

Alixandra Kupcik

Writing and Communications Portfolio

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"All my life I've looked at words as though I were seeing them for the first time."

- Ernest Hemingway

ABOUT

Hi, I'm Alixandra (but you can call me Alix). I'm an international L.A based, Australian born copywriter, freelance journalist and writer, aka your go-to communications girl!

My love of words began at the age of eight years old when I'd devour books about the Russian Revolution, classic movie star biographies, and salubrious novellas by the likes of Ernest Hemingway, Truman Capote and Charles Dickens to name a few.

However, by the time I graduated from high school it wasn't literature that compelled me to a higher education, it was Performing Arts. So, off I went to study Acting, Theatre and Singing at the Academy of Film, Theatre and Television (AFTT) in Sydney, Australia. Upon graduating, with an eagerness to unite my passion for the arts and writing, I moved to NYC where, while working in theatre production and as a singer I found a love for Public Relations and began working for Faraone Communications where I specialized in representation and marketing communication services to clients in the entertainment, communications, and media industries. In short, I learned just how important persuasive words are in order to help a business not only stand out from the rest but to be "outstanding."

During my six years in NYC I developed a keen understanding of communication styles specific to marketing and PR, and have since worked internationally in the corporate, small business and entertainment sectors as a freelance content writer, copywriter, journalist, subeditor, blogger, social media manager and writer. In 2015 I became the Content Specialist for Casting Networks International (aka L.A. Casting) while also producing and marketing theatre productions and in 2017 I launched my marketing "soloprenuer" business LA Connect where I have since been working within the small business niche including B2B, beauty, fashion, wellness, real estate, injury law, human resources, entertainment, food and beverage, tech and eco conscious start-ups.

Forever the avid learner, I am currently enrolled in a Social Media Marketing Specialization course at Northwestern University and recently completed an Introduction to Psychology course at Yale University.

When I am not creating catchy content that converts you can find me writing a T.V Pilot, playing guitar, singing my heart out in the studio, brunching with my cat, writing poetry and of course, where it all began - reading books.

My whole life has been about creating experiences and now I look forward to using the power of words to create experiences that become solutions for your target audience.

SELECTED WORK: EDITORIAL

Please note, some company names have been removed from samples for privacy.



5 QUESTIONS: HOW DOES THE CLIMATE OF OUR TIMES INFLUENCE YOUR WORK?

"No matter what anybody tells you, thoughts and ideas can change the world"

- Robin Williams in *Dead Poets Society*

The world today is a precarious place with humanity at the immediacy of the media. The endless variety of news platforms submerges us in every glorified facet of existence; ignorance is no longer bliss when the ability to access information is expedited straight to our fingertips. With every click of a Facebook post and Twitter mention we are catapulted into the global perils of society.

Remember the film *Clueless*? Cher Horowitz depicted a modern day version of Jane Austin's *Emma* in the coming of age comedy about a teenage girl and her friends growing up in the lap of luxury in Beverly Hills. Together the teenagers tackled high school, freeways, siblings, fashion and relationships in a much simpler world. Clearly, not everyone is as fortunate as the 16 year old Cher to grow up in a mansion with columns that "date all the way back to 1972" yet, the cult classic undeniably reflected the purity of a time when anxiety and terror were at an all-time low, with the latter barely even a flicker in our sheltered lives. Aside from *Clueless* being a favourite movie of my youth with its epic one-liners becoming a fixture in my adolescent (sometimes even adult)

when people seemed to be nicer - and not just sporadically either. One may say the film marked the end of the age of innocence when we had a "way normal life," our only direction was "to the mall" and before the world became a "full on Monet" aka "just a big old mess."

With current global events shaping the landscape of our evanescent lives it's imperative that we, as artists, contribute whole-heartedly to the cultural economy. The stories we tell can provide comfort and humour in a distressed and often broken world. No narrative is too small and no idea is ever too big. So, this month as the inspirational talents that you are, I ask you to think of 5 ways you can utilize your ideas to change the world and maintain the exquisitely beautiful place we live in.

How does the climate of our times influence your work and how can you use your voice to shape the plot of humanity?

SELECTED WORK:INTERVIEWS

Please note, some company names have been removed from samples for privacy



Sophia Loren and Tab Hunter.
'That Kind of Woman'. 1959. Paramount Pictures.

5 QUESTIONS IN 5 MINUTES WITH HOLLYWOOD'S 1950S GOLDEN BOY TAB HUNTER

"I still don't look at it as if I've come out. Coming out, what does that mean?"

What I'm concerned about is people as human beings."

- Tab Hunter

Silver screen sirens and all-American boys - a grandiose mix of heartthrobs manufactured by major film studios that compelled millions of fans worldwide. From *Metro-Goldwyn Mayer* to *20th Century Fox*, this was the recipe that dominated the American and global cinema industry during the Golden Age of Hollywood.

Tab Hunter was one such all-American sweetheart. Born Arthur Kelm on 11 July 1931 in New York City to a German Catholic immigrant mother and a Jewish father, Hunter later moved to California with his mother, brother, and grandparents after his parents' divorce. The divorce also initiated a name change, from "Kelm" to his mother's maiden name "Gelien." In California, he served a stint with the Coast Guard (until it was discovered he was only 15), and was a competitive figure skater. Hunter who has always been an avid horse enthusiast even worked a job at a stable. However, it was only a matter of time before the statuesque man with movie star good looks seized the eyes of the Hollywood moguls

Henry Wilson was one of the infamous agents of the golden era and largely responsible for creating the Tinseltown beefcake craze during the 1950s. With a plethora of young, handsome clients including Rock Hudson, Troy Donahue, and Robert Wagner, Wilson was known for discovering and grooming new talent to suit the star power of the film studios at the time. Upon meeting the athletic and handsome Arthur Gelien, Henry quickly transformed him into Hollywood's future Golden Boy "Tab Hunter," and signed him as his next protégé, catapulting him into motion picture stardom, despite the boy's lack of movie experience.

Shortly following, a contract with Warner Bros. made Hunter a household name, introducing him to the hearts of teenage girls worldwide. If you have never heard of Tab Hunter before now, simply ask your mother or grandmother and watch as their faces light up.

He was the "All-American Dream Boy" — tall, tanned

down to earth, and charming, with a body to die for.

With a string of film credits starring opposite Hollywood's finest leading ladies, including Natalie Wood and Sophia Loren, as well as a brief chart-topping recording career, by the time the 1960s came around, the dust from the teenage revolution had settled, along with Tab Hunter's desire to keep up with the tyranny of studio life.

Against the wishes of Warner Bros. tycoon Jack Warner, Hunter was released from his limiting contract; however, this would come at a price. In exchange for freedom, he was ordered to pay Warner Bros. a large compensation in return.

The newly liberated heartthrob was free to work as he pleased. But despite starring opposite Debbie Reynolds in the 1961 hit *The Pleasure of His Company*, Hunter's film offers rapidly dwindled, and after a string of elementary success including his own series *The Tab Hunter Show*, which lasted one season, and an Emmy award nomination for his outstanding performance opposite Geraldine Page in a *Playhouse 90* episode, Hunter's golden years ceased and the public was left wondering: whatever happened to Tab Hunter?

Still alluring, Hunter experienced a comeback in the 80s and 90s in a number of film and television programs, including *Charlie's Angels*, *Polyester*, *Grease 2*, *Benson*, and *Dark Horse*. However, it was in 2005 that the very private Hunter undertook his most advantageous project to date: the release of his autobiography, *Tab Hunter Confidential: The Making of a Movie Star*. Co-written with Eddie Muller, the book became a *New York Times* bestseller and for the first time publically ousted Tab

Hunter as gay, thus confirming decades of rumors and the truth behind his struggles as Hollywood's "Golden Boy."

Ten years later, the documentary *Tab Hunter Confidential* was released, further illustrating Hunter's challenges as a gay man at the height of 1950s stardom. Yet, what is perhaps most heart wrenching, is Hunter's unmistakable drive to live an authentic and wholesome life.

At the age of 85, he now spends his time with his two true loves – his horses and partner of over 30 years, producer Allan Glaser. The days of his closeted Hollywood life are over, and whilst he is no longer a teen idol, he is indeed a handsome man with an internal beauty that permeates outwardly. For Tab Hunter, life has never been about "labelling a person," instead it is about "who we are as human beings . . . are you a decent human being? What are you contributing? That's important."

From a New York City child named Arthur Kelm, a California teenage athlete known as Arthur Gelien, to leading Hollywood heartthrob Tab Hunter, there is no denying the contribution of this dynamic soul.

