

Greg A. Smith

Copywriter
Storyteller
Playwright

2127 Stillman Rd., Unit 1
Cleveland Heights, OH 44118

440 532 3801

gregasmithwriting@gmail.com

Professional Writing Portfolio

Hi, I'm Greg!



I'm a copywriter who specializes in creating editorial that buzzes with **energy, personality, warmth,** and **wit.**

With a breadth of writing experience — including a Senior Copywriter role at **Better Place Forests** (BPF), writing greeting cards and more at **American Greetings** (AG), freelance copywriting for brands such as **Homedics** and **Big Lots**, and as a professionally-produced playwright — I'm an obsessive **storyteller** who loves finding the narrative in every project and crafting copy that sells a consistent and enjoyable experience from start to finish.

With the ability to quickly get up to speed no matter the chaos, I specialize in swiftly absorbing, replicating, and elevating existing brand voice and personality — perfect for brands who are looking for compelling evolution, not revolution in their copy.

Whether you're looking for **marketing copy** that converts, **sales copy** that, well, sells, or **product & packaging** copy that educates and engages, I will work with you to create impactful, on-brand editorial targeted to your unique audience.

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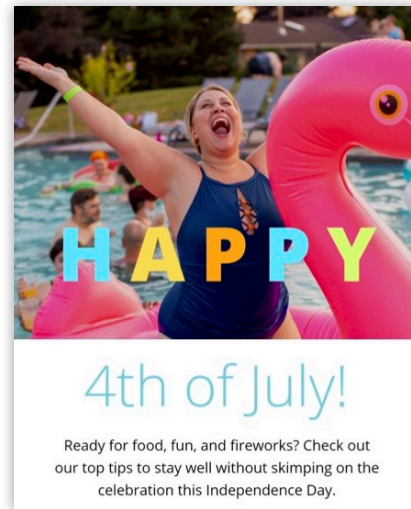
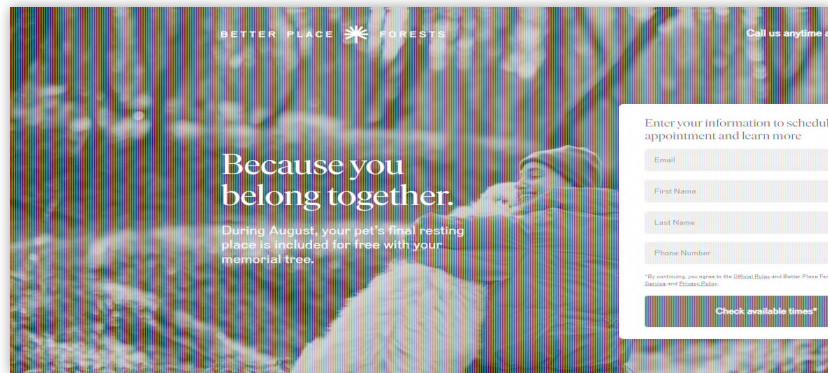
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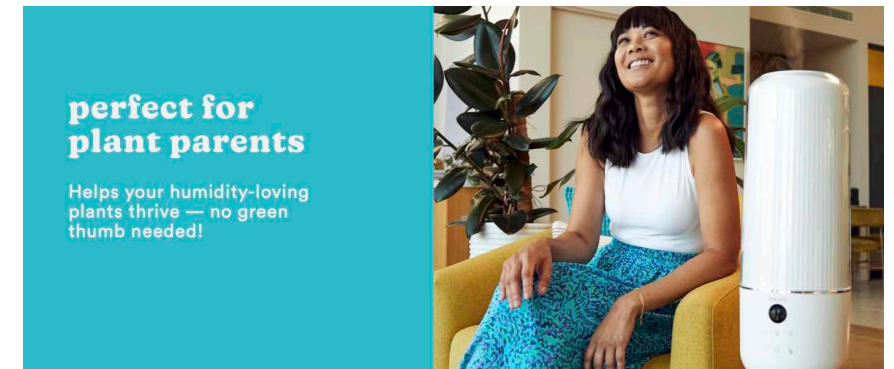
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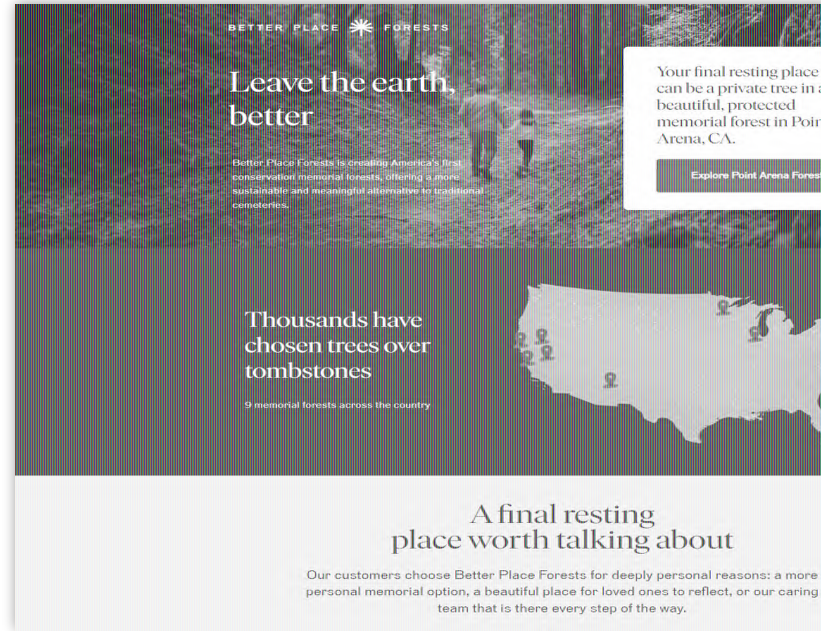


Marketing Copy

As **Senior Copywriter** for **Better Place Forests**, an innovative end-of-life company, I was responsible for evolving, maintaining, and implementing an **impactful brand voice** while creating all marketing editorial as the company's sole in-house copywriter.

I fashioned a life-affirming brand voice, balancing **warmth** and **optimism** with the **empathy** and **conscientiousness** essential when writing in the end-of-life space — focusing on clear, direct, and simple evocative language.

Most recently, as a full-time contract copywriter for **Homedics**, I helped successfully launch a full brand refresh, creating **E-commerce/PDP sales copy** and **packaging** for over a hundred product SKUs while contributing upgraded copy for everything from **emails** and **video scripts** to a comprehensive library of customer review response templates.

