



Editorial Services

- Write and edit content for a variety of communications tools
 - Brochures / Fact Sheets
 - Case Studies / White Papers
 - Company Profiles / Capabilities Overviews
 - Thought Leadership Points of View
 - Corporate Magazines / Newsletters / Articles / Releases
 - E-mails / Self-Mailers
 - E-Learning
 - Scripts / Speeches
 - RFPs / Proposals / Presentations
 - Employee / C-level Communications
 - Ads / Advertorials
 - Web Sites
 - Annual Reports
 - Corporate Identity Guidelines / Manuals
 - Academic Papers
- Edit/proofread copy with an understanding of the nuances of each product and its purpose
 - Read from first draft to pre-publication cold read for accuracy, targeted messaging, voice, flow, style, format, consistency, punctuation, grammar, spelling, typos, typesetting, clarity, readability, and organization
 - Check facts and data
 - Wordsmith and restructure text for best content / message delivery
 - Vet communications materials for brand compliance and strategy
 - Verify document is aligned with pagination, table of contents, and page references
 - Review graphic design for visual identity and integration with copy
 - Ensure copy is in line with selected style manual and corporate identity
 - Proofread meticulously to deliver error-free content
- Editorial management provides oversight of content development
 - Coordinate iterative editorial review process, ensuring version control
 - Manage document files from concept to publishing
 - Experienced in AP, NY Times, and Chicago styles



marcomsolutionsguru.com