Alixandra: From figure skating to horses and movies, you are a man of many talents. What inspired you to have a Hollywood career?

Tab Hunter: I always loved going to the movies as a kid, but never thought of becoming an actor. I wanted to be an equestrian, riding and training horses, and [hoped] to have my own stable. As fate would have it, I was at a stable mucking out a horse stall when an agent discovered me. His name was Dick Clayton and he was the one who put the thought in my teenage head about becoming an actor. Dick became my inspiration, good friend and mentor. Dick was the one who put me on that path.

A: Hollywood has changed. If you had the success you had in the 1950s in today’s society would you still feel it necessary to hide your sexual orientation, or would you do things differently?

TH: Only certain aspects of Hollywood have changed. Believe it or not, as far as the world has come in it’s acceptance towards homosexuality, it’s still near

impossible for an outwardly gay male to be cast as a romantic lead in a motion picture. You can be outwardly gay and be cast as the best friend, comic relief, or secondary character in a film, but still not a romantic lead. So yes, I would still feel it necessary to hide my sexual orientation if I were pursuing a career as a leading man, or I most likely would not be working.

SELECTED WORK: MARKETING COMMUNICATIONS / WEBSITE COPY

Please note some company names have been removed from samples for privacy.

(Company Name) Opens in West Hollywood

Great eyebrows don't happen by chance, they happen by appointment and now you can book your appointment at our first USA company location in West Hollywood, California.

This Thursday, April 12, 2018 we are excited to open the doors to our first location in the USA to be run by founder (Name) alongside trained elite artists.

No one is perfect but your eyebrows can be!

Book now and let the industry leaders in the ancient art of threading make your brows a work of arch.

Eyebrows Speak Louder than Words. Join our Newsletter for Your Brow Love Updates.

We promise no spamming and only the best for your eyebrows including, event invites, artist of the month, client of the month and special discounts.

You didn't choose the brow life. The brow life chose you.

Media Worthy Buzz: In other words showcasing your Australian Brand to iconic celebrities can help create a money can't buy buzz around your handcrafted product and business.

Strictly Limited Space: Above all our selective application process ensures that each brand is carefully handpicked so that no two products are ever the same.

Boutique Service: Therefore, we take pride in delivering an intimate marketing experience that can help increase your business opportunities and brand equity.

Dear (Name),

As you are aware I have recently returned from Asia where I acted on behalf of your movie (FILM NAME).

As expected the trip was an enormous success with my Chinese colleagues at three major film finance companies expressing their confidence in this exciting project. In particular the VP of (COMPANY NAME), the investors behind the successful (FILM NAME) have communicated strong interest in not only financing (FILM NAME) but also, (FILM NAME). (COMPANY NAME) has been informed that the equity amount for (FILM NAME) is (\$\$\$) (USD) and (FILM) is (\$\$\$) (USD). The financiers are also thrilled with the creative content and the possibility of the prolific (DIRECTORS NAME) (FILM NAME) being attached as Executive Producer alongside (PRODUCERS NAME) and have requested to know at your earliest who will be co-directing with creator/writer (NAME).

My triumphant venture continued with the VP of (COMPANY NAME) expressing interest for both movies, as well as a public company and two private investors, one of whom has already made a (\$\$\$) (USD) commitment.

It is critical to note that with my connections within China I am able to export the funds to the USA with ease and efficiency, which, I understand, has proved problematic for many film productions.

In order to expedite these funds and have the projects financed by my Chinese colleagues please provide me with a LOI and/or attachment of a co-director.

Both (FILM NAME) and (FILM NAME) are sensational projects and I look forward to solidifying finance for each film once a co-director is in place.

Sincerely yours,
(Name)
Co-exec.
Producer

SELECTED WORK: SALES

Please note some company names have been removed from samples for privacy.

Friends don't let friends have bad eyebrows, which is why for the month of April we are offering you 25% off any of our WOW services with any threading service.

You are never fully dressed without great brows.

Made in Australia, the all mineral and cruelty free (Product Name) range will transform your brows through thick and thin. Presented to the Movie Stars and Presenters staying at the Four Seasons Hotel in Beverly Hills for the Academy Awards including, Brad Pitt and Jennifer Laurence, this brow-mazing product will ensure that your brow game is not only strong but also a work of arch.

We have not only been featured in the below media outlets, as a result we have also helped many of our brands be featured too! Therefore, our gifting experience can help give your brand the media opportunity in truly deserves.

SELECTED WORK: CALL TO ACTION

Please note some company names have been removed from samples for privacy.

The life of an actor is fiercely competitive. In an era where marketing is everything, finding your own unique brand is essential to your success.

With over 25 years of collective experience in the entertainment industry from acting, music, producing, casting, writing, makeup and fashion we will help you discover your own individual panache to bring you one step closer to landing that dream role.

With an extensive database of creative professionals, from demo reels to headshots and websites, (Name of Service) caters to your budget and needs providing you with the complete package required for you to confidently step forward in your career. Not only will you be prepared you will be proud.

Each package includes a hands on basic consultation. So go ahead, tick the boxes below and let us know what you need. We will get back to you with a quote within 48 hours.

We look forward to working with you!

SELECTED WORK: PRESS RELEASE

Please note some company names have been removed from samples for privacy.

FOR IMMEDIATE RELEASE

Fresh off the Red Carpet from CANNES

Aussie Actor (NAME)

Breaks World Record in (FILM NAME)

Hollywood, CA (May 8, 2017) – Australian actor (Name) comes fresh off the red carpet in CANNES where he travelled to promote (Film Name), which looks at the effects of PTSD on Military Families. (Name) played the lead and filmed on location in Pasadena, Los Angeles. The short films victorious theatrical release is just the beginning for the celebrated actor. Born in Brisbane, Australia, (Name) settled in Sydney before relocating to Los Angeles and has recently returned stateside from playing the lead in Australian Independent Feature Film (FILM NAME) alongside (Name) (TV SHOW NAME), (Name) (FILM NAME) and (Name) (TV SHOW NAME) set for an Australian release in July.

Filmed against the backdrop of Sydney’s most famed beachside suburbs including Clovelly and its prominent Waverly Cemetery, (FILM NAME) is a humorous coming of age story about three friends who are approaching their mid-thirties and decide to prolong their youth by breaking the world record for the longest house party. Jason (Actors Name) as a result of the relationship with his girlfriend Bea (Actors Name) and with the aid of his two best friends Kray (Actors Name) and Sandra (Actors Name), attempt to write themselves into the history books. (Name) is also attached as Perry Vaughan - a gangster with cash who bank rolls the whole attempt.

The Film is also unique in the sense that it's hugely diverse in its casting and treatment of LGBT relationships (Sandra is gay).

(Name) who attended St Peters Lutheran College in Indooroopilly Brisbane and Griffith University, lived in New Farm/ The Valley in Brisbane before moving to London where he studied at the prestigious East 15 Acting School. Once completed the picturesque coastline of Sydney’s Eastern Suburbs became the gifted actors home for close to a decade before relocating to Los Angeles in 2015. However, (Name) contributes much of his success to the lifestyle of one of the worlds most beautiful cities, stating “I spent most of my 20's in Sydney and loved it. It has a versatile theatre scene with some exciting new companies that have sprung up over the last few years. There's a great sense of collaboration amongst the creative community and Sydney, with its incredible beach culture is simply a wonderful place to live.”

(Name) is also excited to have had the chance to star in (FILM NAME) and have been able to return to Sydney for filming, commenting, “I love how (FILM NAME) depicts Sydney as the diverse and stunning city that it is but also the tensions that arise between friends as they grow and evolve. I am proud to be involved in such a personable and relatable film”

Prior to (FILM NAME), (Actor Name) worked with the Australian Theatre Company playing (Name) in Brendan Cowell's (NAME) and wrapped on the Feature Film (FILM NAME) alongside (Actors Name) (THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING) and (Actors Name) (HOME & AWAY, RAKE, CLEVERMAN) (also slated for a 2017 release). He also starred in the Australian film (FILM NAME) that will be part of the 2017 Phoenix Comicon.

FOR ADDITIONAL INFORMATION:
(IMDB LINK)

SELECTED WORK: PERSONAL INJURY LAW - LEGAL

Please note some company names have been removed from samples for privacy.

SLIP AND FALL AT METRO GAS STATION IN POMPANO BEACH

Under Florida law business sites in Pompano Beach are responsible for maintaining an appropriate level of customer safety. But one small act of negligence can leave the victim with a string of economical, physical and emotional damages. Depending on the circumstances surrounding the incident, the victim can claim compensation for their injuries. However, this is difficult without thorough knowledge of Florida premises liability lawyer.

