

HELLO!
I'M
LOUIS BARRAGAN -
WRITER.
COMMUNICATOR.
PROOFREADER.
EDITOR.
AND MORE!



THE WRITTEN PORTFOLIO OF LOUIS BARRAGAN

*Welcome, and thank you for taking the time to explore my writing portfolio. This collection showcases a range of samples that reflect my versatility, voice, and commitment to clarity and impact across different formats and audiences.

Whether it's crafting compelling content, articulating complex ideas, or adapting tone and style to suit specific goals, each piece has been selected to demonstrate both skill and intention.



HOUSTON LOVES TACOS
HOUSTON LOVES LATE
NIGHTS
HOUSTON LOVES GOOD
DRINKS
HOUSTON HAS TO LOVE
PISTOLeros
TEQUILA & TACO BAR

Pistolero's Tequila & Taco Bar
(Houston TREND, Feb 2018)

*This excerpt uses bold, repetitive taglines to immediately grab the reader's attention. The short, punchy sentences create a rhythmic, catchy tone that reads like a slogan. It showcases the writer's ability to craft snappy, memorable copy - a key copywriting skill. Despite its brevity, the language is grammatically sound and the style confident. This demonstrates creativity in marketing copy and the precision of language expected in polished writing.

SOME NIGHTS THE PLANS
JUST DO NOT CALL FOR A
HEAVY MEAL. GOOD FOOD IN
THE STOMACH IS ALWAYS A
SMART CHOICE BEFORE
STARTING SOME WEEKEND
DRINKS. BUT THE LAST THING
YOU WANT IS TO HAVE A
BRICK IN THE BELLY ON THE
DANCE FLOOR. AN EXCELLENT
OPTION FOR A SATISFYING
MEAL THAT WON'T WEIGH YOU
DOWN IS YOKUSHI ROBATA.

Yokushi Robata

(Houston TREND, June 2018)

* This engaging hook uses a problem/solution framing ("you don't want a brick in your belly... so the solution is Yokushi Robata"). The language is vivid ("brick in the belly," "satisfying meal that won't weigh you down") and relatable to young city dwellers. The tone is friendly and smooth, with no errors, reflecting careful writing. Such an approach is effective in lifestyle writing and advertising copy, showing creativity in connecting with readers' experiences and delivering the recommendation naturally.

IS WITH GREAT
EXCITEMENT THAT I SUBMIT
FOR YOUR APPROVAL THIS
CAMPAIGN PROPOSAL TO
INCREASE ENROLLMENT IN
THE WITS PROGRAMS
OFFERED THIS SUMMER I
HAVE FOLLOWED THE
ORGANIZATION FOR SOME
TIME AND HOLD IT IN THE
HIGHEST REGARDS FOR WHAT
IS OFFERED THROUGH ITS
CLASSES WORKSHOPS AND
PUBLIC EVENTS THE
DEDICATION TO EDUCATION
AND ENRICHMENT THAT IS
CONSTANTLY DEMONSTRATED
BY WITS IS PART OF WHAT
MAKES THE ORGANIZATION A
VITAL PART OF HOUSTON"

"Summer Enrollment
Increase Campaign" Proposal
(Writers in the Schools, March 2019)

*This excerpt from a proposal letter displays persuasive, professional writing. The enthusiastic opening ("great excitement") and respectful address set a positive tone. The writer praises the organization with strong language ("highest regards," "vital part of Houston"), showing careful word choice to build goodwill. The sentences are well-structured, each flowing naturally into the next, indicating thorough proofreading. The excerpt illustrates the author's ability to write persuasively for stakeholders and to maintain an earnest, polished tone—important skills in copywriting and communications.

TOPO CHICO IS A MEXICAN MINERAL WATER WITH OVER A CENTURY OF HISTORY. THE DRINK HAS BEEN SOLD SINCE **1895** BY THE ARCA CONTINENTAL COMPANY BASED IN MONTERREY, MEXICO. SINCE ITS CREATION, THE DRINK HAS CONTINUED TO BE SOURCED FROM THE MINERAL-RICH SPRINGS OF CERRO DEL SILLA.