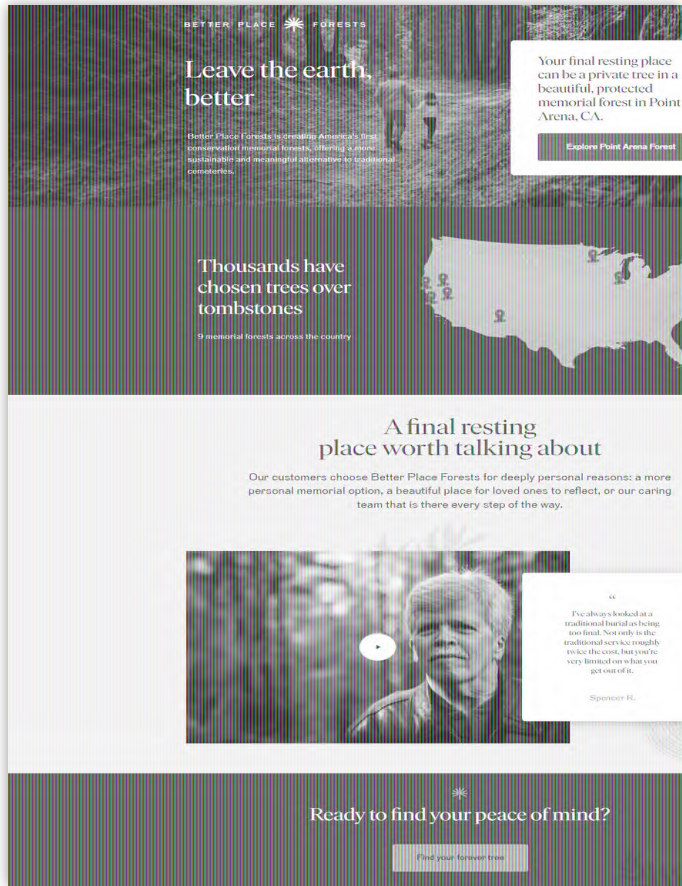


Web/Landing Page Copy

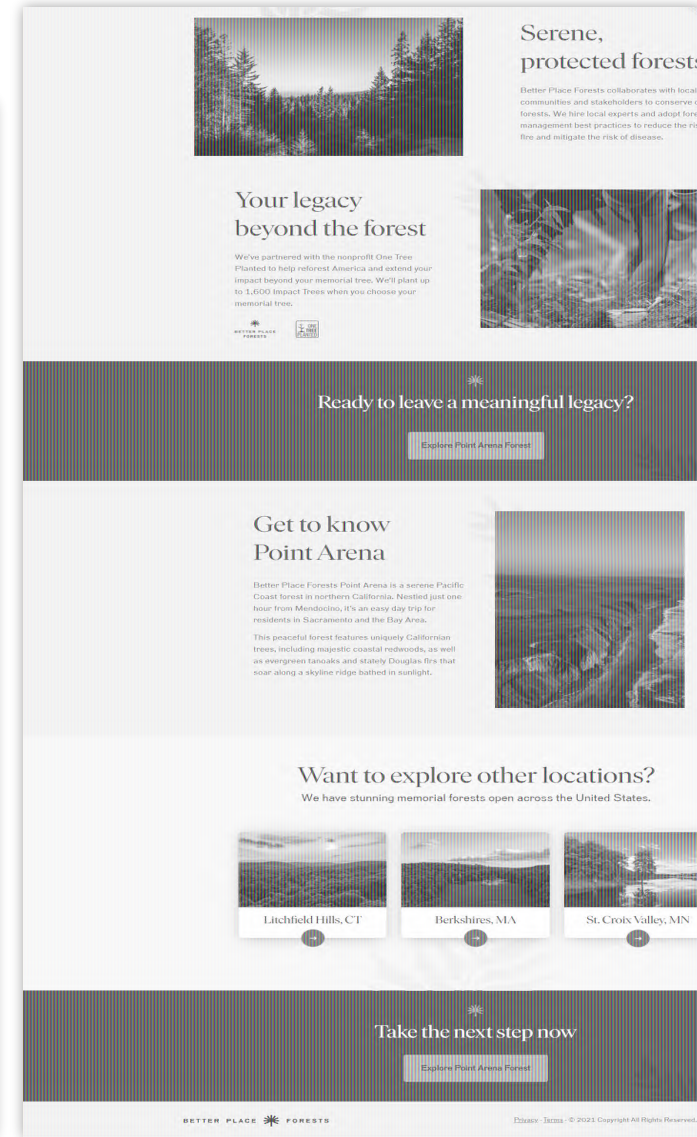
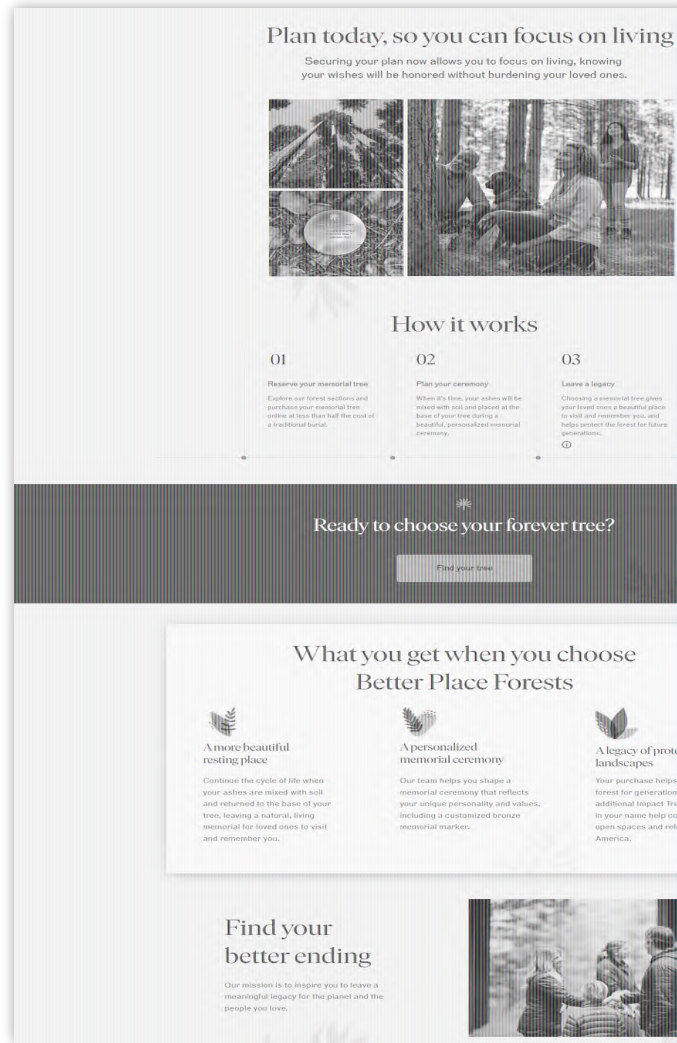
As a storyteller and copywriter, I take an active role in designing the structure and flow of web & landing pages — as well as writing copy — to create compelling consumer experiences that convert.

A full BPF landing page flow, designed to educate consumers with no knowledge of the business. Social proof and emotive value props gradually transition to more granular product details and more frequent CTAs, reflecting the need to gently ease the end-of-life customer into the process.

Iterating through several rounds of external testing, this flow scored highly in increased click rate and reduced bounce, and was added to the BPF E-commerce site.



[Click to view the live page](#)



E-commerce Sales Copy

While on a year-long contract for Homedics, I created and edited PDP sales copy for over 100 SKUs as part of a comprehensive brand refresh project.

Drafting omni channel copy for Amazon, Homedics.com, Costco and more, I helped level up the brand voice with greater warmth, wit, and clarity to reflect Homedics' focus on health and wellness.

Amazon A+ and PDP image copy for Homedics Triple Action Shiatsu Foot Massager with Heat.

Evocative language with soft puns and lightly conversational tone help clearly convey features and sell the product experience and benefits with warmth and energy.



comfort you can feel in your soles

Refresh your feet after (or during!) a long day. Deep-kneading shiatsu massage + soothing heat leave you feeling great from heel to toe


#1 BRAND Homedics IN MASSAGE

shiatsu r
Triple rotation deliver an invi

soothing
Gives your ma & helps you sli

toe-touch
Control power of a toe—no b

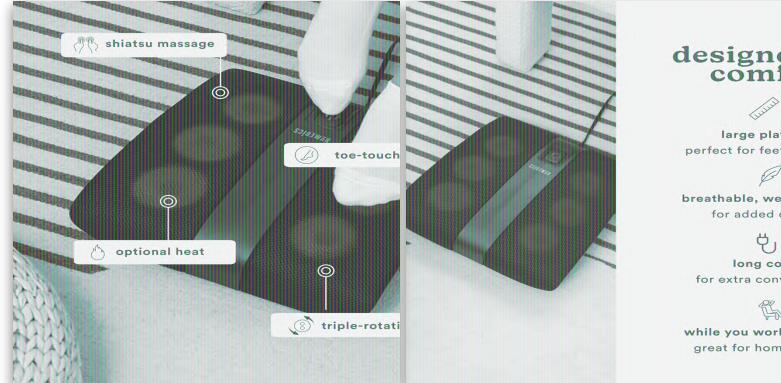
a treat for all feet
Large platform + breathable fabric make for a truly comfy massage experience — whatever your shoe size!



feel better
Give your feet a boost with shiatsu massage and soothing heat

H

soothe your soles
Enjoy a great shiatsu massage from heel to toe. 6 massage nodes knead your feet leave you feeling relaxed and invigorated



shiatsu massage

toe-touch

optional heat

triple-rotation

designed for comfort
Large platform perfect for feet of all sizes
Breathable, webbed fabric for added comfort
Long cord for extra convenience
While you work, it's great for home



toe-touch controls
Don't interrupt your relaxation - control power of heat with your foot

soothing heat = happy feet
Level up your relaxation with gentle heat - you can kick back and enjoy fab-feelings

E-commerce Sales Copy

Full Amazon PDP listing for Homedics drift product

Amazon PDP bullet copy ↓

Back to results

Homedics Drift SandScape, Kinetic Sand, Perpetual Motion Machine, Zen Garden, Meditation Accessories, Decorative SandScape, Bluetooth, iOS, Android, by Homedics (16 Inch (Small), Black)

Visit the Homedics Store

★★★★★ 55 ratings | 31 answered questions

\$398.98 (\$398.98 / Count)

FREE Returns

FREE delivery Monday, March 6

Or fastest delivery Friday, March 3. Order within 6 hrs 40 mins

Select delivery location

In Stock

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon.com

Sold by Amazon.com

Returns Eligible for Return, R...

Support Free Amazon product...

