WRITING PORTFOLIO

ELIZA MARIN

WELCOME

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ABOUT

Hi there!
My name is **Eliza Marin, a writer with nine years of international experience.**

MISSION

My mission is to **uphold businesses in empowering their clients** with the **customized solution** they seek.

I do that by transforming how organizations interact with their audiences through **persuasive writing.**

With expertise in **technical, academic, non-profit, policy, proposal, and business writing,** I bring many perspectives to the table.
My writing style is sharp, concise, and powered by accurate knowledge.
The exposure to working with international institutions, governments, NGOs, and businesses allows me to **empathize with clients.**

TESTIMONIALS

Cătălin Secoșan
Transformation and compliance Manger at CGS Romania

Eliza has the **combination of business acumen and communication skills.**

Second, Eliza has a very **strong grasp of technology**. She knows our programs inside and out and helps **relay technical information to customers in an accessible way.**

By **monitoring clients' needs** she provides each one with personalized service to meet his/her needs. Eliza makes the most of technology to find new prospects, provide modern solutions, and drive results.

Eileen Carelock
Managing Editor, Berlin Logs

Above all, I am continually impressed with Eliza's integrity and work ethic.

A real powerhouse, she quickly became an indispensible part of the editorial team with Berlin Logs. When I needed something done, Eliza was responsive, communicative, and timely, all essential qualities when it comes to **navigating publication deadlines.**

Technical writing for an award-winning mobile application

As a technical writer in the construction field, I was responsible for transforming relevant information into **knowledge** the reader is searching for.

The business objective of the content was to engage the reader to become the user and **establish the provider as** an expert or **a trusted source in the field**.

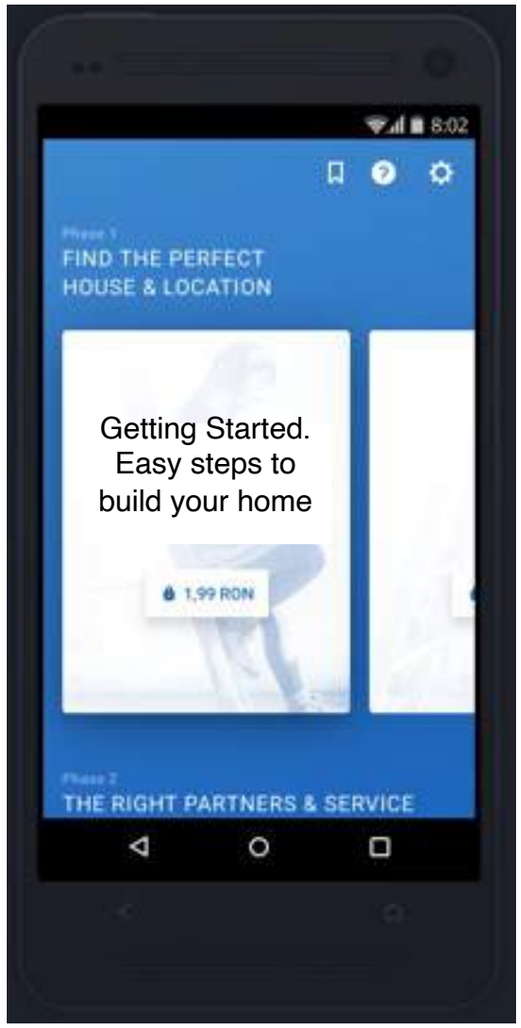
The content focused on **hot spots** (where the eye gazes first) to engage scanners and was keen on keyword-rich phrases to attract search engine optimization.

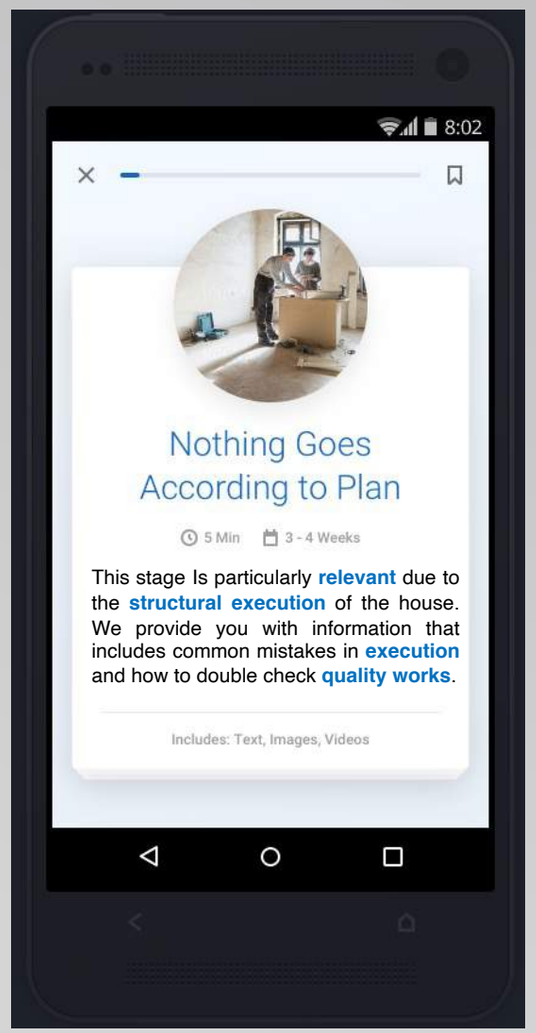
The content design was clutter free, focused on easy reading. Numerals, bold faces, color coding, subheads, and butt ons were strategically placed to link to further details.

