

# Why Wordsmithie?

Since our founding in 2010, we've held true to our mission to help brands craft and design content that shines. What's in our secret sauce? We are...

## Quality-driven

Our brand chameleons get inside your head at lightning speed to understand what makes your brand tick. And our top-notch editorial team makes sure nothing goes out the door without a rigorous review.

## Experienced

Founded by one of Google's first content strategists, Wordsmithie's circle includes marketing, strategy, comms, and design experts, including published authors, e-learning specialists, two Emmy winners, and even a Jeopardy Champion of Champions.

## Nimble

Whether you need spur-of-the-moment creative or ongoing support, Wordsmithie is ready to walk by your side. We spin up experienced teams quickly to help you navigate shifting requirements, multiple stakeholders, and tight turnarounds.

## Wordsmithie:

Consistently trusted and verifiably loved.



"Our 'State of Audio' guide is a success (thanks to you) as both a brand-building and lead-generation tool. This one content marketing campaign now accounts for 17% of our entire subscriber community. Thanks for being such fabulous partners."  
—Karen Weber  
Senior PMM, Digital, Audacy

## Streamlined

Fully distributed with talent located around the US and Western Europe, Wordsmithie makes magic without layers of traditional agency bureaucracy—giving you a bigger bang for your buck. You'll partner directly with a dedicated project manager and creative team.

## Dedicated

You'll rest easy thanks to our team's extensive, first-hand experience from the trenches to the executive suite. Having lived your challenges, we're committed to getting the job done well for you from day one.

## Frictionless

We meet challenges with open minds and an uplifting vibe. We provide a smooth collaboration process that's intuitive and focused on delivering what you need when you need it.

## Inclusive

Embracing the broadest range of ideas, identities, and experiences is not just something we do: It's who we are. Wordsmithie is committed to representing an expansive worldview and fostering relationships by helping audiences see their reflection in your brand.

## We're here for you

Visit [www.wordsmithie.com](http://www.wordsmithie.com) or email our CEO at [laura@wordsmithie.com](mailto:laura@wordsmithie.com) to learn more.