(LALONDE **2017**) THE BRAND IS AVAILABLE IN **35** STATES BUT IS PRIMARILY FOUND IN MEXICO AND TEXAS WHERE IT HOLDS THE MAJORITY MARKET SHARES FOR IMPORTED SPARKLING WATER (MORABITO **2017**)

Case Study -

Coca-Cola Acquires Topo Chico (Public Relations case study, 2017)

This factual introduction demonstrates clear, concise exposition. The writing efficiently provides historical and geographical context, with specific details (dates, locations) to ground the reader. Parenthetical citations show attention to credible sourcing. The tone is formal and objective, as appropriate for an analysis. The sentences flow logically, and the writing is polished. Such precision and clarity are essential in both case studies and any content that requires strong editing and accuracy.

(HOUSTON TEXAS)-STARTING
OCTOBER 1ST THROUGH JANUARY
1ST

CENTRAL MARKET'S HOUSTON
LOCATION WILL OFFER VARIOUS
SEASONAL EVENTS IN STORE TO
PREPARE FOR THE HOLIDAYS. WE
JUST WANT PEOPLE TO HAVE FUN,
BE INSPIRED, AND REALLY ENJOY
THE HOLIDAY SEASON. SAID JUAN
GONZALEZ, MANAGER OF THE
CENTRAL MARKET COOKING
SCHOOL, THE STORE WILL HAVE
FESTIVALS AND EVENTS FOR
GUESTS TO EXPLORE WHILE THE
COOKING SCHOOL WILL BE
HOSTING FALL HALLOWEEN,
THANKSGIVING, AND NEW YEAR'S
EVE THEMED CLASSES.

Central Market Fall Events Press Release (Central Market, October 2017)

*This excerpt highlights professional, promotional writing. The formal dateline and introduction follow PR format ("(City) - ...will offer..."). The inclusion of a quote from a manager adds authenticity and a human voice. The language is clear and upbeat, focusing on benefits to customers ("have fun, be inspired, and enjoy the holiday season"). The excerpt is error-free and precisely punctuated. It demonstrates skill in crafting official copy that is both informative and engaging, showing competency in PR writing and meticulous editing.

IF YOU'RE LIKE ME YOU PROBABLY
ENJOY SOME NOISE WHILE
YOU'RE TRYING TO FALL ASLEEP
SURE A LITTLE AMBIENCE FROM
A FAN OR THE CHIRPING OF
CRICKETS HELPS BUT I NEED
MORE THAN THAT MOST NIGHTS
I HAVE SOME MUSIC PLAYING
THROUGH MY PHONE. ULTRA-
QUIETLY AS I DRIFT INTO
DREAMLAND THE ONLY ISSUE
THERE IS THAT I HAVE TO BUILD
ENTIRE PLAYLISTS TO MAKE
SURE THE TRACKS I'M
STREAMING AREN'T PUMPING ME
UP IF ONLY WE HAD LULLABIES
FOR ADULTS? OH SPARROW
SLEEPS HAS US COVERED!

"Sparrow Sleeps"

(Personal Music Blog, May 2018)

*This excerpt is engaging and conversational, illustrating strong personal voice and humor ("...aren't pumping me up to the point of...fetal position and cry myself to sleep!" on the full text). The writer uses relatable scenarios ("if you're like me") and rhetorical questions ("If only we had lullabies for adults?!") to connect with readers. The enthusiasm ("OH, Sparrow Sleeps has us covered!") adds character. The style is informal but carefully written, showing that the author can adapt tone for blog writing and still maintain clarity and error-free prose - key skills for creative writing and copyediting.

IF IT WAS NOT ALREADY
OBVIOUS THE GREENWAY/UPPER
KIRBY AREA HAS BEEN THE
SUBJECT OF EXPLORATION
RECENTLY THE NEIGHBORHOOD
HOUSES A STRIP OF DELECTABLE
DINING EXPERIENCES ALL
LOCATED ALONG RICHMOND
AVENUE SEARCHING FOR A
SATISFYING ITALIAN MEAL LED
ME TO MIA BELLA TRATTORIA - A
CLASSY YET ACCESSIBLE DINING
EXPERIENCE ON RICHMOND NEAR
WESLAYAN THE LOCATION IS
EXPANSIVE WITH HIGH CEILINGS
A LARGE BAR EXTENSIVE
SEATING BOTH INSIDE AND OUT
AS WELL AS A LARGE KITCHEN
VISIBLE TO GUESTS