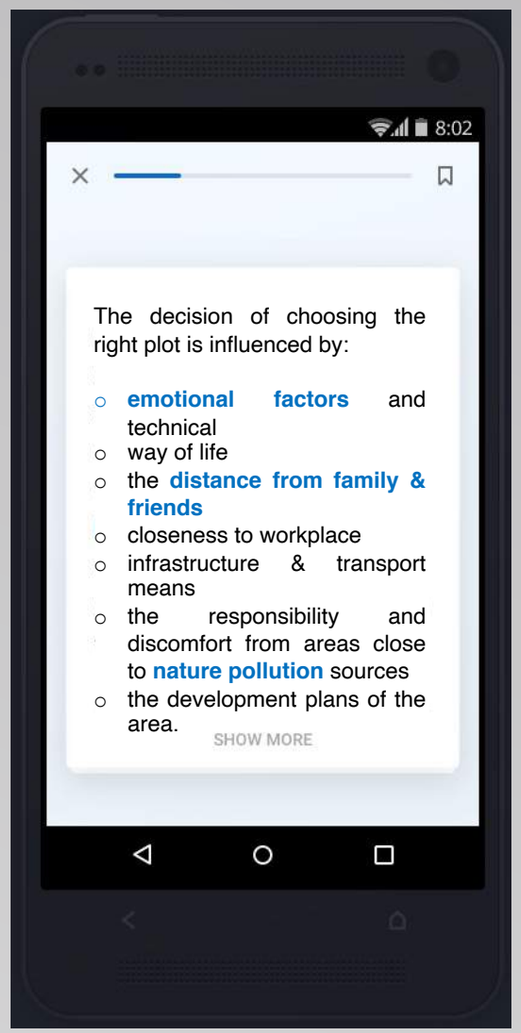
Finally, because the content is not just persuasive copy, the UI/UX team and I collaborated on the appearance of the text an how that affects the readership.

The application received the Innovation Prize 2017 in Romania.

Samples from the actual content from the final product can be seen in the next slide.




8:02
Nothing Goes According to Plan
5 Min
3 - 4 Weeks
This stage Is particularly relevant due to the structural execution of the house. We provide you with information that includes common mistakes in execution and how to double check quality works.
Includes: Text, Images, Videos


8:02
The decision of choosing the right plot is influenced by:
emotional factors and technical
way of life
the distance from family & friends
closeness to workplace
infrastructure & transport means
the responsibility and discomfort from areas close to nature pollution sources
the development plans of the area.
SHOW MORE

8:02
The next lesson will assist you to get acquainted with a wide array of products, pros, and cons of certain options and which are the widespread errors in choosing the materials and finishes for every part of the house.

Public Procurement
Proposal writing sample

This offer contains innovative elements that bring significant added value to the content of the Tender Specifications, which are the main competitive advantages of the Tenderer. Below are briefly presented the competitive advantages of the Association and of the Technical Proposal elaborated:

- The association between Alpha is a competitive element, taking into account the extensive experience in implementing similar contracts for the evaluation of public Programmes and policies, both local and international. The experience of the association and of the team of experts in carrying out similar contracts, and the carrying out of quantitative and qualitative analyses implemented at the national level, is an element that can be successfully used in the implementation of the contract, especially taking into account the professional level of the proposed team of experts.

- At the same time, the proposed methodology has already been validated through similar contracts and is also recognized at the academic level. The profile of the proposed experts, who have been involved in similar contracts at the internationa level, as well as in scientific and academic research, is a guarantee that the proposed evaluation methodology will be successfully implemented, especially taking into account the adaptability and ongoing solutions identified by them, to achieve the results of any contract, regardless of the methodological limitations that may arise.

