

CLEAR THINKING
SMART COMMUNICATION



KELLI THOMERSON

WRITING PORTFOLIO

WEBSITE CONTENT & UX COPY
RESEARCH-BASED WRITING
EXHIBIT & INTERPRETIVE CONTENT
CONTENT STRATEGY

CONTENT STRATEGIST | COPYWRITER
kdtcreative@yahoo.com



WEBSITE CONTENT

Goal:

A custom fabrication company was redesigning its website and needed new, strategic content.

Approach:

The existing site lacked focus and did not clearly highlight the company's niche offerings. Content was unorganized, lacked clear structure, search optimization, and calls to action.

Selected Work:

[Clear Forge Museum Services](#)

INTERACTIVE PROJECT

Goal:

The city wanted to highlight its historical background while incorporating an interactive experience for visitors.

Approach:

Developed a self-guided walking tour featuring numbered signs and QR codes that direct visitors to dedicated webpages. Each page provides historical information about the corresponding site.

Selected Work:

[Roanoke Route](#)

MUSEUM EXHIBIT

Goal:

The museum sought to create a new, updated exhibit focused on the community.

Approach:

Researched, curated, and wrote a comprehensive exhibit that incorporated photographs, artifacts, text panels, and captions. The content unified the collection to highlight the city's history and the significance of the historic building where the museum is located.

Selected Work:

[Roanoke Community Exhibit](#)