If you are the victim of a slip and fall at Metro Gas Station in Pompano Beach, (COMPANY NAME) will immediately determine your eligibility for a premises liability case. The experienced legal team will then vigorously pursue critical evidence, and utilize their experienced litigation skills to negotiate any hurdles along the way to secure you the compensation you deserve.

Our Pompano Beach slip and fall lawyers are available 24 hours a day, 7 days a week. Call (COMPANY PHONE NUMBER) now to arrange a free initial consultation.

Keep reading to learn more about how a slip and fall injury lawyer can help you alleviate the burden of an

otherwise stressful time.

How Soon Should I Seek Legal Advice for my Slip and Fall at Metro Gas Station?

If you have been the victim of a slip and fall seek medical assistance immediately. Then, once your health has stabilized make it your priority to contact an injury attorney. The sooner you seek legal advice the sooner vital evidence supporting your claim can be collected and used to prove that Metro Gas Station in Pompano Beach breached their duty of care. You will avoid the tampering of key evidence that will prove negligence and liability by consulting an injury attorney as soon as possible.

There are certain steps you should and should not take following a slip and fall incident. For instance, you should report the accident to the store manager and take photos of the scene. But you should never admit fault or post anything about your case on social media.

The Pompano Beach slip and fall injury attorneys at (COMPANY NAME) will make sure your claim is filed successfully. They will work with your insurance company,

collect evidence, determine your damages, and negotiate your settlement so that you have time to concentrate on your health and wellbeing.

What are Some Immediate Actions to Take After a Slip and Fall?

A slip and fall accident can harm any part of your body and leave you with unexpected short and long-term injuries. The effects of an injury can devastate the life of a victim with many unable to work for months whilst they recover from extreme pain. Unfortunately some slip and fall victims can never return to work and the victim is left with crippling financial burdens. But if you take immediate action you can prevent monetary loss and have your damages compensated.

Seeking medical attention should always be your number one priority followed by legal advice. But there are important steps you can take immediately following your slip and fall accidents that will help expedite your claim.

Here are a few actions we recommend:

- Notify the store manager immediately;
- Take photos of the dangerous conditions that caused the accident;
- Do NOT admit fault;
- Seek a medical evaluation straight away;
- Write down exactly what happened as soon as possible;
- Always follow your doctors recovery instructions;
- File and obtain a copy of the incident report;
- Do NOT speak with an insurance adjuster without an attorney;
- Do NOT give any statements to the store manager or property owner before speaking to an experienced slip and fall legal expert;

- Do NOT delay your consultation with a personal injury attorney;
- Do NOT post anything on social media till after your case has settled;
- Always be truthful to your Pompano Beach attorney; and
- Under no circumstances should you accept a settlement without your lawyer's approval.

These are just a few of the key actions a victim of a slip and fall accident must take to ensure a successful claim is lodged. The premises liability attorneys at (COMPANY NAME) will help you avoid mistakes that can reduce your compensation and further complicate your case.

It is pivotal to your personal liability claim that you inform your doctor of every part of your body that has been injured or is in pain after your slip and fall. Your doctor will document the details and provide this as key evidence to your injury attorneys.

Proving negligence and damages is a complex process. However, the right personal injury attorney like (COMPANY NAME) will use their extensive experience in premises liability to handle your slip and fall claim effortlessly so that you receive the compensation you deserve.

Discuss your Case with a Pompano Beach Slip and Fall Attorney Today!

If you were injured in a slip and fall accident at a Metro Gas Station in Pompano Beach, turn to (COMPANY NAME) for comprehensive legal guidance. Call (COMPANY NUMBER) or use our Contact Form to set up a free consultation.

SELECTED WORK: DIGITAL BUSINESS TRANSFORMATION - CORPORATE

Please note some company names have been removed from samples for privacy.

6 COMPONENTS OF EFFECTIVE DIGITAL TRANSFORMATION

When it comes to a digital business transformation, the landscape is rapidly and constantly changing. When one digital solution has been implemented, another one swiftly comes into play. Although businesses are willing to invest in the latest digital trends to help accelerate their growth, how can they efficiently identify the need for change during an ever-expanding modern digital climate? And more importantly, how can they successfully formulate one that is sustainable and long-lasting? In the 1960s, David Gleicher originally created the [Formula for Change](#) to help examine the strengths affecting the anticipated success of administrative change programs.

The original equation is as follows:

$$C = A * B * D > X$$

- C = Successful change
- A = Status quo dissatisfaction
- B = Desired clear state
- D = Practical steps to the desired state
- X = Cost of the change

In the fast-paced digital world we live in, it is important to appropriate the original change equation to reflect the current corporate climate when attaining change objectives.

During a recent masterclass at (COMPANY NAME), (CEO NAME) of (COMPANY NAME) discussed the modified Silvia Down Adaptation that suggests change is more likely to be effective when six (6) key components are identified and understood.

1. Dissatisfaction with the Present

If businesses are happy with their current digital structure, they will be less likely to consider changing the status quo. However, if poor performing technology is creating reduced employee engagement, providing a poor customer experience, heightening the risk of cyber security breaches, and increasing data loss through software failure, implementing a new digital system may be necessary. In order to avoid short-term, quick-fix solutions, the following steps are important to apply when identifying present dissatisfaction:

- Gather any facts and data about the company's traditional digital methods;
- Identify what currently works and what doesn't;
- Identify why the current digital system might not be sustainable;
- Ask employees to take part in a survey to find out what they think about the company's current digital landscape.

2. Vision for the Future

"In order to carry a positive action we must develop here a positive vision" - Dalai Lama

How could things be better than the way they are now? What does change actually mean for the organization? Comparing the future to the present dissatisfaction is key to inspiring positive change because it allows people to actively envision the improvement. Things such as road shows, trials, or a well-conceived vendor demonstration help bring the digital transformation to life, resulting in a

demonstration by [Microsoft](#) for an example on how to positively inspire a vision based on the core ideologies of a company.

3. Practical First Steps

In order to move confidently into the future, people need to be provided with practical steps. One way business establishments can execute these crucial first steps, is to create an IT roadmap to show interdependencies and priorities as well as an outline of relevant training and recruitment. This will help support a positive transition into the digital transformation.

Although time-consuming, building a solid foundation is critical. This includes technological infrastructure, policy, government structures, workplace capability, and culture. In particular, businesses that embedded the digital culture, achieved stronger performances when implementing a digital change.

4. Key Stakeholders' Support

Successful digital transformation is not just about technology. It also requires an encouraging leader who knows the way, and consistently provides a supportive environment during challenging times.

"Digital transformation first requires management transformation as managers rarely see themselves as part of the problem." - [cio.com](#)

In order for businesses to effortlessly adapt to a new digital culture, the right person must be designated to oversee the transition. According to Greg Shaw Change Equation Masterclass, management should possess the following qualities:

- Brutal Honesty;
- The ability to focus on performance improvement and quality not technology;
- An overall holistic view of the entire company;
- An understanding of past, present, and future methods;
- Zero preconceived ideas and assumptions.

5. Personal Heartache

With any change can come a feeling of uncertainty and loss. People are creatures of habit and value their identity, control and security. Disrupting their routine, jeopardizing their sense of belonging, or threatening their work relationships, can evoke resistance. In the wake of a digital transformation, the following can help employees move forward without the expense of staff morale:

- Understand and accept any feelings of loss that may be experienced by staff members during the transition;
- Encourage employees to let go of any previous psychological attachments and create a new identity within the company;
- Introduce ways to learn and thrive in the new business environment.

6. Financial Cost

With change come new resources and the burden of financial cost. As with any new business operation, these costs must be assessed before a viable transition can be performed. Some of the questions to consider when measuring the cost of undertaking a digital transition include:

- Does it align with the organisations current business strategy?

- Will employees be able to effectively utilize the digital solution?
- Does the solution fulfil the purpose?

Although implementing effective digital change is not without its challenges, by using each of the above

components of the Change Equation, companies can take the necessary steps to safeguard themselves from any obstacles that may threaten the success of their digital transformation process and ultimately, their business performance.

SELECTED WORK: CASE STUDY/CORPORATE

Please note some company names have been removed from samples for privacy

GETTING DATA RIGHT FOR MIGRATION

We were assigned to the project six months late; the client was attempting to deliver \$2M of project value within an 18-month timeline, without any clear understanding of where their asset data was stored, and how it supported the companies operations.

It was immediately clear that we were not aiming for a perfect transition. Instead, our goal was to satisfactorily source, consolidate, and cleanse over 35 million pieces of asset management data for the customers ERP implementation. In order to achieve our deliverables under difficult deadlines, we needed to urgently formulate an efficient team. This was our key to a successful implementation strategy.