- Development of an internal system for checking the quality of deliverables: the Association has developed a detailed quality assurance system to be implemented in all contract activities to ensure assure that they will contribute to the achievement of achieving the proposed objectives and results. The quality system of the Association has also been successfully implemented under other similar contracts, which is a guarantee that the tasks of the provider will be performed at a high level of quality.

- The Use of Web Office 365 to implement and manage contract activities. The use of this application will facilitate the process of developing analyses and deliverables, by providing the possibility of simultaneous editing of working documents and by ensuring that all members of the expert team have access to relevant documents in the context of carrying out the evaluation activities.

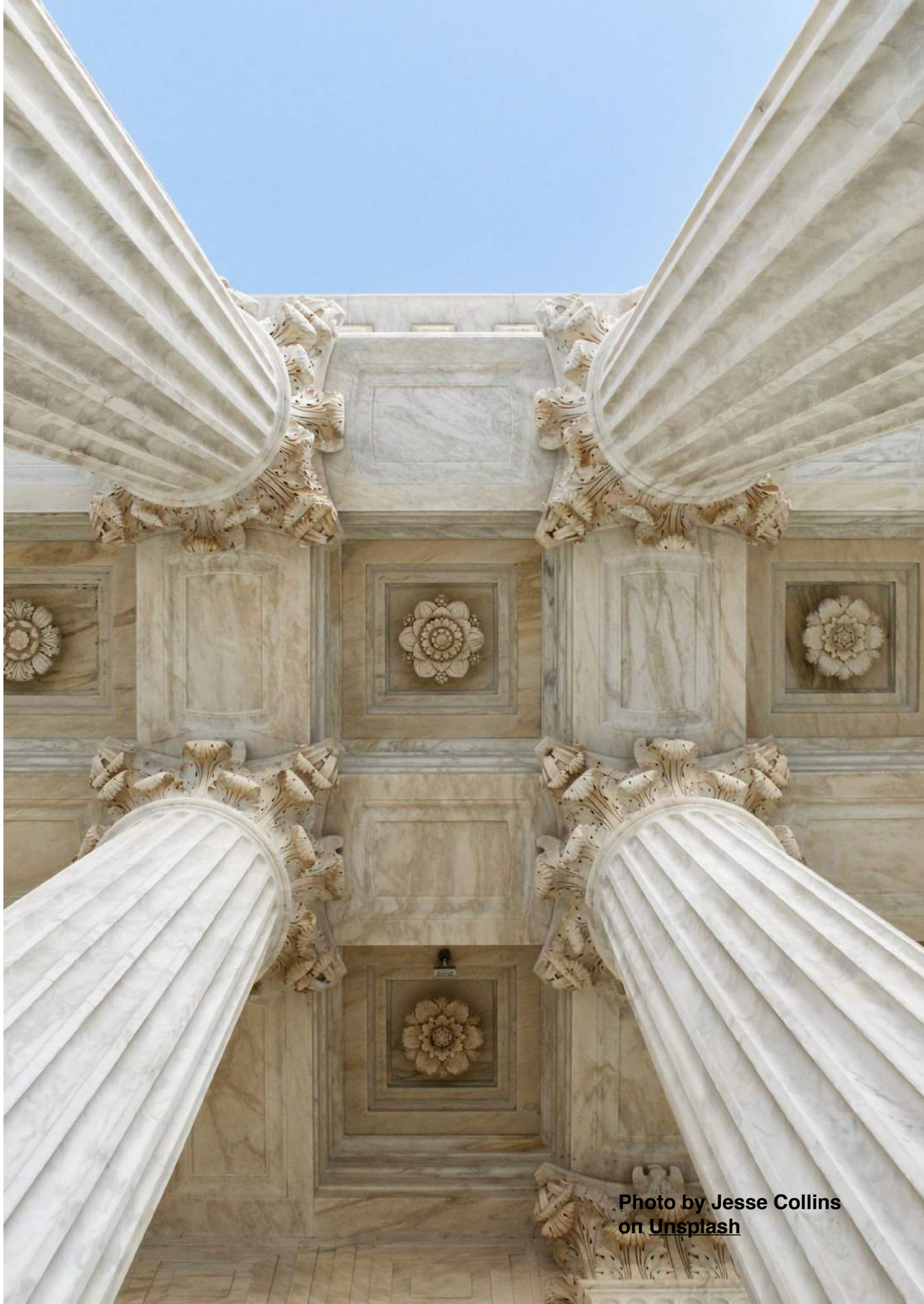


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Photo by Gonz DDL on Unsplash

Analysis writing sample

Energy efficiency

The United Nation's Agenda 2030 tackles energy efficiency through "SDG7 – Ensure access to affordable, reliable, sustainable and modern energy for all", which promotes global-level efforts to increase the energy efficiency improvement rate. The goal has been integrated in the European Green Deal, which dedicates a specific focus on the energy efficiency in the building sector.