Gift options Add at checkout

Details

prime

Enjoy fast, FREE delivery, exclusive deals and award-winning movies & TV shows with Prime

Try Prime and start saving today with Fast, FREE Delivery

Size: 16 Inch (Small) 21 Inch (Large)

Color: Black

- Mindfulness Made Easy: Watch mesmerizing patterns come to life as a metal sphere rolls silently through sand, elevating your space while creating mindful moments. Sleek design is perfect for desktops, consoles, and side tables.
- Invite Calm: A statement piece that makes your space look as amazing as it makes you feel. drift to increase relaxation, inspire creativity, boost mood, and enhance focus.
- App Controlled (iOS and Android): Choose from hundreds of mesmerizing patterns and ambient light colors, set speed, create custom playlists, and schedule your designs. Very easy to use!
- Simple Setup: Easy assembly. Download the Homedics drift app or scan the QR code on the back of box.
- What's in the Box: (1) Homedics Drift SandScape, (1) Quick-Start Guide, (2) 240g Sand Packs, (1) Metal Ball, (1) Sand Rake Tool, (1) Power Cord with Switching Adapter

Roll over image to zoom in

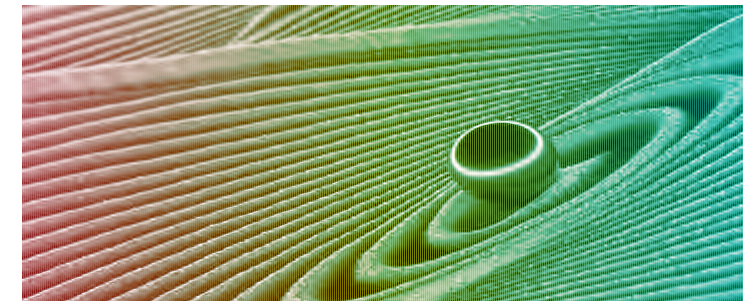
[Click to view the live page](#)

app controlled

pick your pattern | choose your lighting | create your playlists

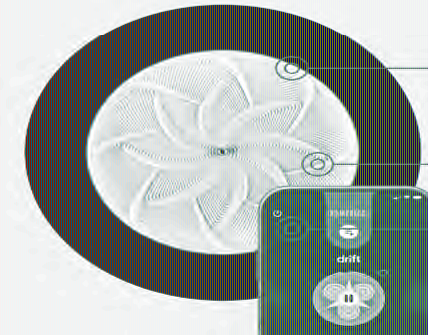
no patience necessary

Enjoy calm with simple free easy-to



mindfulness made easy

Increase relaxation, boost your mood, and inspire creativity



pick your 100s of soothing + customizable

elevate your space. Makes your room as amazing as you are.

calm in your space. drift app lets you control patterns, lighting, & more.

invite calm in

Whether you're overwhelmed or looking to relax, drift makes it easy to find your inner peace.

boost mood

increase relaxation

inspire creativity

100s of mesmerizing patterns

mindfulness made easy

Take your eyes on a soothing journey as a metal sphere artistically creates designs and patterns in the sand.

elevate your space

Fits neatly on a desktop, console table to help discover a new way of calm.

Amazon PDP image copy

take a moment to pause

Take your eyes on a soothing journey as a metal sphere artistically creates designs and patterns in the sand.

↑ Amazon A+ copy

Email Marketing

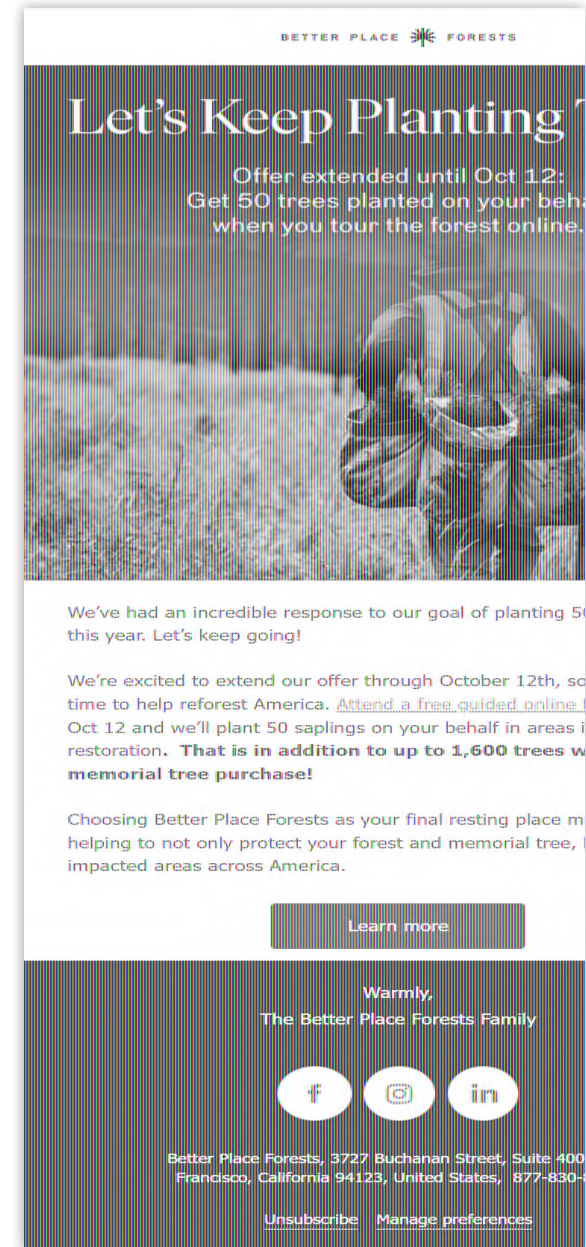
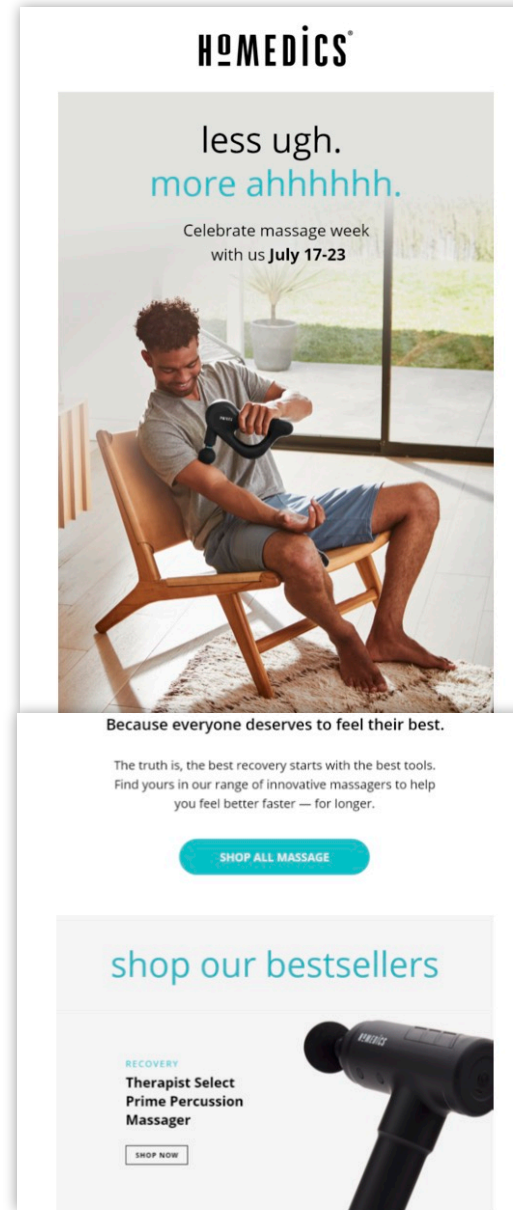
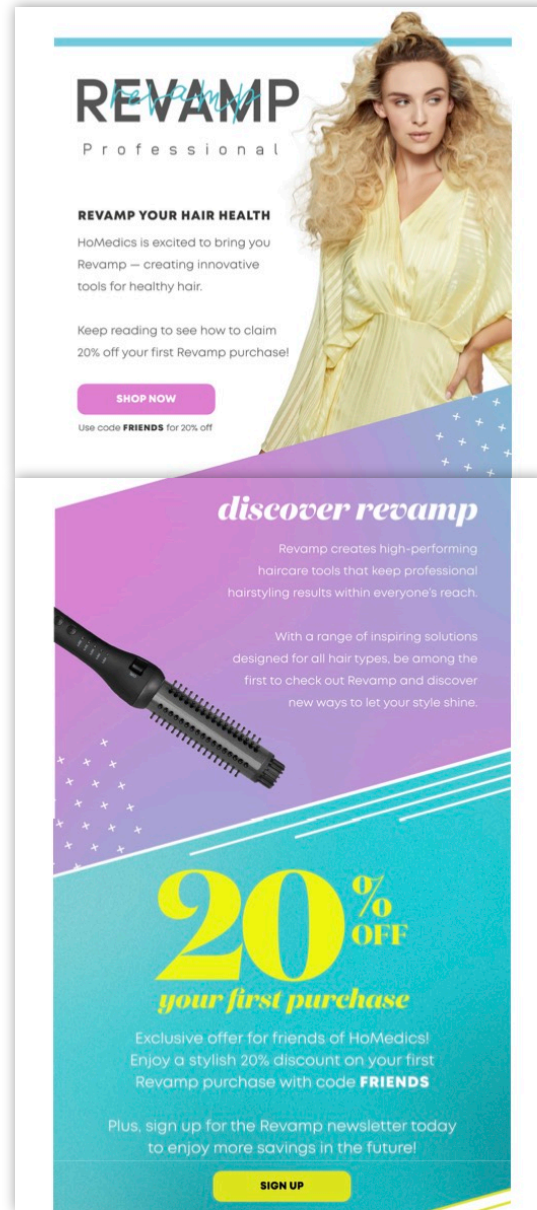
From monthly campaigns and one-off engagement-focused emails, to welcome series and product launch drip campaigns, I've used my copywriting skills to elevate email marketing at Better Place Forests and Homedics.

