

Leslie fox

copywriter



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www.Lfoxcopy.com

Web Trump University (consumer landing pages)
Samsung.com (consumer website – misc. product copy)
Panasonic (Consumer Electronics Show microsite)
Princess.com (website shore excursion copy)
Worldyacht.com (consumer website)
Alcon (B2B email copy, consumer collateral)
Vaseline (Facebook campaign)
Luminarinsights.com (B2B website)
chapershealth.org (consumer website)
ergentus.com (consumer website)
tejani.com (consumer website, B2B collateral)
croftoncrc.com (consumer website)
esquirebank.com (consumer website, B2B collateral)
centurionsearch.com (B2B website)
junglenursery.com (B2B website)
goodearthtea.com (consumer website)
quickonemessenger.com (B2B website)
brintoneaton.com (B2C website, collateral)
asbestosnet.com (B2B website)

Travel Princess Cruises (consumer/trade DVD script, DM, collateral)
Walt Disney World (recruitment brochure)
The Ritz-Carlton (consumer newsletter)
AAA Travel (consumer print ads, DM, newsletter)
Celebrity Cruises (consumer DM)
Circle Line (consumer collateral, website copy)
World Yacht (consumer collateral, website copy)
Aer Lingus/American Express (consumer/B2B/trade DM, collateral, print)
Air Canada/American Express (consumer DM, promotions)
British Airways (consumer/B2B/trade DM, promotions)
Air France (consumer/trade DM, collateral, promotions, sales kit)
Sofitel Hotels (consumer collateral)
Cunard Cruises/Crystal Cruises (consumer DM)
Holiday Inn (consumer DM)
Trump Taj Mahal Casino Hotel (print, promotions, collateral, DM, radio)
Royal Plantation/Sandals (consumer collateral, print ads)

Banking/Financial HSBC (consumer/B2B/in-branch collateral, DM)
TIAA-CREF (consumer DM, collateral, Brainshark and PowerPoint presentations)
Prudential Retirement (consumer collateral, email, newsletter)
Washington Mutual (consumer DM, collateral; headquarter display)
Wells Fargo Home Mortgage (consumer/B2B DM, collateral)
Bank of America (consumer DM: Visa Card, Home Equity)
Citibank (consumer/B2B DM)
E*TRADE (consumer online campaign, recruitment collateral)
BB&T Bank (internal communications: email, letters, collateral; consumer DM)
US Trust (consumer collateral)
United Nations Federal Credit Union (consumer brochures)
First Data Corporation (B2B DM, collateral)

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Real Estate

Cushman & Wakefield (B2B promotional e-movie)
Fisher Island (consumer collateral)
Roseland Properties (B2B collateral)
Westfield (B2B collateral)
Summer Cove at Siesta Key Homes (consumer DM, sales kit)
Somerset Bay Condominiums (consumer collateral, print ads)
Schult Homes (real estate sweepstakes: consumer print, DM; sales kit)

*Insurance/
Healthcare*

HIP of New York City (consumer DM)
MetLife (B2B collateral, PPT presentations)
Gerber Life Insurance Company (consumer/B2B email, DM, e-newsletter)
Blue Cross Blue Shield of North Carolina (consumer DM)
Wells Fargo Mortgage (consumer/B2B DM, collateral)
CIGNA Casualty and Disability Insurance (B2B DM, B2C collateral)
ADP Insurance Agency (B2B collateral, email, website)
Genworth Financial (B2B collateral)
Health Plus (B2B collateral)
AMA Insurance Agency (B2B DM, white paper)

*Technology/
Telecommunications*

LG (consumer/trade website copy)
Samsung (consumer print/DM/collateral/email; website product copy)
SHARP Products (B2B DM, catalog, e-newsletter)
Panasonic (B2B print, website copy)
Time Warner Cable (consumer DM, print ads)
VeriFone Media (B2B presentation)
Cox Communications (consumer/B2B DM)
Comcast (consumer/B2B DM; executive speech)
BellSouth (consumer print, DM)
AT&T (consumer/B2B DM, collateral, online newsletter)
PEPCO (consumer collateral, DM)

Retail

DASANI Purified/Sparkling Water (consumer DM, retail POS)
Linens 'N Things (outdoor board)
Hansen's (beverage bottle labels)
Sea-Doo Sport Boats (consumer DM)
Waterford Wedgwood (press releases)
Sara Lee (in-store promotions)
US Postal Service (Philatelic consumer catalog)
Skincare Physicians & Surgeons (consumer newsletter)

Misc.

U.S. Tennis Association (consumer website copy, collateral)
Gartner (B2B email copy, collateral)
White Plains Health Center (annual report)
New York Academy of Sciences (consumer DM)
NYC Business Solutions (B2B collateral)
Pittsburgh-to-Harrisburg Greenway (consumer/B2B collateral)