

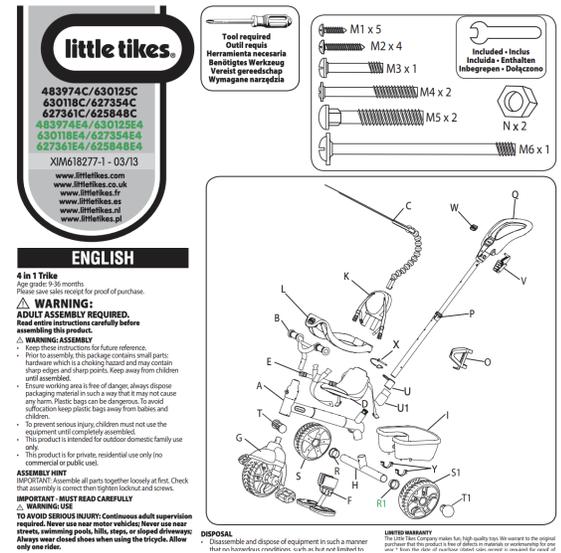
Heather Navarro's Portfolio

Technical Copywriting

In my role as technical copywriter at MGA Entertainment, a toy company that brought products the world like Little Tikes, Bratz dolls, LOL Surprise and more, I was faced with a unique challenge: making technical jargon understandable for parents of anxious children.

I'd meet with designers, engineers, brand copywriters, and more discussing the creation of a product from prototype to completion, meeting with stakeholders at every stop, to ensure clear, concise, and catchy copy that will lead users through building products at home.

Example: A toy designer created a trike, or toddler bike. I took all pieces, laid them all out as a user, and began the process of putting the house together. I'd photograph each step, troubleshoot issues as they'd occur -- like the designer creating a sunshade midway through the process. It was up to me to figure out when and where in the building process I could add this sunshade into the instructions for the best user experience.



Example of instruction manual. It has gone through many iterations since I departed the company.

Editorial Across Platforms

As an editorial manager with years of experience, I've had to learn how to shift my brand voice from broadcast style, to digital writing, to social writing, to promotional writing, to digital promotional writing. I'd create and adhere to style guides. This takes a great deal of versatility and it takes skill to write clearly and concisely for different platforms, understanding how a person will absorb the information in each scenario.

Example: I can take an on-air report's script, written for the ear (because most people are doing something else, walking around the house with the TV on when local news is playing), and I convert that to copy written for the eye -- digital audiences. From writing YouTube captions, to mobile push alerts, to a full blown article, and promotional copy to go with a Facebook post, each platform takes an understanding of how to adapt the copy for each user.

Each platform has its own voice, and clear writing is essential. See next page for images.

Digital Article

Instagram Post

Push Alert