With a knack for quickly learning and replicating brand voice, I bring a flexible writing style that lets the brand's personality flourish and consistently results in positive click-through rates.



The opening modules of three very different emails demonstrate my flexibility of voice:

- 1: The launch announcement of Revamp, a Homedics sister brand creating haircare products
- 2: A one-off email using a lesser-known occasion to build association with, and sell, a product category
- 3: Part of a monthly campaign using an eco-positive offer (planting trees) to generate sales leads



Email Marketing

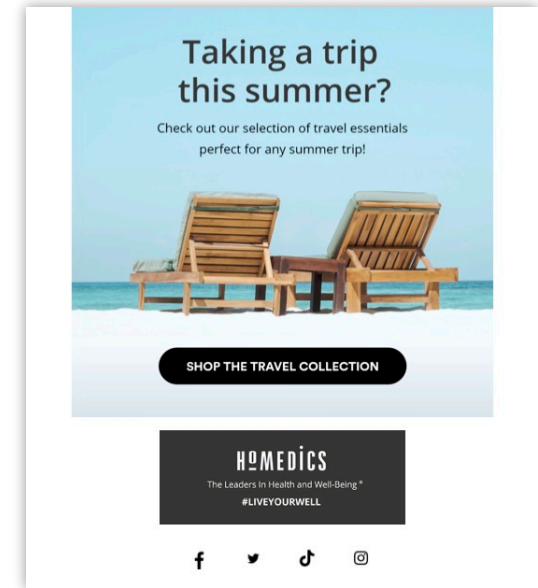
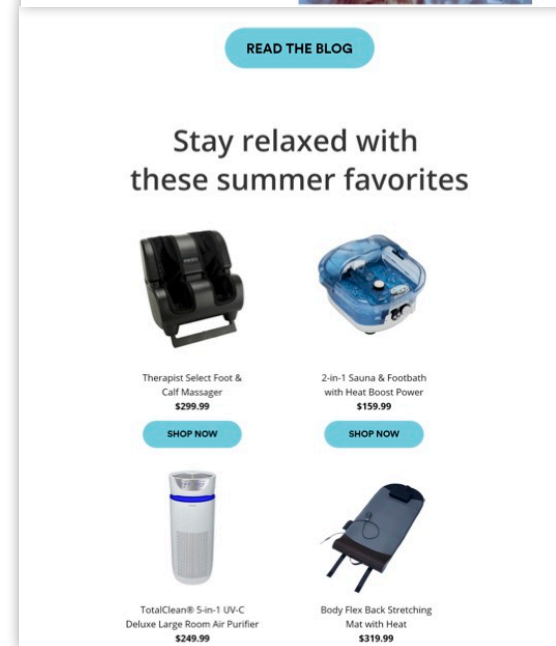
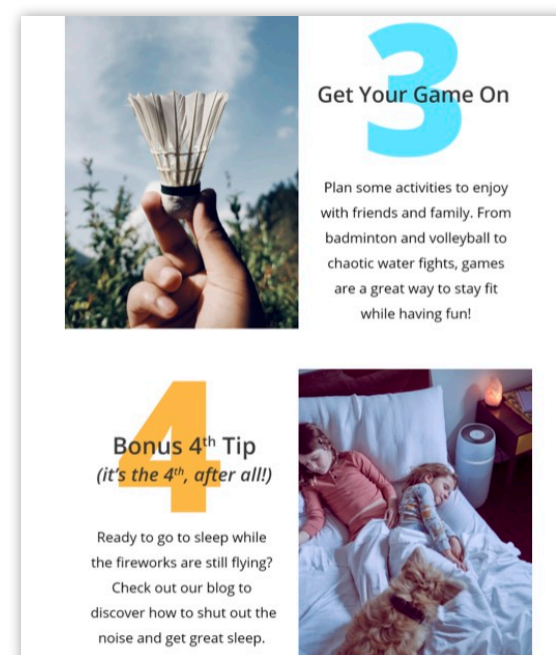
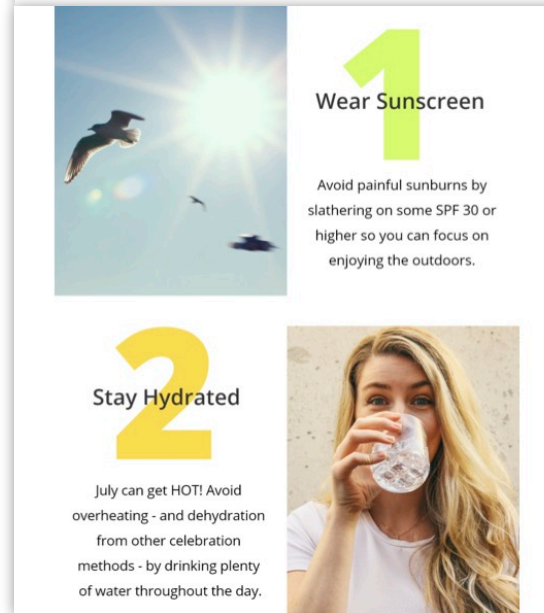
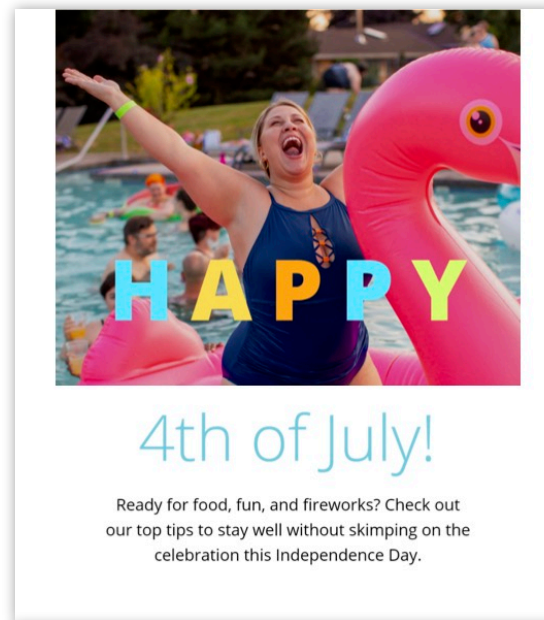
A one-off holiday celebration email written for Homedics.

Celebrating July 4th with their customers, this email combines customer engagement and education with product marketing in a way that feels organic to the holiday.

The email begins with a numbered “top tips” list — connecting Homedics to the holiday and reinforcing their position as leaders in health and wellness — before showcasing a curated selection of “seasonal” products and promoting a featured collection.

Authentic to both brand and occasion, the copy pops with fun language and playful ideas (e.g. the bonus 4th tip for July 4th) that leave a positive brand impression for the audience.

