
Content Copywriting

Tricia Klos

Headlines (billboards / digital banners)



I revel in the creative challenge of penning short and punchy headlines that catch the reader's attention from a distance -- and don't want to let them go.

CUPRA

No final destinations.

#CREATETHEPATH



(at Berlin Airport)

CRM mailings

As a key element of Customer Relationship Management, CRM mailings inform interested customers about new models and features. As one of the final stages of the conversion funnel, they are crucial to building long-lasting relationships.

Friendly and non-imposing, these emails speak to customers as if they were valuable friends.



When it comes to great music, details make all the difference. The pluck of the guitar string. The thump of the bass. That's why the new SEAT Arona Beats features the premium BeatsAudio™ sound system with 6 powerful surround-sound speakers plus 1 subwoofer. Watch your music come alive on the intuitive Digital Cluster and 8" colour touchscreen. And with orange & white bicolour ambient lighting and the prominent BeatsAudio™ logo, your music can play on the stage it deserves.

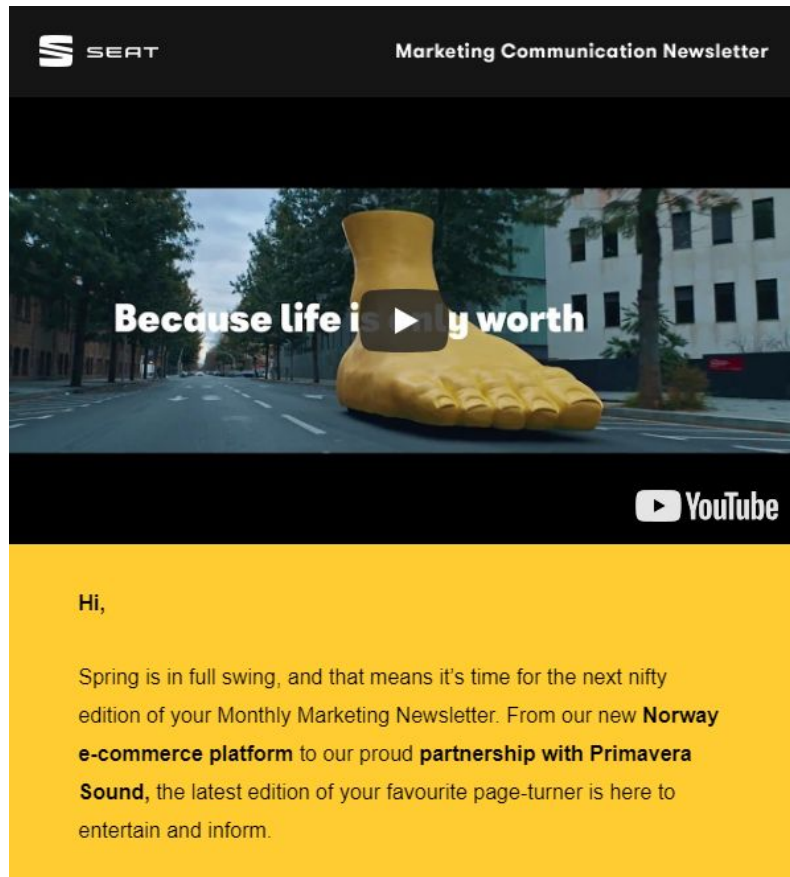
Are you ready to hear your music at its best?

[Configure it](#)

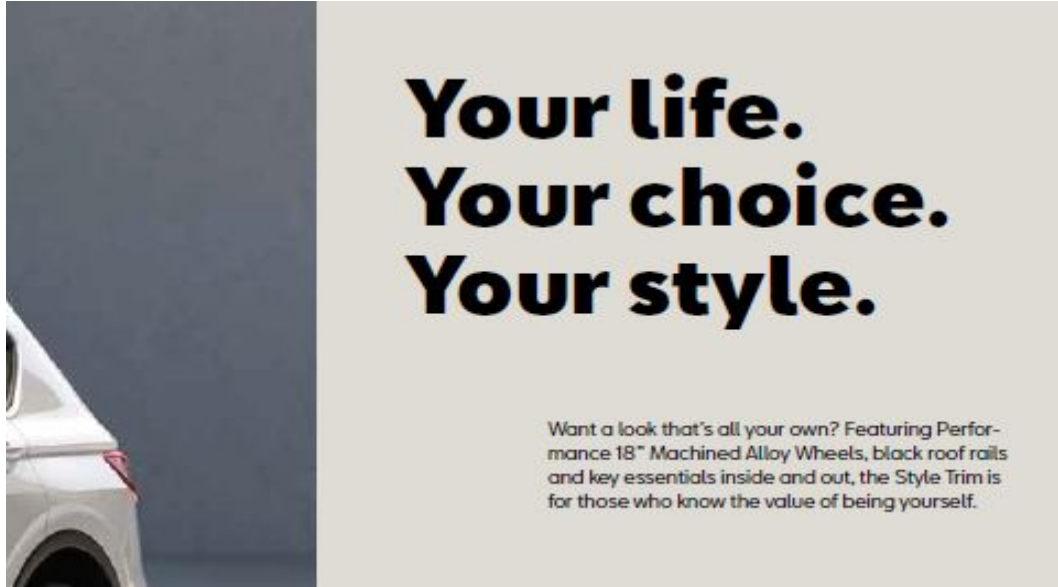
Company newsletters

Company newsletters are a fun way to connect with (and inspire) your colleagues and employees.

The friendly tone builds a positive company culture, while also making corporate information easier to digest.



Catalogues



SEAT Tarraco Special Brochure

When it comes to content, small details make a big difference. That's why I ensure every element of a SEAT car is described in an appealing, informative and consistent manner.