Structures and Delivery Procedures: The client was initially attached to a waterfall project delivery method, but due to the ambiguous circumstances and demanding deadlines, we knew that a more vigorous structural approach was needed. Although a large portion of our project manager's time was spent alleviating the client's concerns or misguided expectations, eventually, the client realised the value of our delivery process.

We structured ourselves differently by curating and implementing the following steps:

- Built a project team of nine with diverse skill sets. To provide accountability and backup, each member was paired with at least one other teammate. This considerably decreased the redundancy and increased knowledge sharing within the team.
- Operated in four-week sprints, aimed at delivering enhanced primary components of our data consolidation, cleansing and migration activities
- Our project manager organised three of our data and business analysts to conduct sixty in person workshops with significant engineering and business SMEs across the state. This produced 100 data standard documents and fully defined asset hierarchy that helped inform the core ERP design adding to the overall ERP project success.
- Held monthly project team meetings to identify areas that we could improve.
- Held two multi-day checkpoint workshops when project direction needed to be reviewed

It's OK to Fail: Although we entered the project with minimal prospects, the end result of our diligent team operation was an exceptionally high level of quality for

the 35 million pieces of asset data that was delivered. With a project team of only nine, we cleansed 6 million pieces of this data to ensure currency and fit for purpose within the clients new asset management system that was being implemented by a separate project within the business.

The concerns raised by the client had to do with our project being vigorous and repetitive in its delivery while being moulded from an undefined scope. However, it was this very nature of the ERP implementation that required our data project to be flexible enough to operate with a clear end goal under a loosely defined scope. With our tight deadline, this was our most favourable strategy and we were committed to progressing even without a full scope documented.

During our 18-month project, the two major directions we facilitated were made easier thanks to our monthly meetings and checkpoint workshops which enabled us to accept and recognise our failures, learn from the, and promptly move on.

“Appointing the right team players under a tight timeframe was our key to a successful implementation strategy.”

Building Lessons and Learning Opportunities: Even with a clearly defined scope, no project is failure proof once the project hits reality. This is why our attentive team adopted several techniques to ensure there was enough flexibility in the event of any setbacks. We kept our communication open and fluid amongst team members by checking in daily and by asking the following questions:

- What did you do yesterday?
- What are you planning on doing today?
- Is anything currently stopping you from moving forward?

By applying the above questions, and openly discussing lessons, failures and improvements in our monthly meetings, we demonstrated the significance of a mixed-skilled team setup and continual reflection when delivering ambiguous scope with difficult deadlines.

SELECTED WORK: SOCIAL MEDIA

Please note some company names have been removed from samples for privacy.

LONG FORM – FACEBOOK

Your business is in dire need of a digital upgrade and you have no idea where to begin. We get it. Successfully implementing change isn’t easy - but it’s also not impossible. During our recent masterclass, (COMPANY NAME) identified 6 key elements to effectively formulate a digital transformation, including visualizing your dream future, taking practical first steps, and determining which financial costs are worth it. These components make up “The Change Equation” and are the tools you need to carry out a business solution that works. Want to know more? Visit us at (COMPANY WEBSITE) or drop us a line at (COMPANY PHONE) to chat with one of our professional consultants.

SHORT FORM – FACEBOOK

Are obstacles such as uncertainty and resistance stunting your business from digital growth? Do you want to transform your workplace but aren't sure where to start because the digital landscape keeps changing? We've got answers. Drop us a message for a confidential chat – (COMPANY CONTACT LINK)

LONG FORM – LINKEDIN

The modern, digital climate is ever changing. To be successful, your business needs to stay on trend - but how? In our recent masterclass, (COMPANY CEO) discussed The Change Equation: a 6-component checklist to identify and understand when undergoing a digital transformation. These are the fundamental ingredients to achieving long-lasting, effective change in your company. Here at the (COMPANY NAME), we have the expertise and experience to lead your business into the future. Find out how we can help at (COMPANY WEBSITE) or by calling (COMPANY NUMBER)

SHORT FORM – LINKEDIN

Fear. Uncertainty. Financial Burden. These are some of the things you may be experiencing as you attempt to implement a digital transformation in your workforce. Let's talk - call us at (COMPANY NUMBER) or visit us at (COMPANY WEBSITE) to book your consultation so that we can provide professional guidance on your journey to successful change.

LONG FORM – INSTAGRAM

ACTORS! Are you new to LA, living in LA, or moving to LA? Want to know how you can SAVE hundreds of dollars EVERY MONTH on premium acting coaching, headshots, demo reels, makeup artists, gyms, self tapes, beauty, stage combat, stylists and sooooo much more? It's simple! Join (COMPANY NAME) for 3 months, 6 months or 12 months and receive EXCLUSIVE (COMPANY NAME) DISCOUNTS to everything you will ever need as an actor in LA.

We have vetted hundreds of LA Industry Experts to curate a network for you that will not only save you money but also time. Networks like ours can take years to build in LA. But, don't worry! We have done the work for you. [#winning](#)
Learn more and sign up now via our link in bio.

PS- sign up for a one-year membership before Midnight Jan 31st and receive an online branding consultation valued at \$199! [#yougotthis](#)

Walking into the new week refusing to let the #coronavirus stop us from connecting with all of you! So we will be going live EVERY DAY THIS WEEK at 6pm PST on Instagram @(account name) to discuss the current energies, wellness and beautiful Lip tips. Here is our theme for each day below:

#MONDAY - The Weekly Energetic Guide

#TUESDAY - Intentional Well being Tips

#WEDNESDAY - Wise Words

#THURSDAY - Top Tips

#FRIDAY - Fabulipious Fun

#SATURDAY - Disconnect (get out in nature visit places cafe connect with friends and family)

#SUNDAY - Reconnect (indulge in something beautiful that brings you joy)

We look forward to seeing you on the Gram! Don't forget to follow us @(account name) on Instagram and tune in for our daily birthday live (lip emoji)

5 things I know because of Joan Didion:

1: I write entirely to find out what I'm thinking, what I'm looking at, what I see and what it means. What I want and what I fear.

2: We tell ourselves stories in order to live.

3: Life changes fast. Life changes in the instant. You sit down to dinner and life as you know it ends.

4: We forget all too soon the things we thought we could never forget.

5: You have to pick the places you don't walk away from.

Life is esoteric and Joan Didion questions everything. There are no rights and no wrongs. Only questions. I love that.

#joandidion #questioneverything #writerslife

It was a February when I moved to New York City and I was just twenty-two years of age. I had spent a few short weeks in Manhattan two years earlier and stayed in a New York State of Mind ever since, or perhaps I'd always had a fervid mindset for the city that never sleeps. Some attempted to obviate my decision to move, not because of any invidious notions, but rather their perspicacious understanding of the brutality of NYC in winter, particularly for an Aussie girl who had never experienced a snowstorm before - let alone lived it. I however, believed myself to be inured to such temperatures. You see, it wasn't the weather I was chasing, but rather my dreams. A neophyte with an astute idea of what she wanted, yet absolutely no plan on how to get it (someone would surely discover this girl, right?), landed in NYC in the midst of a blizzard. For days I awoke to not only below zero temperatures but also the egregious jet lag that had set in. Determined to obviate my lethargy I walked miles and miles around the city that never sleeps. There were no social media platforms then; no "FaceTime" or

“Zoom” to connect with loved ones back home. I knew not one person. It was simply the city and myself. As time went on doors would open, many would close, and friends, lovers, mentors and teachers entered my life. All have stayed - even those who have swept away from this earth- for the most part in my heart. I never was “discovered”, but with pertinacious insistence, I discovered a city, and within it my dreams evolved, my life began, and now for no reason at all, but perhaps every reason imagined, I am and always will be in a New York State of Mind. #NEWYORKTOUGH #LINKINBIO

Albert Einstein once said that peace cannot be kept by force, it can only be achieved by understanding. As I see it, this is evident most in nature; when nature is wild and stormy it creates chaos, alternatively when it is calm and soothing it creates peace. The less we understand nature, the less we appreciate it’s true value, and the less we nurture it. Only with understanding do we know natures true power; the power of peace. After every storm there is calm, after every war there is peace. Like what you see? You can check out more of my photography via link in bio.

I spent much time today looking at Los Angeles. Not in vain but in wonder. I studied the colors of a city filled with both penury and opulence, I marvelled at its adept character; a raconteur of dreams and a powerful seductress. Most are convinced of its inauthenticity, intent on judging a shiny book by its cover. Yet, when I watch the Boulevard clear it’s day from where I am from the west to the east just south of the skyline and below the effulgent mountains, this is a city not for philistines but for a multifarious of treasures intent on unequivocal victory.

