

Cali A. Thompson

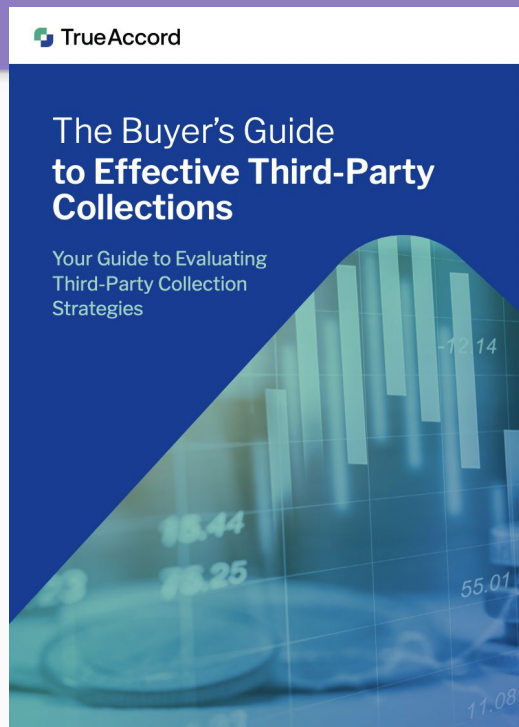
Content & Marketing Campaigns

Samples & Examples

Campaigns, Rebrands, & Content Transformations

- Marketing Campaign - TrueAccord & Retain
- Messaging Evolution: Merger, Rebrand, GTM Strategy - Hostway & Ntirety
- Content Transformation - Hosting & Hostway

Writing Samples: eBooks



No one likes to talk about charged-off accounts, but if you're looking to recoup more, it's time to start talking. Get the conversation started with "The Buyer's Guide to Effective Third-Party Collections."

[Read here»»](#)

Cybersecurity Playbook



The comprehensive playbook for the Five Aspects of Compliant Cybersecurity.

[Read here»»](#)

Writing Samples: Case Studies



Subprime Lender Recovers
\$870,000 Monthly

Retain 2024

[Read here »»](#)



Healthcare Software Firm
Achieves HIPAA Compliance

Ntirety 2021

[Read here »»](#)



Leading Telecoms See Up To
35% Liquidation Increase

TrueAccord 2023

[Read here »»](#)

Writing Samples: Blogs

Balancing Compliance and Consumer Experience in Digital Debt Collection
Best Practices to Navigate the 2025 Landscape



Balancing Compliance and
Consumer Experience in
Digital Debt Collection

TrueAccord 2025

[Read here »»](#)

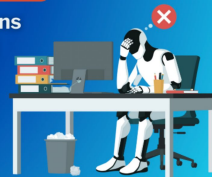


The Selfie Project
Juggle 2023

[Read here »»](#)

**Don't Let Tech Fads
Turn Into Tech Debts**

How Retain's SaaS Solutions
Helps Businesses Avoid
Advanced Technology
Pitfalls



Don't Let Tech Fads Turn
Into Tech Debts

Retain 2025

[Read here »»](#)

Graphic Design Samples



A poster for Laché Movement Co. featuring a blue header with five white icons representing different activities: Aerial Arts, Pole, Parkour, Youth, and Parties. The text reads: "Join us at Laché Aerial Arts | Pole | Parkour | Youth | Parties". Below this is a section titled "Our Classes" with a list of activities: Silks, Lyra, Trapeze, Hammock, Pole, Tumbling, Parkour, Acroyoga, Flexibility, and Youth. There is a QR code and a call to action: "Come hang out! Scan here to sign up for your first class, view our pricing, & more." The bottom of the poster includes the website "lachemove.com", phone number "512-662-1483", and address "8868 Research Blvd #701 Austin, TX 78758".

A poster for Hostway/HOSTING titled "Data Harmonization in the Cloud". It features a purple and orange color scheme with a cloud graphic. The text reads: "Data harmonization enables easier team collaborations and faster discoveries by compiling information in a more unified format. Ultimately, harmonizing different data sources and platforms delivers better visibility and greater insights. Made possible by cloud-based solutions, data harmonization in healthcare can be achieved with these techniques: Clinical Entity Extraction, Terminology Unification, Unit Alignment, Field Mapping, and Data Harmonization." The bottom of the poster includes the text "Striving for better collaboration and breakthroughs?" and a call to action: "Schedule your consultation by visiting us at www.hostway.com or calling 866-4667-8929".

Social Media Samples

