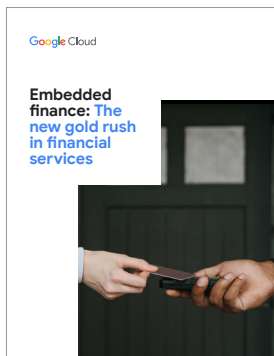


# Wordsmithie

## helps Financial Service brands share their stories far and wide

Founded in 2010 by one of Google's first content strategists, Wordsmithie helps financial services brands and fintech businesses tell their stories to prospects, customers, and stakeholders around the globe. Our team of writers, editors, strategists, and designers have supported an array of well-known companies and products including Coinbase, Index, NASDAQ Private Market, Stripe, Square, Evolution Capital Partners, Google Payments, and others.

A WBENC-certified woman-owned business that was born distributed, our team spans the U.S. and Western Europe to support clients across multiple regions and time zones.



"From the word 'go,' Wordsmithie's creativity, experience and passion for our project elevated us to a higher level of inspired performance."

—Jeffrey Kadlic, Founding Partner, Evolution Capital Partners

### Our services include:

- Content creation (blogging, case studies, e-books, emails, feature articles, support content, one-sheets, naming, taglines, social media, websites, brochures, etc.)
- Copy editing and proofreading
- Content and brand strategy
- DEI marketing
- FAQs and help centers
- Internal marketing support (comm docs, creative briefs, etc.)
- Speech writing and executive talking points
- UI/UX strategy and copywriting
- Video and radio scripts
- Brand design (logos and icons)
- Deck design and clean-up
- Print layout, graphics, and templates

### 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.

Brands our team has supported include:

coinbase



Google Pay

Google Wallet



Square

stripe



Wordsmithie  
Because you have a lot to say

# 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

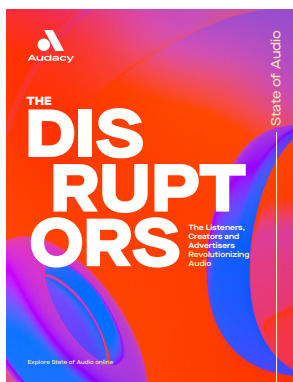
Founded by one of Google's first content strategists, Wordsmithie's circle includes marketing, strategy, comms, and design experts, including published authors, e-learning specialists, two Emmy winners, and even a Jeopardy Champion of Champions.

## 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.