READ MORE via #linkinbio

SHORT FORM – INSTAGRAM

There is so much more to LA than meets the eye. Purchase the (COMPANY NAME) membership by January 15th for a FREE online branding consultation valued at \$199. #Linkinbio.

Heading to the beach? Don’t forget to protect your lips!

Did you know that your lips are not only super sensitive so they can burn easily but that they also have ZERO oil glands? This is why I’ve made a lip balm that uses earths most natural moisturising elements and spf ingredients to ensure your lips stay hydrated and protected from harmful UV Rays 24/7.

So next time you head to the beach🌊BE SURE TO PACK YOUR LIP BALM (lip emoji)

Want to know more?

#linkinbio

Red lipstick is always a good idea #sundayvibes

Ready for a lip reading? BOOK NOW via Link in bio @(account name)

Adopt the pace of nature. Her secret is patience.

I just updated my photography portfolio. Nature is arts greatest story. Check out my portfolio now via the link in my bio. All photography is now available for purchase.

#linkinbio

Nature comes in all colors;

Its richness animates our life, but it isn't darkness that creates this color, only light can do that. No two pebbles are ever the same; each pebble speaks the color of its spirit. This is the beauty of life.

I just updated my photography portfolio. Nature is arts greatest story. Check out my portfolio now via the link in my bio. All photography is now available for purchase. #linkinbio

SELECTED WORK: BEAUTY

Please note some company names have been removed from samples for privacy

4 WOMEN WHO REVOLUTIONISED BEAUTY

"I have never had my face lifted. I prefer to have my spirits lifted. In my opinion, the effect is very nearly the same."

- Helena Rubenstein

If our eyes are the windows to our soul then our brows must be the frameworks that have the power to transform our lives. It has long been said that the shape of our eyebrows can accentuate our features and when mastered by the right professionals the basic brow can go from what to wow in a matter of minutes.

Here at (COMPANY NAME) we have been spreading the art of eyebrow transformation for close to a decade in Australia. With the mantra "one eyebrow at a time," our female owned business has grown from a dream idea to a definitive arch where we turn our backs on the concept of the "perfect brow" and instead aim to embrace the unique and natural beauty of all women.

While we proudly revolutionize eyebrow threading and the way women view their brow game we know that this

has only been made possible thanks to the courage, determination and innovation of so many women before us who made their own mark in the beauty industry. So, in celebration of Women's History Month we have decided to honour 4 women in beauty who deserve some serious WOW for their hard work and success in shaping the framework of our industry.

Helena Rubenstein

Next time you find yourself panda eye free after diving into the ocean don't forget to say a quick thank you to the groundbreaking Helena Rubenstein. That's right! This savvy businesswoman invented waterproof mascara back in 1938. Wowzer!

To the world's first self-made female millionaire beauty was never about appearance but rather a reflection of

ones intelligence and education. Did you know that Helena Rubenstein was the first to acknowledge science when formulating new products? Clearly ahead of her time, Rubenstein reinvented the way women went about their daily regime and believed beauty was a form of power that would help women rise up and honour themselves as the exceptional human beings that they are.

“All the American women had purple noses and gray lips and their faces were chalk white from terrible powder. I recognized that the United States could be my life's work” - Helena Rubenstein

Estée Lauder

In 1946 Estee Lauder began producing beauty products in NYC with just four essential products that included a cleanser, lotion, an all purpose moisturiser and a crème pack. By 1948 women all over Manhattan could purchase Estée Lauder essentials from their favourite department store - Saks Fifth Avenue.

16 years later the Estée Lauder range had expanded in the USA and globally to London and Hong Kong. It was at this time when Estée was inspired to create a fragrance and product line for men, and by 1967 Estée Lauder herself was named one of ten Outstanding Women in Business in the USA by business and financial editors. Fast-forward to 2018 and Estée Lauder Companies was ranked 258 on the Fortune 500 list of the largest United States corporations by revenue.

“To sell a cream, you sold a dream in the early days.” - Estée Lauder

Elizabeth Taylor

Liz Taylor was arguably one of the most famous women to

ever grace our screens and her brow game wasn't far behind. Blessed with an alluring pair of violet eyes, Taylor knew that a set of killer brows were key to accentuating her powerful gaze. In a time when eyebrow trends favoured thinner days, the screen siren paved the way for naturally thicker and darker looking brows to help her stunning features really pop. Although, Taylor would later become the first celebrity ever to create her own fragrance, it is said that she believed that when it came to brows that wowed, every single hair mattered.

Elizabeth Taylor's eyebrows accessorised Hollywood's golden age and by boldly defining her brows she has been helping women shape their individuality ever since.

“Pour yourself a drink, put on some lipstick, and pull yourself together.” - Elizabeth Taylor

Coco Chanel

When it comes to simplicity one could safely say Coco Chanel invented the concept with her little black dresses, trademark suits and killer work ethic that helped pioneered not only the way women dressed but also how the world perceived beauty.

The story goes that on a cold winters day in Paris circa 1910, Chanel wore a dress she made out of old jersey material and in response to a number of women asking her where she got the dress she offered to make one for them. The rest is history. In the 1920s Chanel launched her first fragrance Chanel No. 5 and her beauty line has since grown to reach staggering heights (who doesn't love a red Chanel lippy, right?)

“Fashion fades, only style remains the same.”
- Coco Chanel

Let’s hear it for all the amazing women in this world who are leaving their mark far and wide. Follow your bliss, stay

3 MISTAKES TO AVOID WHEN FILLING OUT YOUR BROWS

It's no secret that our eyebrows are the framework to our soul, so it should come as no surprise that the leaders in the ancient art of threading, (COMPANY NAME) focus on taking the mess out of mistakes by putting the wow back in your brow. One beautiful eyebrow at a time the (COMPANY TEAM) have been rescuing and revitalising brows all across Australia for close to 10 years (Fun Fact: COMPANY NAME will be turning 10 on September 22nd!).

It happens, you're only human, you sleep in, it's a Monday morning and you skipped your 6am coffee to save time, and decided to go light on the makeup because with a bus to catch like...ooooh 15 minutes ago, you simply don't have time to apply your regular makeup tricks. BUT, there is one trick you do know that will make you look fresh any day of the week. You know that by filling out your eyebrows you can create that dreamy look in an instant. So instead of skipping this step you up the anti and apply a little more brow filler than usual...you know...to make your brows really POP. Only thing is, once you eventually have that coffee and see the light of day, you realise that your Cara Delevingne attempt has somehow turned into an eyebrow emergency.

Keep reading to learn the eyebrow mistakes we have all made when filling in our brows and how to avoid them at all costs.

The Tadpole Eyebrows

The name pretty much sums it up. Tadpole brows can tend to look like a developing frog and can make your face look dramatically older; it can even look as though

true to yourself and remember to always take care of your brows. Happy Women’s History Month!

your face is in a permanent state of shock by creating a freezing effect. The goal is never to turn into a toad and instead bring out the natural beauty of your brows...but rest assured that if you want to turn that frog into a prince all you have to do is a bit of ombré. When applying your brow filler think of it as a gradual journey from thick to thin. The idea is to avoid stern points and have more of a relaxed brush stroke when filling in your brows. Also, opt for powder filler like (COMPANY PRODUCT NAME) to help create that natural brow.

The Surprised Eyebrows

We all want our eyebrows to be bold and stand out from the crowd but we don't want to come across like we are in a constant state of surprise committing the ultimate crime of beauty with brows that look more like they were created for a Stephen King novel than a fresh faced beauty like yourself. Less is always more, especially when it comes to your brow game. Be brave with your eyebrow filler and trust that a little seriously goes a long way. If you really want to make your brows stand out and shine try the (COMPANY PRODUCT NAME) to really make your brows pop minus the shock factor.

I Can See You Down The Street Eyebrows

We all love a fancy dress, but it's wise to reserve that dress code for festive occasions like...Halloween! Dramatic brows don’t need to be taken literally. The idea is that you want to make a show-stopping appearance with your face framers simply by tapping into your own natural beauty. People should see you before they see your brows, and by filling in your brows correctly you pave the way for your true self to

shine. To avoid this epic eyebrow mistake be sure to never apply your brow filler in bad lighting, if you can, fill in your brows in natural light. This way you can see your brows perfectly so that people will see YOU walking down the street and not just your brows. If you are worried about your brow filler not lasting all day or night, instead of adding extra filler simply opt for the (COMPANY PRODUCT NAME). This lightweight mineral brow gel is the perfect product to ensure your brow game stays strong all day and night.

