Conceived concept for "Learn & Earn" program.

Wrote all content for Learn Tax Preparation section.

Screened and recommended all video clips.

Streamlined and reorganized all course offerings and descriptions.

Recommended new navigation in IA (Information Architecture) phase.

Wrote all content for Franchise Sales section.

Crafted all benefits statements for Franchise business

Created kiosk promo for Jackson Hewitt and Walmart websites.