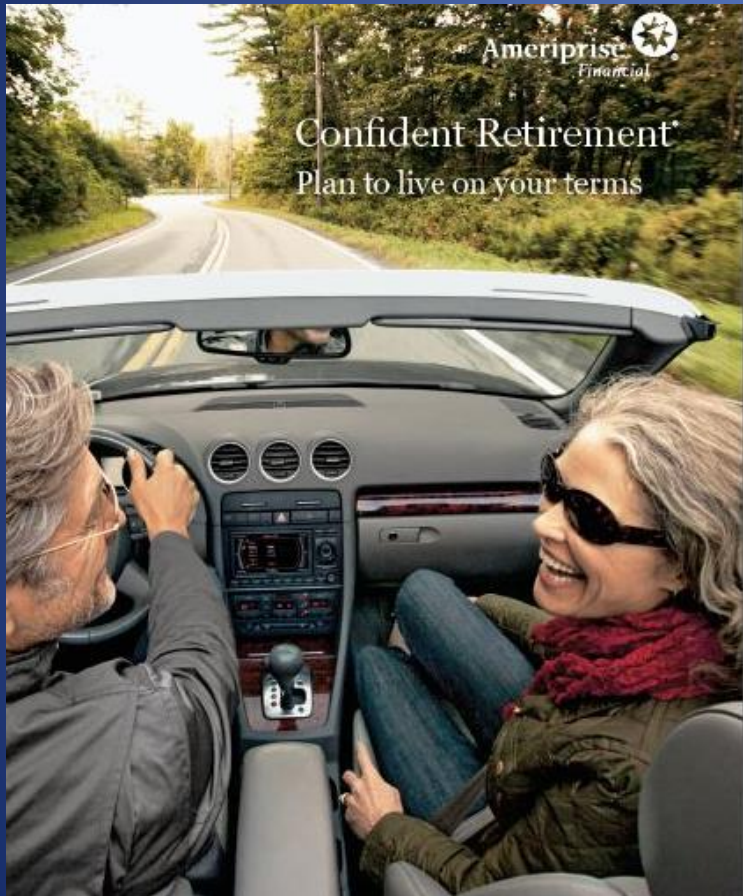


My Ameriprise Portfolio

Melissa Winter
Marketing & Interactive Copywriter

Dec. 2013

The Confident Retirement Rewrite



- Wrote/edited main consumer retirement brochure
- Managed project from start to finish
- Edited copy to fit the Ameriprise brand
- Incorporated consultant-to-CEO Frank Luntz additions
- Obtained approvals from leadership

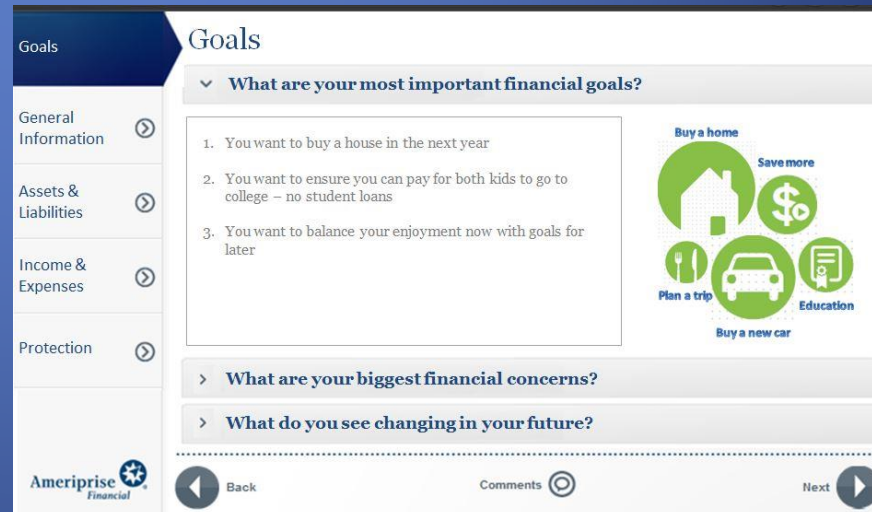
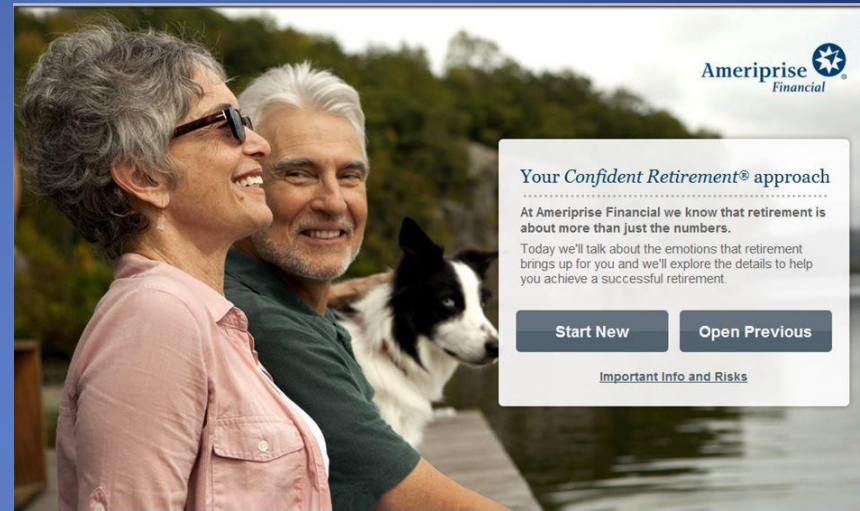
Wealth Services Brochure