No matter how your morning starts, never panic about your brows. The team at (COMPANY NAME) are always on hand and available for appointments. In the meantime check out more brow tips on (COMPANY BLOG) and never sabotage your gorgeous eyebrows again.

Make brow contact before you make eye contact.
Love, (COMPANY NAME)

SELECTED WORK: ECO-FRIENDLY

Please note some company names have been removed from samples for privacy.

PLASTIC IN A NUTSHELL PART 1: IT’S HISTORY AND PROS AND CONS

“Plastic, plastic, plastic!” It seems to be the topic of the century and for good reason. For decades plastic has dominated much of humanity to the point where we are now - litterally (see what I did there?) picking up after ourselves.

It’s no secret that in the year 2019 sustainability is the new black and everyone from individuals to small businesses and even big corporations are pushing for an eco friendly lifestyle. Yay! Here at (COMPANY NAME) we take great pride in making The LUX Picnic Rug out of sustainable materials for our conscious consumer who favors quality without sacrificing style. But, with the constant chatter about “plastic” how informed are we about its origins, advantages and disadvantages?

As a huge advocate for sustainable living I truly feel it’s important for everyone to understand plastic - simply put - in a nutshell! This is why I have created a three part blog series to get to the bottom of plastic. Think of it as a

journey from where plastic all began to its evolution over time, the good the bad, the happy, and the sad (you get the idea!) Hopefully, after reading Plastic in a Nutshell you will have a greater insight into how it effects our planet and how you can learn to make it your friend, not your foe.

A Brief History Of Plastic

Did you know the word plastic derives from the Greek word Plastikos meaning being “capable of being shaped or moulded”? Thanks Google!

Early plastics were actually formulated from bio-derived products like eggs and in 1600 BC the Mesoamericans would utilize this natural rubber for sporting equipment like balls and figurines. Fast-forward to 1856 when the first man-made plastic called Parkesine was patented by Alexander Parkes in England. Parkesine consisted of a combination of cellulose and nitric acid and was a game changer because simply by adding some pigments it looked exactly like ivory, meaning (one would hope) that less elephants were hunted for their tusks.

Lets move on to the early 1900s when a Belgian chemist created Bakelite – the first fully synthetic plastic made out of phenol and formaldehyde – what a healthy concoction (insert some epic sarcasm right here!)

Stay with me people because this is where it gets juicy...we move onto WW2 when a mass production of new forms of plastic took place. The kinds of plastic that many of us are probably familiar with...drum roll please...polystyrene! In fact, this type of plastic was first created in 1872 but didn't hit the shelves till the 1920s with various new forms of polystyrene surfacing during war times. It was the 1950s that marked the beginning of Polyethylene terephthalate (PET). This was basically the beginning of plastic cups, bottles, packaging, building materials and all the other nasties that in 2019 we are cleaning up from our beaches, parks, streets and harbors.

But lets take a deep breath...that was a VERY brief history of plastic but still a significant amount of info. It's so important to understand where we have come from to know where we are going, right?

Now lets focus on the pros and cons of plastic. Believe it or not, there ARE BENEFITS, and the great thing is that the sooner we can recognize this, the sooner we can build a healthy relationship between mother earth and plastic and move the planet forward one sustainable lifestyle at a time.

Cons of Plastic

Harmful to the Environment: Ok, so this is no secret. Because plastic is so durable, it can survive hundreds of years. This means that plastic waste has basically been saturating our planet by clogging our waterways and inundating our forests. marine life and other natural

Chemicals: Aside from the environmental risks, did you know that plastic contains the additives "PBA" and "Phthalates" that can permanently harm our metabolism by messing with our natural hormone levels causing lower testosterone levels in men and premature puberty in girls?

Choking Hazard: When it comes to children, pets, even adults, plastic can be a serious choking risk. With so many toys, household goods and trinkets made out of plastic, governments have implemented clear warning labels on hazardous plastic products. However, we still have to be on alert to ensure that no accidents happen.

Pros of Plastic

Medical Marvel: Plastic can be lifesaving! From plastic heart valves to syringes used to administer medications. Many surgical instruments consist of some form of plastic. Artificial limbs, treatments for Parkinson's disease, even artificial blood compounds are all being developed within the medical industry by plastic.

Style By Plastic: Take a good look at your wardrobe, if you have clothes made out of polyester, nylon, or spandex then you are wearing plastic! If your clothing consists of blended fabrics (i.e. cotton and polyester) then this can make for stronger fibers increasing the durability of your favourite garments.

Fun Fact: Did you know (COMPANY PRODCUCT) is made out of 110 recycled PET plastic water bottles helping to reduce our landfill?

Communication: If you are a slave to either your cell phone, laptop, Ipad, pc (who isn't?!) then you can be certain these sometimes tiresome, yet super convenient devices wouldn't exist if it weren't for plastic! In a way

allows us to communicate with loved ones and pursue our dreams globally.

As we wrap up the first part of Plastic in a Nutshell... I will leave you with this thought...

“If we all spent a little more time outdoors appreciating

our natural world, we’d surely have a happier and healthier community and maybe a cleaner one too.”

Stay tuned for the second part of Plastic in a Nutshell where we delve into how plastic is used in modern society and its environmental effects.

SELECTED WORK: HEALTH AND WELLNESS

Please note some company names have been removed from samples for privacy.

4 NON-TOXIC TIPS TO REDUCE STRESS

Feeling stressed out? You are not alone. Stress is part of life, and while a little stress can be key to survival, too much stress can damage our immune system, cause depression and even heart failure. Fortunately, Sydney is an oasis of non-toxic alternatives for reducing stress and anxiety. Kick those prescription meds to the curb, take a deep breath and discover natural ways to manage the daily grind in the worlds most beautiful harbor city.

1. Get Out Doors and Meditate

Meditation is key to practicing mindfulness and by meditating outside you are allowing your senses to get in tune with your surroundings. Sydney is full of stunning scenery to help you unwind. Head to Centennial Park, or one of the cities many beaches to calm your mind and meditate in nature.

2. Be Clever and Cleanse

A Vitamin regime can help you combat stress and anxiety without the nasty side effects associated with prescription medications. B group vitamins will help calm your nervous system, and magnesium is an essential mineral for nerve

and muscle function. Want to help your body absorb these vital nutrients? Dietlicious deliver a range of healthy foods including a 5-day cleanse to the Sydney metropolitan areas and suburbs. It’s delicious too!

3. Take the Holistic Approach

Wellness comes in all shapes and sizes in Sydney and a naturopath can work closely with a range of medical experts to determine your particular health concerns. Stress can have an alarming impact on our mental and physical health, and a naturopath will conduct a range of tests to help provide you with the holistic care that you need.

4. Yoga By The Sea

What do you get when you combine a yoga class and the worlds most beautiful beaches? Pure bliss. Turn your back on your worries, and salute the sun at one of Sydney’s Yoga By The Sea venues. It’s a natural sedative but like any form of exercise will help boost endorphins. Yoga has the extra benefit of being able to lower blood pressure and heart rate too. Namaste.

SELECTED WORK: TRAVEL

Please note some company names have been removed from samples for privacy.

TOP 5 INSTAGRAM WORTHY BEACHES IN AUSTRALIA

When it comes to the gram we mean serious business.

With more than 800 million monthly active users, Instagram is indeed giving every social media platform a run for their sandy shores. Here at (COMPANY NAME) we know how important it is to master the art of gramming. This is why we have curated for you our top Instagram worthy locations in Australia. Why Australia? Because it's summer down under and lets be honest – it's the ultimate beach destination for so many beach loving babes. Shell yeah!

The gram has more than 7 million monthly Instagram users alone in Australia. This means that with a population the size of California, Aussies are certainly making waves with their social media. Keep reading to explore the most Geo-tagged locations in Australia and our personal favorite IG spots. If you live Down Under, or are planning a trip to Oz soon, get your (COMPANY NAME) one piece or two piece bathing suit ready and we look forward to seeing you on the gram.

1. Bondi Beach

It probably comes as no surprise to those who are Australian or familiar with Australia to learn that Bondi Beach tops the list of 2018's most Instagrammed beaches in Australia. Located circa 15 minutes east of Sydney's CBD, in Sydney's Eastern Suburbs, Bondi Beach is the ultimate urban ocean spot for any beach loving babe who loves to be in close proximity to pretty much everything. From fashion boutiques and lunch spots to bars and hotels, there is no shortage of things to do at this famous Aussie beach location.

Check out some of the great photos that have been captured for the gram at Bondi Beach by beach babes just like you who seek to sea more.