Mia Bella Trattoria
(Houston TREND, June 2018)

*This passage showcases vivid, descriptive language and strong narrative setup. The writer sets the scene (a "strip of delectable dining experiences") and introduces the restaurant with adjectives ("classy, yet accessible"). The details (high ceilings, large bar, visible kitchen) bring the setting to life. The tone is confident and knowledgeable, indicating a well-edited final product. These are qualities of good copywriting - painting an appealing picture for the reader - and proofreading (everything reads smoothly and clearly).

SITTING AROUND TRYING TO
DECIDE WHAT KIND OF FOOD YOU
ARE IN THE MOOD FOR IS ALWAYS A
CHORE

FUSION RESTAURANTS THAT
COMBINE CULTURES ARE USUALLY A
GOOD WAY TO SETTLE THINGS,
EVEN BETTER ARE COMBINATION
RESTAURANTS LIKE COWBOYS &

INDIANS TEX-IN KITCHEN THE
UNASSUMING EATERY IS LOCATED
ON TAFT IN WHAT COULD BE
CONSIDERED MONTROSE/

MIDTOWN/FOURTH WARD PAIRING
INDIAN FAVORITES WITH
SOUTHERN ESSENTIALS THIS
RESTAURANT IS A PERFECT PLACE
TO GET A VARIETY OF EATS TO
TRY OUT

Cowboys & Indians Tex-In Kitchen (Houston TREND, April 2018)

*This excerpt demonstrates engaging journalistic style and strong descriptive skill. It opens with a relatable problem ("deciding what kind of food...is always a chore"), then offers a solution (the fusion restaurant). The tone is conversational yet informative, with vivid details like location and cuisine. The sentence structure varies (a question, a semicolon, a descriptive clause), keeping the reader interested. Such writing shows skill in creative feature writing, attention to flow, and careful editing (no grammatical issues), which are valuable for both editorial copy and proofreading roles.

THEIRS IS A STORY THAT IS
DIFFICULT TO CAPTURE IN
WORDS IT HAS LAUGHTER
TEARS AND AN ABUNDANCE OF
LOVE IT IS A STORY THAT
HAS ALREADY SPANNED NEARLY
A THIRD OF THEIR LIVES
THINK ABOUT THAT FOR A
MOMENT — A THIRD OF YOUR
LIVES YOU'VE SPENT
TOGETHER

Wedding Ceremony 2 (Personal Delivery)

* This passage highlights the ability to make personal, impactful statements. The repetition of "story" and the rhetorical prompt ("Think about that for a moment") are effective copywriting techniques that engage the audience. The tone is heartfelt and reflective, showing narrative skill in emphasizing the couple's journey. The language is clear and polished, demonstrating strong proofreading. Overall, it showcases creative writing skill in a formal context, using economy of words to evoke emotion and perspective.

I WOULD ALSO LIKE TO
ACKNOWLEDGE THOSE THAT
COULDN'T BE HERE WITH US
TODAY - THOSE THAT WE MAY
HAVE LOST THOUGH LOST IS
NOT THE RIGHT TERM TO USE
HERE I'LL PARAPHRASE ONE OF
MY FAVORITE QUOTES BY
AUTHOR JONATHAN SAFRAN
FOER. EVERYTHING IS
ILLUMINATED IN THE LIGHT
OF THE PAST
IT IS ALWAYS ALONGSIDE US
ON THE INSIDE. LOOKING
OUT. IN THAT WAY, THOSE WE
LOVE WILL ALWAYS BE
ALONGSIDE US AND ARE HERE
WITH US TODAY.

Custom Wedding Ceremony (Personal Delivery)

*This excerpt was chosen for its warm, inclusive tone and eloquent phrasing, which are hallmarks of strong creative writing. The use of a literary quote ("everything is illuminated in the light of the past") adds depth and shows confidence in blending sources. The writer's voice is compassionate and polished, demonstrating careful proofreading (no errors or awkward phrasing) and the ability to craft memorable, emotionally resonant lines. This kind of voice and attention to language would be effective in copywriting contexts that require empathy and literary flair.