Also, I’m oddly proud of how tip 2 basically acknowledges “You’re gonna get drunk” without actually saying it :)

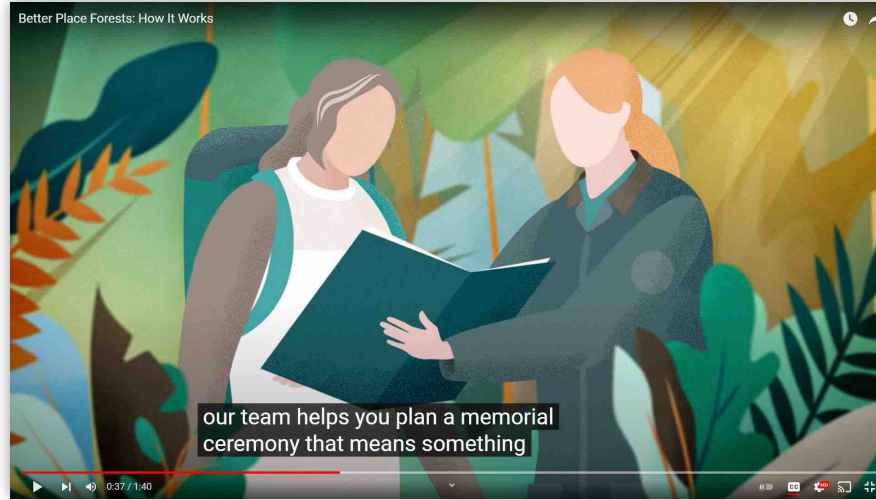


Video Marketing

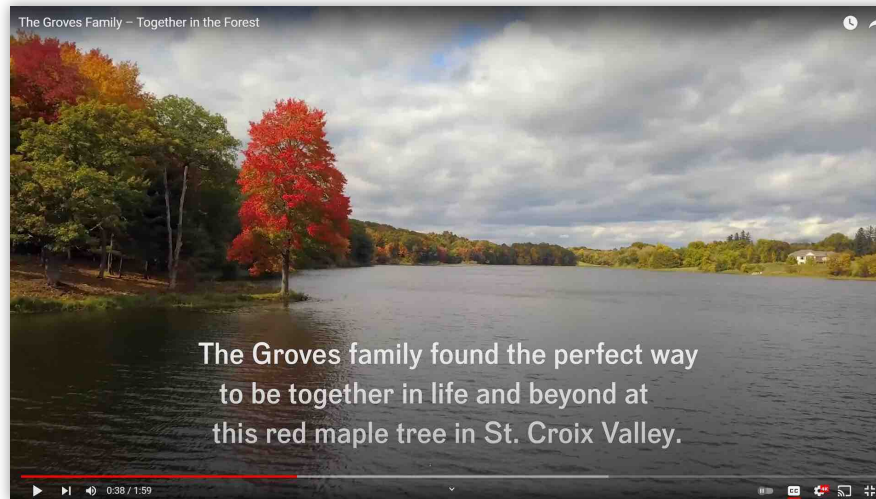
From brand education videos and customer testimonials, to TV commercials and new forest launch videos, I leveraged my storytelling ability to write voiceover and copy-focused scripts for Better Place Forests.



I wrote the voiceover script for BPF's first ever TV commercial as part of a PR campaign designed to address negative local press ahead of a forest relaunch. This campaign was a success and many new customers cited the commercial as where they first heard about the company. ([YouTube Link](#))



The first in a proposed series of animated brand education videos designed to help address the most common points of confusion customers experienced when first encountering BPF. This video now features prominently in new customer engagement. ([YouTube Link](#))



An inspiring customer story. Working with limited footage and a lackluster first cut, this project was passed to me to find the core story and direct the edit process, finally producing an impactful video that received a positive response from customers and company leadership. ([YouTube Link](#))

Print / Direct Mail

As well as digital marketing, I brought my copywriting skills to many BPF print projects — from direct mail marketing to in-forest tour materials for existing and prospective customers.

Testimonial: "We feel so grateful to know that Better Place Forests will continue to protect and care for the land, support the community, and help others foster an appreciation of nature."
Dwight B.
Former property owner and first Berkshires customer

Direct Mail: Your final resting place can be a private tree in a protected forest. Get 250 trees planted in your honor. Look inside to learn how.

In-forest brochure: Your private tree in our protected mountaintop forest, one hour west of Big Bear. A personalized memorial ceremony and engraved memorial marker. A beautiful place for loved ones to visit and remember you. Piece of mind, knowing your wishes will be honored without leaving a burden.

Promotional article: Help protect New England forestland for generations. Book a free guided online tour of our Berkshires forest by Oct 31 and we'll plant 250 additional saplings in your honor when you choose your tree.

In-forest brochure for prospective customers touring Lake Arrowhead memorial forest

Promotional article written for the Seniors Blue Book. Written on a same-day turnaround.

Direct mail marketing trifold for sales leads in New England

What you get when you choose Better Place Forests Lake Arrowhead

- 01 Your private tree in our protected mountaintop forest, one hour west of Big Bear
- 02 A personalized memorial ceremony and engraved memorial marker
- 03 A beautiful place for loved ones to visit and remember you
- 04 Piece of mind, knowing your wishes will be honored without leaving a burden

Forest information
Address: 1235 CA-189, Lake Arrowhead, CA 92352
Hours of operation: By appointment only
Schedule a visit: (415) 851-7138
Information line: (877) 830-8311

*"The thought of being in a serene, beautiful forest together with my parents and hopefully my children and their families forever brings me a sense of relief and peace."
Diane M.
Better Place Forests Customer*

Better Place Forests Lake Arrowhead
Experience guide

Explore our Lake Arrowhead forest

Choose a section that inspires you in this beautiful 61-acre memorial forest.

We hope you enjoy your visit to Better Place Forests Lake Arrowhead. Take your time to explore the unique forest sections and soak in the sights and sounds of this iconic California landscape.

As you wander the forest, you'll encounter a rich variety of native tree species, including towering pines, majestic oaks, and evergreen white firs. Venture deeper and you'll be rewarded with stunning mountain views, from Mt. San Geronimo to the Pacific Ocean.

Wherever you find yourself in the forest, we hope you'll find a spot that speaks to you.

Western Skyway
Soak in the sky above as natural clearings create a peaceful place to sit, reflect, and let your memories take center stage.

Evergreen Gables
Conveniently located near the forest entrance, this cozy, gently sloping section features an enthralling mix of trees, including fragrant incense cedars.

Rim of the World Vista
Rim of the World Vista is a beautiful spot to gather and remember.

An Eco-Friendly Way to Return to the Earth

Better Place Forests is creating America's first conservation memorial forests, offering a more sustainable and meaningful alternative to traditional casket burials for those considering cremation.

Whether you're doing your own end-of-life planning or want to memorialize a loved one, you may be looking for an option that aligns with your values. For those who feel connection to nature, Better Place Forests is a natural, eco-friendly alternative to traditional burial, offering memorial trees in a protected New England forest.

When you choose a tree with Better Place Forests, you receive a private, protected place to return ashes to the earth. Your choice helps to conserve forestland and protect the natural beauty of Connecticut for generations, giving your loved ones a peaceful place to visit and remember.

As well as directly contributing to conserving Connecticut's forestland, each tree you reserve helps reforest America, with 25-400 new tree saplings planted in your honor in areas impacted by deforestation or forest fires.

To learn more and receive \$1000 savings towards your memorial tree, visit BPFctsave.com.

Editor's Note: This article was submitted by Better Place Forests. See ad on page 33.

COMMUNITY RESOURCES AND SERVICES

Choose a tree in Litchfield Hills as your final resting place

Considering cremation? For half the cost of a traditional burial, memorial trees are a new way to protect forestland in Litchfield Hills. When you choose a memorial tree from Better Place Forests, you get a beautiful place to visit and one day, spread seeds — all while helping to leave a legacy of conservation in New England.

Save \$1000 on your tree! Visit BPFctsave.com to learn more or call 877-830-8311 and mention this ad.

Let me take your family's legacy.

BETTER PLACE FORESTS
Leave the earth, better.

Product Launch

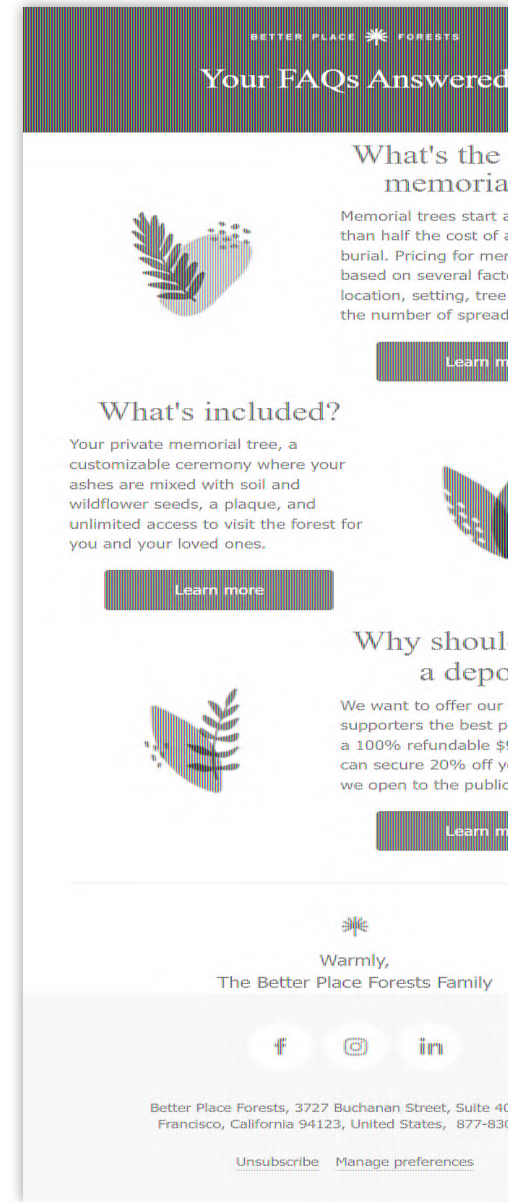


While at Better Place Forests, I helped launch five new memorial forest locations across the US. Each launch required me to write and edit marketing copy for multiple landing pages (including email capture and deposit pages) and email campaigns.