(INSERT PHOTOS)

2. Byron Bay (Main Beach)

Just a short 1 hour and 16 minute flight from Sydney (to be exact), Byron Bay is a beach town paradise. Enjoy the relaxed vibe with a touch of shabby city chic in the heart of one of Australia's most prolific beach havens. Many Sydney locals have migrated to Byron Bay over the years to escape the hustle and bustle of city living while still enjoying a vibrant beach culture.

With a number of hotels, Air Bnb options, bars, shops, restaurants and of course beautiful main beach if you are anything like us you will never want to leave.

Take a look at what some Byron Bay beach babes are posting for some serious Down Under beach life inspiration.

(INSERT PHOTOS)

3. Manly Beach

Located 25 minutes north of Sydney's CBD, drive across the iconic Harbour Bridge or hop on a Ferry and cross the iconic Sydney Harbour to beautiful Manly Beach. Surrounded by an array of shops, cafes, restaurants and hotels, your day at Manly Beach will be one to remember. There is even an aquarium you can check out after your Manly Beach dose of Vitamin Sea.

Check out some awesome Manly gram hot spots we

4. Surfer’s Paradise Beach

Known as “Surfers”, the beach suburb of Surfer’s Paradise is located within the city of Gold Coast in the state of Queensland. A popular holiday destination for Aussies and tourists alike the city not only features an incredible world class surf beach, it is also home to one of the busiest shopping strips in the state called *Cavill Mall*. Set against the backdrop of high rise buildings, entertainment venues such as nightclubs, restaurants, bars and hotels, Surfers is not just a beach Down Under it’s Australia’s answer to Miami Beach.

Take a look at what Surfer’s Paradise Beach has in store for all you (COMPANY NAME) Instagram babes.
(INSERT PHOTOS)

5. St Kilda Beach

St Kilda Beach is located 6 kilometers south of Melbourne’s CBD in the Melbourne suburb of St Kilda. Beach going Melbournians from far and wide flock to the sandy 700-metre long beach to cool off from what can often be a scorching summer in Melbourne.

Melbourne’s most popular beach is just a short tram ride from the city center and is complete with kite surfers,

windsurfers and local swimmers alike. Make the most of your trip to St Kilda Beach and check out the pier, bars and restaurants. There is also a cute penguin colony at the breakwater you can say hello too. Who doesn’t love penguins?

Water you waiting for? Check out what we found on the gram about St Kilda Beach. (INSERT PHOTOS)

There is more to life than meets the gram and what better way to capture your most loved beach spots for all to see?

Instagram has really transformed the way we live our lives. From business to pleasure it is hard to imagine life without it. Here at (COMPANY NAME), while we know you take pride in your gramming we also encourage you to always take in the moment. A photo might say a thousand words but a memory will last a lifetime, so enjoy the moment first and then gram later.

We look forward to seeing you and your most loved (COMPANY NAME) bikinis and one-piece bathing suits on the gram. Feel free to tag us for a repost. See you at the beach!

HOW TO PACK FOR YOUR DREAM BEACH VACATION

You have done it! You have worked hard, you have saved and you are about to embark on your dream beach holiday. Shell done! So what is a key ingredient to a successful trip? Packing of course!

If you are anything like us you most likely love pretty much everything in your closet. Unfortunately, it’s somewhat difficult to travel with all your favorite beach ensembles, and unless you are lucky enough to have

some type of endless Mary Poppins magical bag, chances are you have a strict one bag, one carry on suitcase policy. Those flying from the USA can check in two bags but we always suggest saving one of your free baggage allowances for any holiday purchases you might want to bring back home with you. Besides, when it comes to packing less really is more.

Regardless of your excitement to finally be hitting the shores of your dream beach, packing can be a bit of a challenge. This is why we have created some tips to help you prepare for your trip of a lifetime.

Keep reading to discover ways to make packing a breeze.

Write a List

Packing can be serious business and can sometimes be pretty overwhelming especially when you are going to a destination for the first time. So why not write a list? For some reason, things just seem so much clearer when they are in writing. Don't they? Here at (COMPANY NAME) we are no strangers to lists, and trust that our fellow girl boss babes (aka – you!) are pretty similar. So, when it comes to organizing your packing – start with a list. You will NOT regret it.

Take Care of Essentials First

Ever been on your way to your destination only to realize you forgot to pack underwear, or even worse – your makeup bag?

Some compulsory supplies to consider include the following:

- Any medication you may need.
- Travel sized toiletries for your plane travel. You can purchase more toothpaste etc at your destination. Chances are your hotel will have them anyway.)
- Skincare.
- Makeup.
- A good book.
- Foreign Currency (if needed).
- Passport.
- Sunglasses.

- A hat.

Add anything that you literally could not travel without.

Color Neutrals and a Pop of Color

When it comes to packing, you can really get a lot out of neutral colors – black, white, cream, tan etc. Neutral colors are versatile and will go with your favorite pop of color – no matter what it might be.

The Rule of Two

A great rule to follow when packing that suitcase is to stick to the notion of two (2). This means that you can pack two of everything. No more.

For instance if you are heading to a beach vacation in Australia you may want to pack the following:

- 2 sundresses.
- 2 pairs of Jeans.
- 2 pairs of shorts.
- 2 evening looks.
- 2 bathing suits.
- 2 T-shirts.
- 2 tank tops.
- 2 evening tops.

You get the idea. The only thing you might want to pack more than two of is your underwear.

When it comes to pairing tops with bottoms, opt for pieces that match. Also, although the chances of needing a jacket in a tropical destination are pretty low, you may want to pack a light jacket just to be on the safe side.

Shoes the Day

We all love shoes – that's a fact! Perhaps the hardest thing about packing is figuring out what shoes to take.

Sadly, these fabulous fashion essentials can be bulky and heavy so instead of dedicating an entire bag to your shoe collection try and stick to 3 pairs. It may not seem like a lot but you will thank us later.

For a beach vacation consider the following:

- A pair of versatile wedges in a neutral color that can be dressed up or down depending on the occasion.
- A flat and chic pair of sandals that you can wear to the beach and to lunch.
- 1 pair of trainers (if you plan to go for hikes, or to the gym)

Wear your flip-flops on the plane and you have your tropical vacation shoe collection ready to wear!

Baggage

The great thing about a beach getaway is that you will most likely be wearing your beach bag day in and day out. We recommend taking a really strong and stylish beach bag that will not only be versatile but can be taken on board with you and used as additional storage while

travelling. You will want to take anything valuable on the plane with you (jewelry, laptops, etc) so a bag that is durable enough to carry important items is always a welcome treat.

With a great beach bag the only other bag you will ever need while on your vacation is a clutch for cocktail hour and sunset dinners.

The Swimsuits

As mentioned previously – stick to the rule of two when packing your swimsuits. We recommend a versatile (COMPANY NAME) bikini and one-piece to not get tied down during your vacay.

A trip to a beach destination should always be effortless. The idea is always to feel as free as a bird and the last thing you will want is unnecessary luggage weighing you down. At the end of the day, you will most likely purchase some new items while on your trip so save room for the new and enjoy the waves.

Stay safe and enjoy the beach!

IDEAL SYDNEY LUNCH SPOTS FOR LADIES WHO LIKE A VIEW

Nothing beats a ladies luncheon set in the midst of a ridiculously good-looking city. Dining in Sydney is more than just great food and company, when organizing your next girl’s lunch consider feasting your eyes on one of these five scenic restaurants to help enhance every bite of a time-honored ladies tradition.

The Butler

An Urban Oasis located amongst the iconic streets of Potts Point, The Butler offers glimmering skyline views direct from the terrace. Infused with a tranquil interior of

greenery, enjoy the indoor garden setting as you and your best girlfriends sip on one of the signature Espresso Martinis and indulge in an Ibero-American cuisine.

Our tip: Organize a late lunch and watch the sunset over the Emerald City.
123 Victoria Street, Potts Point

China Doll

Who doesn't love China Doll? The award-winning restaurant has been dazzling celebrities and locals since 2004. Showcasing the best of modern Asian cuisine, China Doll is both heaven for your palate and your eyes. Nestled on the historic finger wharf of Woolloomooloo, reserve a table outside and soak in the ambience of the skyline as you enjoy generously portioned shared plates and innovative cocktails.

Our tip: Arrive hungry and opt for one of the banquet options and enjoy.

