



### Global Parents for Eczema Research

As GPER's communications consultant, I help distill complicated medical research down into digestible, easy-to-understand messages for parents across all digital platforms - from web, to social, to email, to ads. I ensure that all external communications adhere to GPER's overarching narrative and voice.

GPER's digital channels tell the story of their multi-faceted work, share resources for parents, and encourage parents to sign up for GPER's caregiver support program. I recently created the copy and content for their World Eczema Day webpage based on our WAED campaign, Eczema Heroes.



### Every Mother Counts

I was brought on to manage Every Mother Counts' 15<sup>th</sup> anniversary campaign. Not only did I come up with the concept, #15ForEveryMom, but I also create the content, which includes four social media posts and one email newsletter each month. Each month features a different theme of EMC's work, ranging from their filmmaking to their grantee partners in various regions.

This campaign is built to drive awareness and raise money for EMC's newly launched Endurance Fund. Learn more about the campaign on the beautiful webpage (drafted and designed by me).