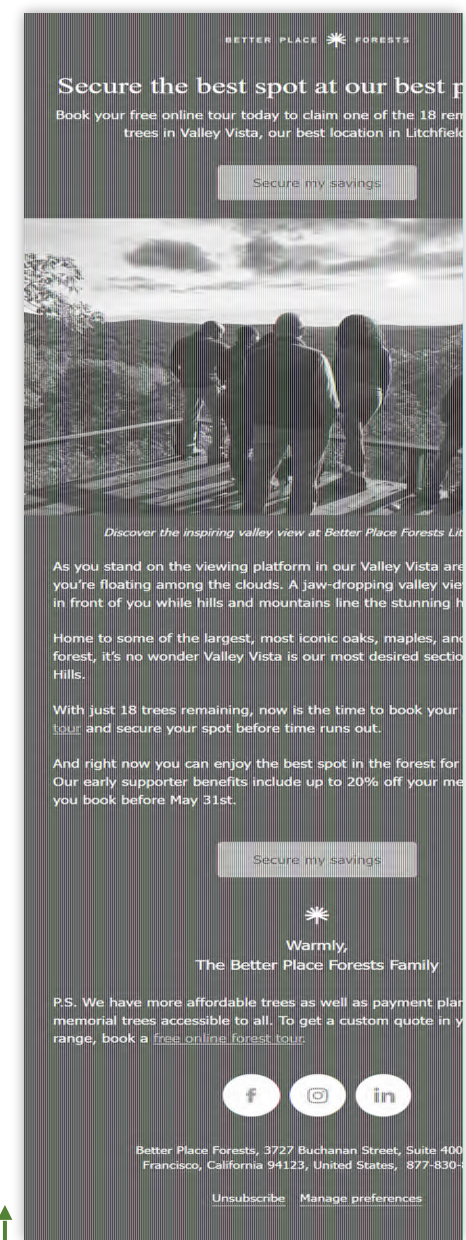
Here are the opening modules of an example landing page and two example emails to generate leads and sales for newly launching forests.

← Forest details landing page example designed to educate customers, capture email, and promote online forest tours

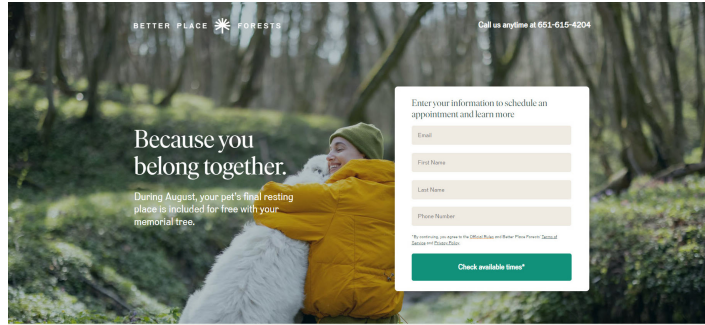
Deposit campaign FAQ-style email



↑ Deposit campaign scarcity email

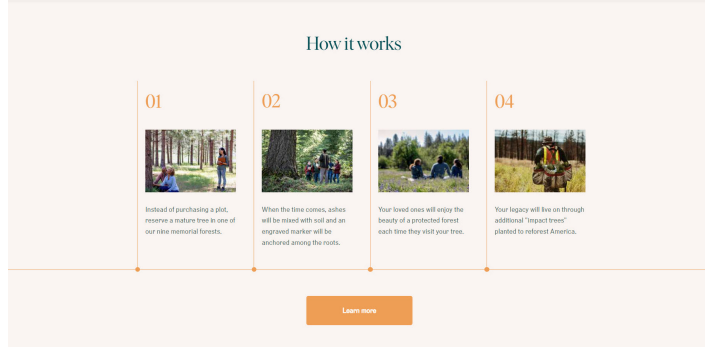
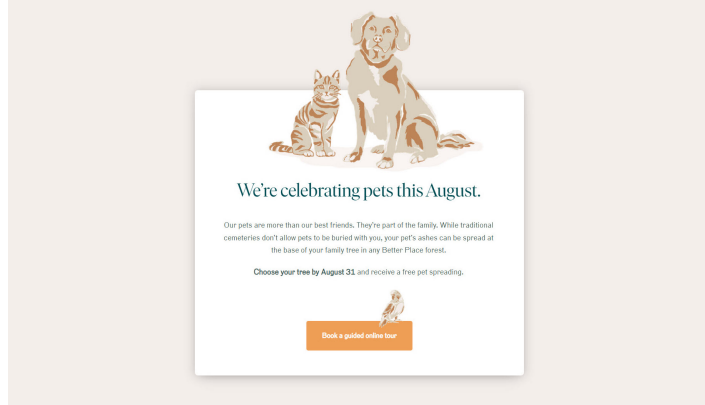


National Campaigns

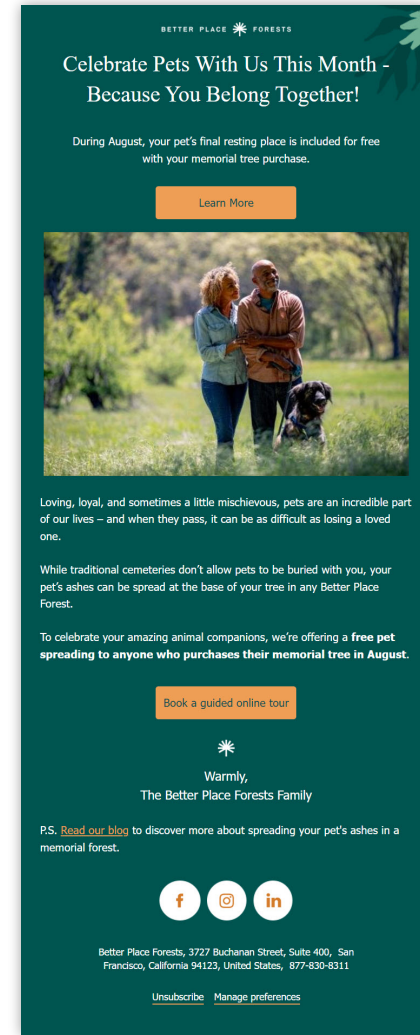


Better Place Forests runs a themed national campaign with a unique offer each month, requiring a bespoke landing page and email campaign.

As well as writing all copy, I was active in concepting campaign themes, strategizing content, and conducting customer interviews.



For this campaign, marketing their pet spreading option, I interviewed an existing customer about the reasons behind her desire to share a resting place with her dogs, leveraging her affecting story into a landing page module and an email. [Full page here](#)



