

At Northwest Territorial Mint, we averaged hundreds of new retail products a year, and needed to support a custom sales force with on-target collateral that explained an unusual product to a diverse group of verticals.


I was happy to rely on Angie Longacre to produce the copy that successfully drove sales for our retail and custom businesses.

Upon her arrival, she took charge of working through a new product backlog; generating keyword-rich web copy and superbly suited packaging copy, zooming through with competence. The tougher the assignment, the harder she buckled down, approaching it from multiple angles to ensure precision and performance. When Angie arrived, it was necessary to throw her into the deep end of the pool on our precious metals business; she accepted the challenge, absorbing the material with alacrity, synthesizing it for email blasts, web content, and more.

Effectively creating case studies, email subject lines and copy, blogs, product descriptions, product brochures, press releases, and web advertising, Angie was easy to count on and a team player, jumping in to support when needed in areas beyond her role as a wordwright—we even called upon her to design some of our email blasts. We set her up to work remotely, but she was able to perform as if she were sitting one desk away.

Angie's most valuable skill is her determination to understand the assignment. Before tapping at a keyboard, she made sure she understood what the purpose of the communication was and asked smart questions to make sure what she wrote was well-suited to the task at hand.

These skills make Angie an asset to any employer.



Michael A. Flynn