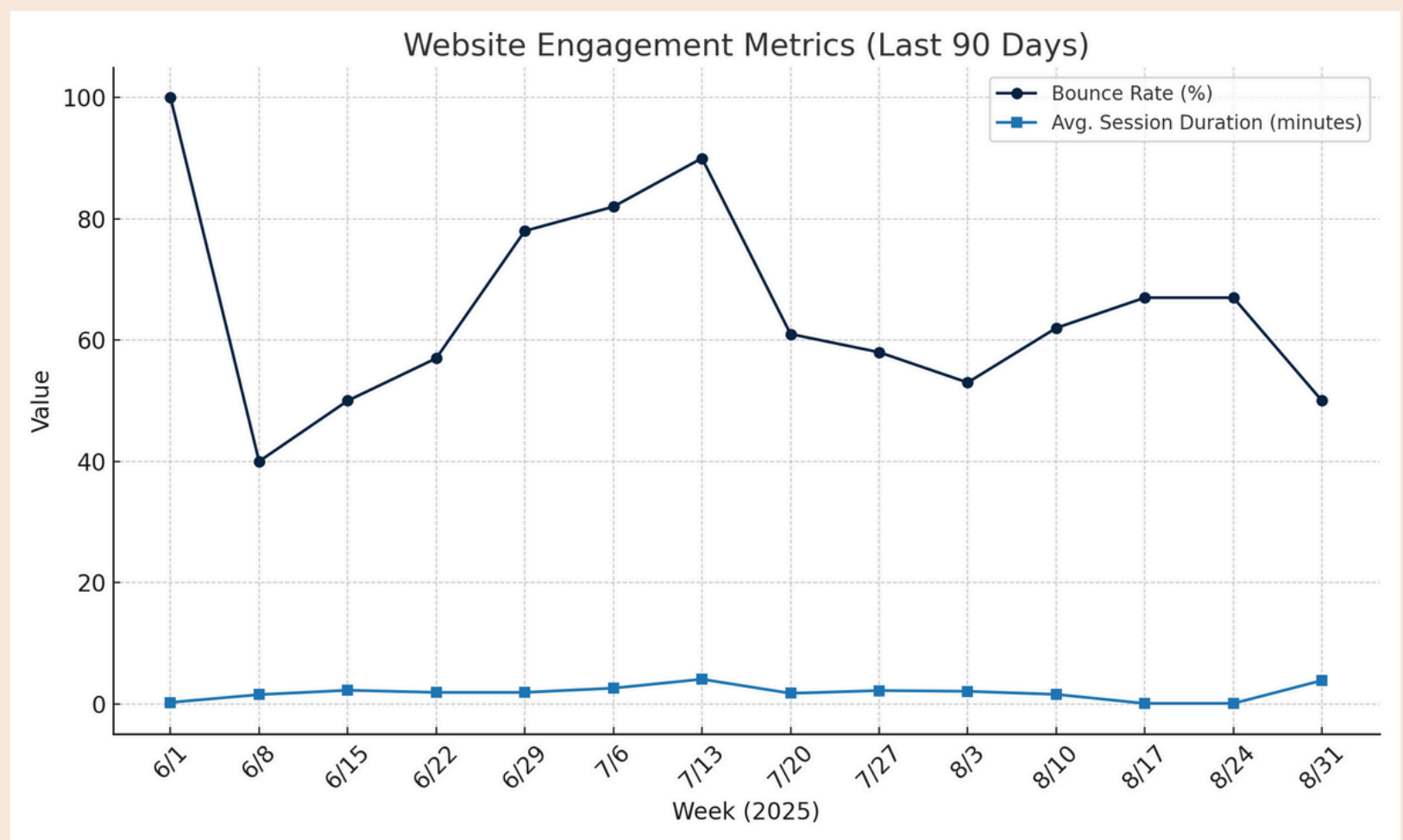
Traffic insights



ALEXY PRO WEBSITE SESSION PERFORMANCE



Over the past 90 days, APWS has logged 195 sessions and 168 unique visitors, demonstrating consistent reach and engagement. Visitors spent more than two minutes per session on average, with a late-July peak of 72 sessions and 139 page views, which demonstrates strong engagement when content gains visibility.



The average session duration was 2 minutes 14 seconds, with several weeks reaching over 3–4 minutes, indicating that readers were willing to spend a meaningful amount of time on the site. A 61% bounce rate falls within the industry norm, reinforcing that the content is relevant to visitors.

CLIENT TESTIMONIALS

““

“Christine Alexy possesses the rare ability to blend the hard-core science of research with the heart of humanity to make her writing powerful and relevant... Christine applies a high-level of professionalism, rigor and discipline to her writing, while maintaining a conversational, and approachable tone.” — Steve Van Valin, CEO, Culturology; author of The Search for Meaning at Work.

“You made my book, What’s Your Zip Code Story, a brilliant read ... Thank you for writing a winning proposal that helped me land a reputable publisher. I value our collaboration and the diligence, hard work, and long nights you put into edit, develop, and finish this book by the deadline.” — Christopher “CJ” Gross, TEDx speaker, organizational development consultant and coach, and author of “What’s Your Zip Code Story: Understanding and Overcoming Class Bias in the Workplace.”

“Working with Christine was wonderful! She listened very intently to my goals, understood exactly what I wanted to accomplish, and did great quality research on my business and industry. The results were spectacular. I am very pleased with the depth and quality of her writing and have been using the copy she produced in multiple ways. Christine is a very talented writer, her communication is excellent, and she delivered ahead of schedule. I highly recommend her and her team!” — Dayana Pereira, CEO of Dayana Inc. and certified Feldenkrais Method practitioner.

“Rare ability to effectively synthesize the essence of a concept ... captivating and memorable.” — Glenn Parker, leadership and team-building expert; author of more than 16 books, including “Positive Influence: The Leader Who Helps People Become Their Best Self.”

””

GOOGLE REVIEWS



Ivan Fisher

6 reviews

★★★★★ 2 years ago

Christine was great to work with! Professional, efficient and very talented. She was very detailed and thorough in her writing and research. Highly recommend! She goes above and beyond in making sure the customer is satisfied!



Faith Janiszewski

1 review

★★★★★ 2 years ago

APWS was the first writing service I used and I couldn't have asked for a better company to have helped me. I struggled with accurate and eye catching descriptions for a product. They were able to capture what my product is about perfectly. ... [More](#)



THANK YOU

Thank you for taking the time to review my portfolio. I'm happy to share additional pieces or discuss a potential fit.

Christine Alexy

215-520-1364

christinealexy@gmail.com

www.linkedin.com/in/christinealexy

<https://www.alexyprowriting.com>



thank you



”

— The future belongs to those who learn more skills and combine them in creative ways.

— ROBERT GREENE, “MASTERY”