Pets campaign email 1 of 5 in series

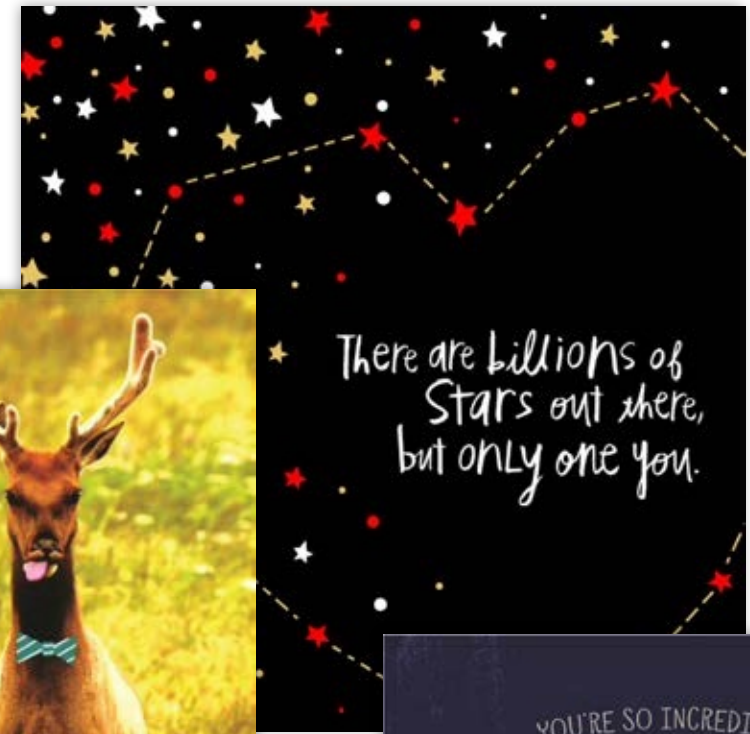
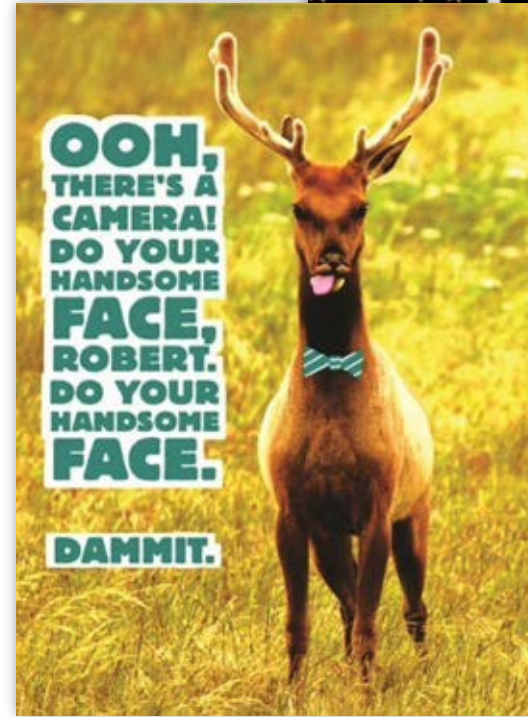
Product Copy

A now (mostly) reformed Greeting Card Writer, I spent five years writing little nuggets of warmth and connection at **American Greetings**.

Bringing my **storytelling expertise, understanding of audience**, and otherwise repressed passion for puns to social expression products, I contributed copy across a wide variety of captions and occasions.

From pure humor cards for the justWink card line, to warm fuzzy sentiments for AG's Inventions brand, my writing has adorned the racks of **Walmarts** and **Targets** up and down the country.

I also wrote more cards about singing poop than one man should ever be forced to scribe.

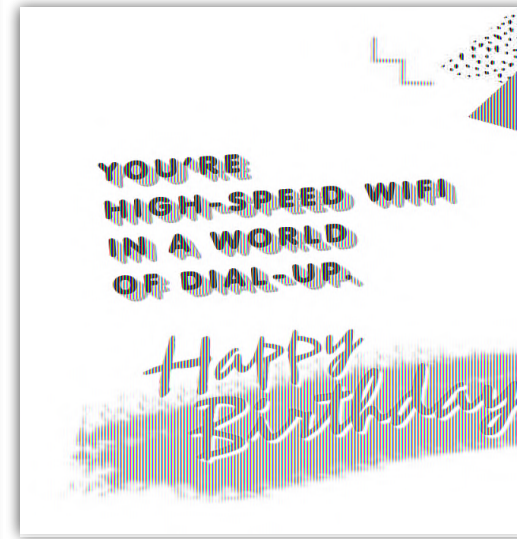
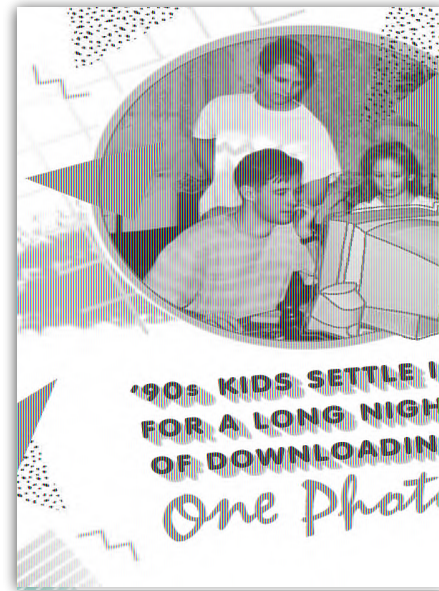


Greeting Cards

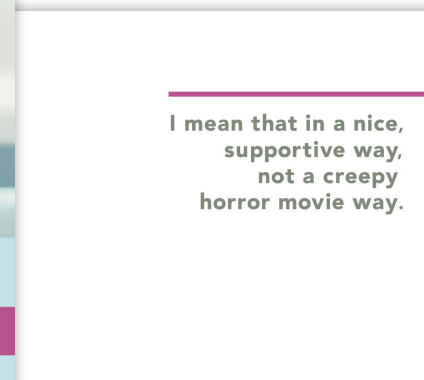
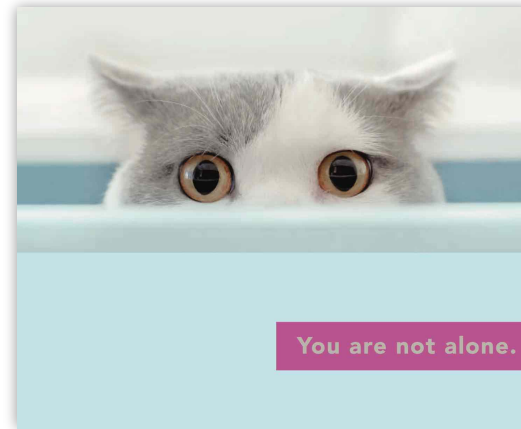
While primarily contracted to the American Greetings innovation department, I was regularly brought into the traditional greeting card departments to help provide warm and lightly humorous card copy.



This Valentine's Day card responded to a direct request from the Walmart buyer for a romantic card with "a food-based pun".



← For this card I drew upon extensive research, obtained by literally being a 90's kid, to write copy that evokes a humorous nostalgia, before leveraging it to provide a warm compliment to the recipient.



A card written for a small line promoting the health benefits of strong non-romantic relationships.

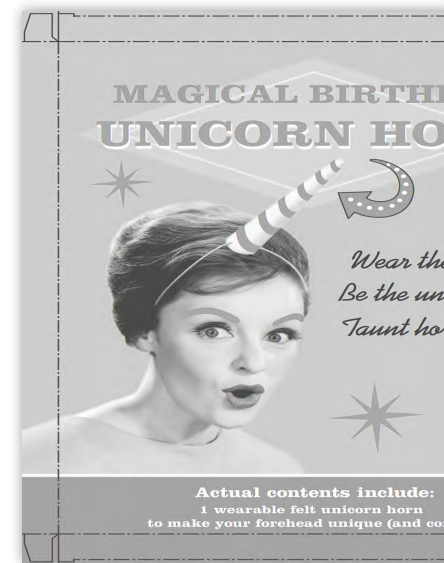
← A humorous twist on the traditional "I'm here for you" card, for those who love to support our friends, but hate being over-earnest.

Innovation Writing

Between 2015 and 2019 I scribbled in New Product Concepts (NPC), American Greetings' innovation department.

A highly collaborative department, our main focus was on producing the “WOW” factor to secure new, and maintain existing, business contracts.

As a hybrid Writer/Editor/Conceptor, I was involved in the creation process from brainstorm to marketing, including writing, editing and proofreading all product copy.



From singing pickle bottle openers and wearable unicorn horns, to plush gift card holders and intricate pop-ups, editorial produced for NPC was always lively, often silly, and regularly packed with positively punishingly puns.

Brand Partnership

One of my major contributions while at American Greetings was acting as editorial lead for their Gift Card Reinvention team, where we aimed to...well, reinvent the giving of gift cards.

It was an accurately named team.

In this role, I oversaw editorial strategy and contribution for two ambitious gift card holder projects – AppCoinGifts and Gift Card Connections – writing, editing and proofreading on-brand copy for numerous well-known brand partners to produce fun and innovative branded gift card holders.

Brands written for included:

Starbucks

Nintendo

Bed Bath & Beyond

Hulu

Subway

Dollar Shave Club

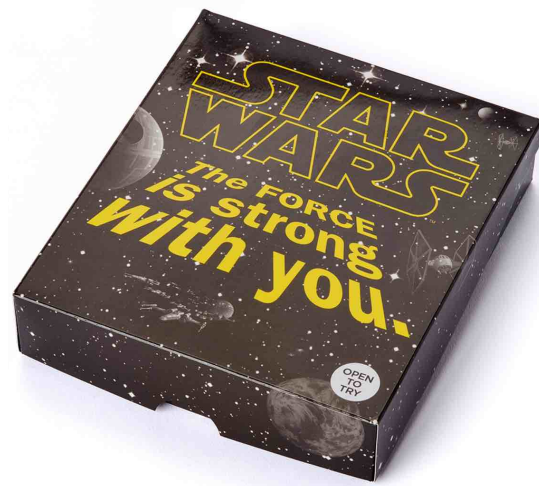
Olive Garden

Amazon

Disney



Branded Product



Aiming to make gift card giving more meaningful, Gift Card Connections delivered impactful branded gift card holders with American Greetings' signature focus on warmth and connection.