In recent years, the European Union has taken significant steps towards improving the energy sector. A Union energy strategy was published in 2015. Under this strategy, the Commission aimed at diversifying Europe's sources of energy, enabling the free flow of energy through the EU by investments in infrastructure, improve energy efficiency, promote research and decarbonize the European economy.

The 2019 Commission assessment report, in relation to the industrial sector, states that most Member States (including Italy), have reported reductions in terms of energy intensity, but a marginal increase of 0.6% was observed at the level of Croatia.

On the part of the assessment related to the energy consumption in the transport sector, the report reveals an almost general increase at the level of the European Union. Significantly, Italy was amongst the seven Member States that decreased their energy consumption in this sector, with a reduction of 12%.

The analysis revealed that, in terms of energy efficiency, the policy instruments set-up at the level of the European Union created the legislative framework for the improvement of energy efficiency activities, in particular building renovation, across the European territory.

However, the two participating Member States have reported a trend of increasing the rate of energy-renovation of both non-residential and residential buildings, typically at values higher than the corresponding EU-level averages, but following different national patterns.

Investments in "deep" energy building renovation find the area strongly split between Italian territory, recording values much higher than the EU average and the Croatian territory, lagging behind (national values)

White paper writing sample

Standard Cost Options

Since its inception, one of the European Union's core values is to enhance economic, social, and territorial cohesion and solidarity among EU countries. One way of supporting this value is through the European Regional Development Fund (ERDF), which is a financial instrument aimed at reducing the developmental disparities between regions in the EU.

One of the ways bringing the core values of the EU closer to the Programmes objectives is through projects. If the initial audit of projects was made by tracing every euro of the co-financed expenditure to individual supporting documents, which took up a lot of human resources, this method was soon to be replaced. Starting from 2006, within the EU, there has been a shift in how costs of projects are implemented by the Member States, verified, and audited. Standard cost options were introduced with the role of alleviating the administrative burden involved by real cost checking. This meant not only reducing the human burden and administrative effort, but also harmonizing the EU Funds. By using this financial instrument, many projects were declared less error-prone, because costly verifications were more efficient, thus contributing to reducing the level of errors within all Programmes.

When a Member State is opting for the simplified cost options, there are three major forms they can take. The first category refers to the unit costs, which are defined as all or certain categories of eligible costs that can be expressed in amounts per unit. The second category refers to the lump sums, which are defined as all or certain categories of eligible costs in global terms, which can be identified. And the third category is flat-rate financing, which are specific categories of eligible costs which can be identified and are expressed as a percentage of other eligible costs.

The SCO is further measured by two distinct categories based on output and recurrence. The first category is the output SCOs that conditions fund payment on achieving the set results. The output SCO may include costs linked to outputs, results, activities, deliverables in the framework of a specific project. The second category is the recurrent SCOs that are based on a previously existing accounting framework proven favorably in an audit assessment and an ex-ante assessment so that the conditions may apply.

In the case of provisions applicable to output or result-based SCOs, it is important to note that once the evaluation committee approved the simplified cost amounts, there will be no ex-post evaluation. Hence, instead of counterchecking actual costs, the committee will ensure that the correct calculation formula was applied based on related inputs and relevant quantitative and qualitative information. Also, in the case of output SCOs, records are to be kept for counterchecking the agreed terms. Just like in the case of the recurrent types of SCO, if the output SCOs do not comply with the initial methodology, the cost declared in the simplified form can be recovered up to the amount of the simplified cost options used and declare ineligible for the beneficiary.

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Photo by Xianjuan HU on Unsplash

Article writing sample

9 Steps to Successfully Overcoming Competition in Retail

Hoping for a Retail Rebound

There are many types of retailers that got seriously affected by this past year. Not surprisingly the legacy laggards were at the top of them. Bain & Co identifies one as “once-mighty company which has fallen on hard times and is struggling to adapt to market changes”. These companies’ main minuses are failing to keep retail estates or sales up, ahead of rival competitors. They also face immense board pressure to stay ahead of other competitors. Because going back to the store normally is what many retailers dreamed of last year, Covid-19 augmented that gap for them. Except, according to Forbes, predictions tell us that this might never happen.

