

## HP PHS WW Marketing examples

Messaging and content creation for web content, etail/retail toolkits, data sheets, and other collateral.

- [Example of app web content on hp.com:](#)
  - Developed content for page with marketing manager
  - Includes headlines, short copy, explanations, feature highlights, FAQs
- [Example of product web content on HP store:](#)
  - Developed content that's leveraged for "Features" tab
  - Includes product headline and KSP headlines/short copy
- [Example of etail toolkit and internal marketing playbook messaging:](#)
  - Worked with etail team to develop bullets in "About this product" section
  - Developed content that's leveraged for BTL copy, including carousel content
  - Developed content that's leveraged for "Specification Sheet" PDF