Needing to deliver compelling editorial that felt on-brand for both American Greetings and the brand partner, I extensively researched the brand partner's voice and style guides — as well as their existing marketing copy — to craft smile-inducing compliments that enhance the gifting experience.

Packaging Copy

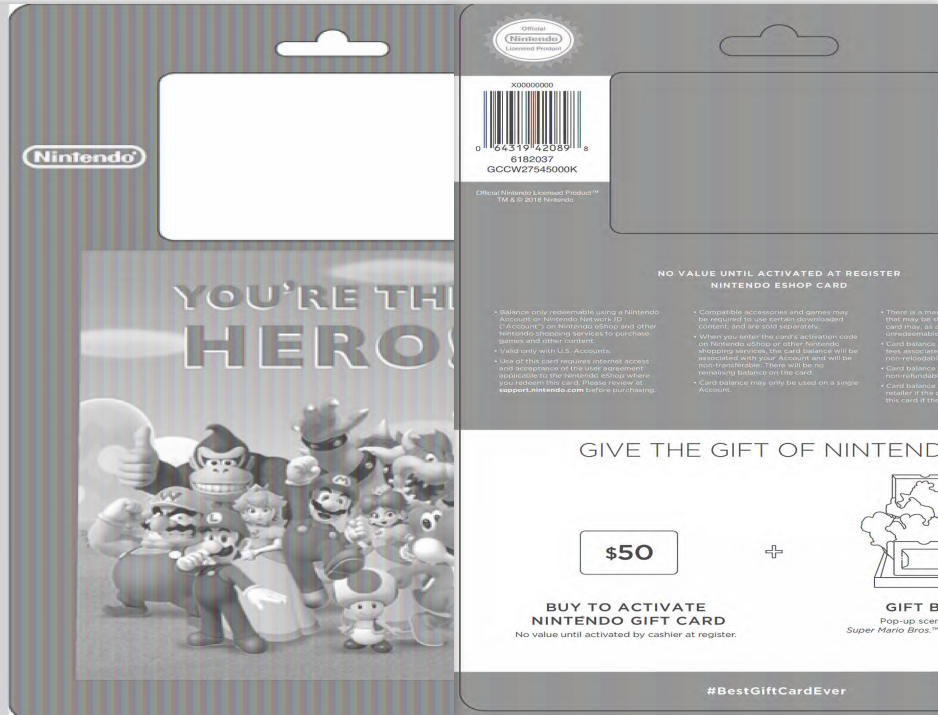
My background in short-form copy helps make writing packaging copy a strength of mine. With limited space, I can effectively educate and sell consumers on new products/features.

Taglines & short value props are a speciality. Turns out an ex-greeting card writer can pack a lot of warmth & connection into just a few words!



Packaging for Gift Card Connections. A new-to-the-world product, this packaging successfully delivered a lot of education in a very small space.

Packaging for two Homedics products, prioritizing clean feature callouts with light benefit copy. My "relief for every body" tagline is now used across multiple Homedics product categories.



Playwriting

Where my storytelling passion stems from. I've been a professional playwright since 2014, with productions across the US and London, UK.

I mainly write dark comedies, working in a kind of hyperreality that allows me to explore topical issues in heightened worlds.

My plays have been praised by reviewers for making seemingly unbelievable stories feel **realistic and compelling**, as well as for their **strong humor**.

Whatever the script, I strive to always write **smart, snappy dialogue** and **diverse, engrossing characters** to give the audience an experience to remember.

This extends to my copywriting, where I treat brand voice like a character, aiding my ability to quickly absorb, replicate, and evolve compelling brand copy.



Notable Plays

Sheltered Produced at **Chiswick Playhouse**, London, 2014

**NOMINATED FOR BEST NEW PLAY –
OFF WEST END AWARDS 2014**

“A seriously funny, intense piece of art...
Satirical and darkly brilliant”

– **The Upcoming (5 stars)**

“Best new dark comedy of 2014... An outstanding play
and fully deserving of five stars”

– **RemoteGoat (5 stars)**

Schrödinger’s Gun

**Finalist, City Theatre National Award
for Short Playwriting, 2018**

“[The night’s] strongest and most affectingly topical piece”

– **Florida Theater On Stage**

“This year’s most intense play... For all its brevity,
the disturbing play digs deep.”

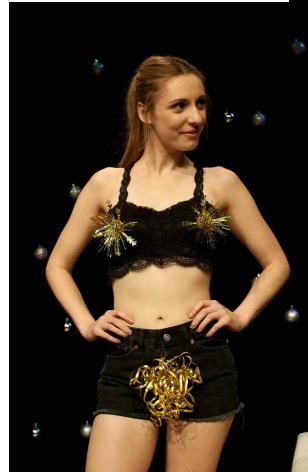
– **Miami Herald**

Selected Productions:

The Actor’s Theatre of Charlotte, NC, 2020

City Theatre, FL, 2019

Winding Road Theatre Ensemble, AZ, 2019



Selected Other Plays

Sanzaru - Playwrights Local, OH, 2020

Adulteryhood - Playwrights Local, OH, 2017

Fire in the Snow - Green Ink Theatre, UK, 2015

Just Right - Endpaper Theatre, UK, 2014

Still Life - Descent Shorts, UK, 2014

Back Into the Wild - Questors Theatre, UK, 2014

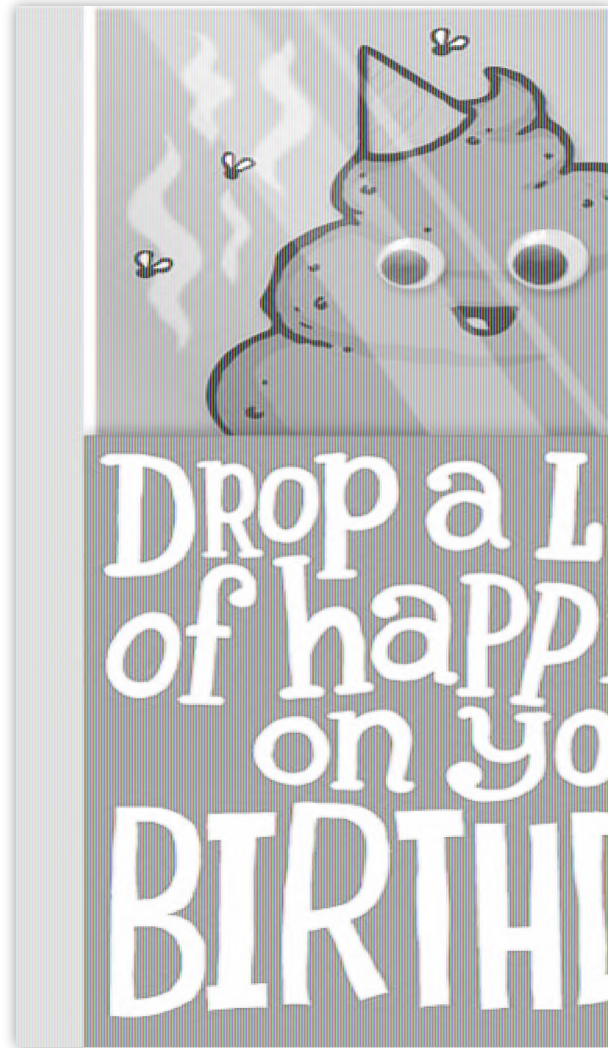


Greg A. Smith

2023

Bonus: A Singing Poop Card!

Because you
deserve it for
reading this far.



Song Lyrics

POOPER-DOOPER WISHES 🎵

I'm a piece of poo but you're not.
I'm a little stinky but you aren't.
You're a nugget of awesomeness.
Let's drop a load of happiness.
Hip-hip-hooray!
Have a craptacular poopday!

When you opened the card, the poop character had rubber legs that jiggled and this Grammy-worthy ditty played.

This may be the pinnacle of my career.



Thanks for taking the time
to read through!

If you're interested in telling great stories together,
(and that last slide hasn't totally put you off)
I'd love to hear from you!

Greg A. Smith

Copywriter
Storyteller
Playwright

2127 Stillman Rd., Unit 1
Cleveland Heights, OH 44118

440 532 3801

gregasmithwriting@gmail.com