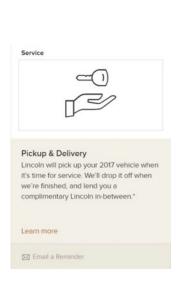


Lincoln Owner Site: Campaign Pages, Tout Copy, and Support Articles.







Lincoln projects often included:

- Working with Creative and UX teams to develop copy for touts, interactive/functional flows, other site elements.
- Writing campaign landing pages, support articles to reflect Lincoln's brand and tone.
- Managing client and legal edits, final approvals.
- Working with other vendors and SMEs to ensure articles were technically sound while adhering to editorial standards and style.

Since URLs can come and go, full samples available upon request.