Simple Data

Whether we are talking about retail physical or online stores, it is undeniable that the conversion rate is the backbone of shopping success. Retail leaders, who are behind hundreds of division stores and have dozens of experienced retailers working with them, also have a cluster of information to follow. If you find it difficult to grow and stay ahead of competitors in the marketplace, you are not asking yourself some simple questions.

Transferring Old Models

Many of the failings of the retail leaders in the past years were to transfer their in-store long-praised models to online markets. Some of them went so far as to try and keep both under the same umbrella. At the beginning of the internet frenzy, few companies did the unexpected and invested full-on in new technological stores, while others were on the bench waiting for it to either fail or aggressively replicate models. This set the difference for successful retailers in pandemic times.

How to Overcome Competition?

Competition success translated from setting the next trends. Most companies think within the confinement of competition rules with clear boundaries of winners and losers. What if successful businesses play an entirely different game, outside of best practices? What if they change the rules all the time to cater to their vision?

But how do you find an opportunity to lead in the face of unprecedented adversities and chaos?

1. Thinking Fast vs. Thinking Slow

Oftentimes opportunity means taking risks. Failing to have a direction is linked to the lack of imagining the future, of thinking fast. Relying on old models to deliver new results may be the cause of not having a guiding vision.

2. Rituals

In an increasingly standardized world, with plenty of retail stores looking alike and selling the same promise of social status and reproductive success, the way to differentiate yourself are rituals.In a technology-led world, we need the psychological stability and promise of rituals in the face of chaos. It may be a routine that connects to a family member.

We need to ask ourselves why do we buy? We know it connects to the sense of familiarity. Also, it triggers the pleasure chemical called dopamine. It is addictive and it also makes us happier, even in the short term. Finding out what rituals drive customers and making it more convenient for them, can lead to religious loyalty. Even in the face of unprecedented change, such as the global pandemic, keeping a ritual, translates to being a beacon of hope where all else fails.

3. Sense of Awe
Think of a place that inspires you and keeps you coming. Successful brands drive that sense of awe from grandeur. Be it in architectural intricacies, the detail of the sun shining through a Murano glass, or just sitting on the highest peak of a mountain. The feeling of grandeur reminds us of our finite time on Earth. It also lures us with a sense of inspiration, ambition, and vision to make the best of it. It creates a sense of devotion to an experience that makes us feel part of a tribe, a community, a brand. An experience almost spiritual that challenges your customers to thrive will make the same thing for you.

4. Evangelia after Retail
The most successful brands that made it across the board were inciting the idea of being a part of something greater. Whether it is an invitation-only strategy or associating the company with a greater cause-such as sustainability, taking a meaningful stance before everyone else will win new acolytes. Making consumers experience premium, with a particular set of values, wildly differentiated from competitors, forms a cult.

5. Less is Now
Whether we are talking about what Generation Z wants or how the pandemic changed our consumer behavior, it is no doubt that we will consume less. What the pandemic taught us is that in the face of adversities, the first things to cross off the list are textiles and footwear. It also taught retail leaders that producing more products does not necessarily produce more profits.

6. Closures
As current predictions confirm, keeping retail stores will be considered a luxury in the future. Deciding to close many retail stores will be hard but necessary for many businesses to survive and have closures with inefficient spaces as well.

7. The Tipping Point
You may look at epidemics not only from a disease standpoint but also from a phenomenon perspective. Take the digital revolution. Much like other revolutions, the printing press or industrial, they function in the form of waves. Understanding what differentiates a mere trend follower from a trend inventor is the key to creating a product that sticks, according to Malcolm Gladwell. So, inventing new models that shape future consumer behavior may rely on understanding how this phenomenon is built first.

8. Small Changes with High Impact
Winning over stakeholders as a leader of a legacy lagger seems impossible.
A tipping point is the crown of a successful trend or brand. To build one, you need connectors. They are people with strategic links between many networks. They set the trends for others to follow in that field, so they are an elite, a reliable source of information.
Too often, retail leaders are more preoccupied with impressing superiors. Instead, what we know from Malcolm Gladwell is that we ought to analyze and learn from them. Understanding our surrounding ecosystems can lead us to small but impactful changes that are sustainable over time.

9. Celebrate Employees
Closures will drive unemployment, and this will drive retail leaders to keep only a few employees. Always remember a company is their employees.
Investing in the best training program or adding benefits to compensate for some losses during this period will not only help your business, but also make your employees feel celebrated.

Thank you for taking the time to read through this portfolio.