Shop 4, 6 Cowper Wharf Road, Woolloomooloo

Icebergs Dining Room and Bar

Perched on the cliffs at the Southern end of the country's most famous beach, Icebergs Dining Room and Bar or "Icebergs" as Sydneysiders like to call it delivers spectacular panoramic views of Bondi Beach. When it comes to the menu, Icebergs has revolutionized the way Australians perceive traditional Italian food by focusing on sustainable seafood and artisan products while adding a unique Australian flair to entice the most delicate of palates.

Our tip: Turn lunch into brunch and relish in the \$90 Sunday brunch set menu that includes Osetra Caviar Tarts & Champagne.

1 Notts Avenue, Bondi Beach

Chiswick

Looking for a garden sanctuary for your next girl gathering? Then make a reservation at this leafy favorite amongst Woollahra locals. Ladies who love a view will love dining at Chiswick, not just for its lush greenery in the heart of one of Sydney's most exclusive suburbs but also for its pioneering menu carefully curated by celebrity chef Matt Moran. From citrus to edible flowers, produce is picked straight from their onsite kitchen garden and used to prepare mouth-watering seasonal dishes and cocktails.

Our tip: Order the Moran Family lamb shoulder and pair it with a delicious boutique wine.

65 Ocean Street, Woollahra

Henry Deane

Labeled the "crown jewel" of Hotel Palisade, Henry Deane consists of two floors of contemporary elegance with jaw dropping scenery. Drink in the breathtaking views with a Coconut Daiquiri and embrace the mouth-watering menu that will leave you beyond grateful for sharing this picturesque backdrop with your favorite girl gang.

Our tip: Order the scallops for an unforgettable melt in your mouth moment.

35 Bettington Street, Millers Point

5 DESTINATIONS TO ESCAPE THE COLD THIS WINTER

It's no secret that a (COMPANY NAME) girl would choose a warm summers night over a winter storm any day of the week. But, Mother Nature has her own ideas about that! So, staying true to the (COMPANY NAME) girl code we believe in defying the seasons regardless of whatever storm may come our way and creating our own summer loving opportunities. You work hard and you play hard so why not escape the winter and treat yourself to warmer shores this holiday season? Rumor has it that with the (COMPANY NAME) Black Friday sale happening the entire month of November you can now pick up your favorite bikini for only \$14.99. Looking for a new full piece style to add to your collection? Look no further – all (COMPANY NAME) one-piece swimsuits are now \$16.99. Do you know what this means? (I think you do!) This means that with the money saved on your new beach ready look you will now have more money to invest in escaping the winter and heading to your dream destination. Time to get packing.

The thing is, it is not just about picking the right vacation spot – it is also about choosing the best swimsuit that will help you set sail in the right direction this holiday season.

This is why we have curated our top five (5) vacation spots to escape the cold during the upcoming holiday season with our recommended (COMPANY NAME) swimwear looks so that you can get the most out of your winter escape. Because, at the end of the day, all you need is a good dose of Vitamin Sea and a (COMPANY NAME) costume to keep your summer going all year long.

Keep reading to start planning your beach getaway today.

Sydney, Australia

With its vast sandy white beaches, killer surf and pristine waters there are no limits to the Aussie glow for the adventurous (COMPANY NAME) beach girl. Choose from one of the many popular local Sydney beaches including the infamous Bondi Beach, Coogee Beach, or Manly Beach for the ultimate surf to bar experience. Looking for a more laid-back beach destination without the pier pressure? Head a few hours north of Sydney to the beautiful Mid North Coast and check out the shores of Forster, Tuncurry and the Great Lakes. P.S –In the Southern Hemisphere summer is December - February. Beach please!

Key West, Florida

Want to break the tide and avoid the hustle and bustle of a cliché Miami vacation? Then set sail to the beautiful Key West for smaller crowds, lower prices, and most of all warm weather all winter long. With temperatures in the high 70s during December this is the ultimate USA holiday destination. Eat some signature seafood, and mingle with the locals who have been working hard to successfully restore the magic of this Oceanside gem since Hurricane Irma in 2017.

With low hotel prices compared to Miami prices, you will want to offset this investment in some serious (COMPANY NAME) two-piece and one-piece styles.

Baja California, Mexico

With temperatures hitting the 70s in December, Baja California is the perfect getaway for a girl looking for heat and adventure. Famous for its white sandy beaches, shopping and nightlife there truly is something for every sun-loving girl. Surrounded by mountains and beaches don't be shellfish - gather your best girlfriends and share the winter magic together!

With flights from Los Angeles to Baja California under 8 hours, explore this Mexican oasis for a long weekend sporting your best (COMPANY NAME) bathing suits.

Kauai, Hawaii

Dubbed "the Garden Isle" this beachside destination against the backdrop of a tropical rainforest is like something out of a Hollywood movie. In fact, true to form the location has been used as a background for many Hollywood films. With five (5) major resort destinations

located on the island you too can feel like a movie star all winter long.

Temperatures can reach a high of a beach perfect temperature of 75 degrees in the middle of winter. What are you waiting for? Grab your (COMPANY NAME) beachwear and start making aloha memories this holiday season.

Maldives, South Asia

The best time to visit the Maldives is from November to April when the temperature is warmer and there is little rainfall. This means that with sand as white as a (COMPANY NAME) smile you can experience paradise all winter long. Embrace the Maldives sunshine to see your skin glow and your eyes glisten in the aqua blue water before feasting on a seafood extravaganza prepared fresh by the locals.

SELECTED WORK: FASHION

Please note some company names have been removed from samples for privacy.

HOW TO STYLE YOUR LOOK FROM BEACH TO BAR

Spending a day at the beach is sometimes easier said than done. For the style conscience (COMPANY NAME) babe, putting together the right beach look can be more than just a cute bikini or one-piece swimsuit.

If you are anything like us, you live to make the most out of your beach days. This usually means embracing the freedom to see where the tide might take you, with the business of crafting an effortless transition from a long beach day to a sunset dining experience no doubt being high on your style agenda.

When transitioning straight from a day at the beach to a night out on the town you are going to want to plan ahead, or at the very least have your basic go-to style ideas for a natural modification to your every day beach look. You will want easy to pack pieces so that you can pop them into your beach bag and pull them out with simplicity so that you can comfortably pop them over your (COMPANY NAME) bathing suit without a care in the world.

The beach to bar look can sometimes be a challenge, which is why we have curated our top style ideas for the perfect day to night transition so that all you (COMPANY NAME) loving girls can seas the day long after the sun has set.

Keep reading to kiss the day goodnight in true (COMPANY NAME) style.

It’s all in the Shoes

You know what they say? Give a girl the right shoes and she can conquer the world! That’s right, we believe the key to curating any outfit is to start from the feet. The great thing about finding the right shoes to take you from sand to bar is that there are so many options. Gone are the days when flip-flops were our only beach option. Now, jewels don’t only have to belong in our jewelry box they can also belong on our feet.

Find a great go-to classic sandal that is not only beach friendly but can also tropic like it’s hot during cocktail hour. Anything with a classic shape and some gemstones is certain to take you from sea to shore in style.

Beach Hair Don’t Care

The last thing any beach babe wants is hair hassle when heading from the waves to a night out. Even the greatest beach aficionado can find any beach hair look a challenge if not cared for correctly.

The key to great beach hair is to make sure your hair is kept in tiptop condition. This means that regular treatments and trims might be needed to ensure your locks get the love they deserve. By keeping your hair in good condition you will find it that much easier to manage your beach hair and style in an effortless beach bun or boho braid for true evening fringe benefits. Check out some of our top beach hair looks for an effortless sand to shore look (INSERT WEBLINK)

Dress to Impress

A simple, light, and stylish dress looks great popped on over your favorite (COMPANY NAME) bathing suit and won’t take up too much space in your beach bag. Opt for a light fabric that won’t crease while being idle in your bag all day. We recommend a loose fitting long or short kaftan for a liberating look that you can style with a belt for some extra evening chic.

With your classic gemstone sandals, and an effortless beach bun your dress will be sure to do more than just impress.

Jewels of the Sea

Finding the right jewelry statement piece is the easiest way to jazz up your beach to bar look with some serious style. Look for some unique earrings that will brighten up anyone's day, or a block color bangle to emphasize your sunny glow long after the sun goes down.

With some statement sandals, a chic kaftan, your beach hair, and your own special piece of jewelry you can rock those waves till the sunrises.

It's in the Bag

Find a small and classic bag you can easily pop into your beach bag, store your essentials and shake off the sand at the end of the day. Store your beach bag in the car and enjoy your night with everything you need by your side.

A statement color clutch or small crossover body bag is always a good idea. Pick your favorite color and dive into the night.

Here at (COMPANY NAME) we strongly encourage your individuality, no two beaches are ever the same and neither are you. You do you – always!