- Wrote and edited new consumer brochure for wealth service clients
- Collaborated with VP of Content and VP of Marketing for branding and copy must-haves
- Arranged approvals for each section and routed to appropriate leadership
- Worked with England-based ad agency on layout and design



Premier Retirement Guide

- Wrote copy for advisor online retirement tool
- Managed documentation and conceptual page wireframes
- Made recommendations for enhancements for online tool usability
- Collaborated with interactive agency and marketing directors for branding and messaging



Retirement Discussion Guide

Wrote and edited new discussion guide for advisors to combine with retirement brochures for clients

Advisors walk clients through this easy-to-understand guide



Your Ameriprise Financial advisor and you:

Let's figure this out together

A guide to planning for a more confident future

Prepared for _____ Prepared by _____ Date _____

Facebook Posts for Company Facebook Page

Retirement:

How much would you save if you skipped your latte and put the cost into a 401K?

What do you see yourself doing when you retire?

What hobbies do your retired grandparents enjoy?

Would you rather have a latte every day? Or \$0000 saved for your future?

What are you doing to keep growing in your career?

Healthcare/well-being as you age

Is work/life balance possible?

What's your favorite keep-in-shape activity?

What activity helps retain bone density as we age:

What do you do to stay fit for a lifetime?

Seasonal/holiday

How much do you spend on holiday gift-giving?

How much do you spend per person, for a holiday gift?

If you could have any material gift, what would it be?

Personal finance

What is on your financial to-do list?

How much would you save if you skipped your latte twice a week over 5 years?

What financial decision are you putting off?

Marriage and finances

What do you and your partner disagree about financially?

Small business

If you were to start your own business, what would it be?

Jobs

If you could have any job in the world, what would it be?

If you could switch career fields, what would you do?



Social Media Articles of Interest

15 Templates to take your posts from ordinary to extraordinary:

http://www.linkedin.com/groups/15-fantastic-free-templates-take-66325.S.5808952150046289921?view=&gid=66325&type=member&item=5808952150046289921&trk=EML_anet_mc_pst_title

Why Use Social Media?

http://www.strategies-express.co.uk/use-social-media-5-questions-answers-convince-put-away-quill-ink-2/?goback=%2Egde_66325_member_5805953639449141251#%21



Ameriprise Financial

Liked · January 9

What car will you drive on the road to retirement?

Like · Comment · Share

1,105 people like this.

63 shares

View previous comments

5 of 144



Billy Shely Only the best something that the government did not bail out FORD

January 28 at 6:08am · Like · 1



John Touri At this rate... A Yugo...

January 28 at 7:58am · Like



Kirby Sides Small R.V. and tow a Wrangler Jeep !!

January 28 at 11:27am · Like



Fatts Burch A Challenger...lol

January 28 at 12:24pm · Like



Robin L Bagwell Either a 2-seater convertible or a 1969 Camaro SS!

January 28 at 12:36pm · Like



Write a comment...

Facebook Post for April 2014