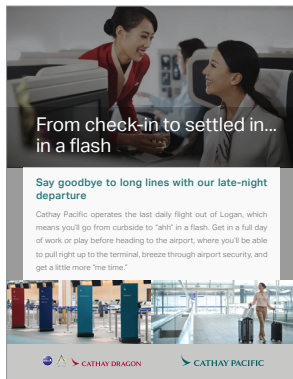


Wordsmithie

helps Travel & Hospitality brands share their stories far and wide

Founded in 2010 by Laura Bergheim, a travel writer and spokesperson (who was also one of Google's first content strategists), Wordsmithie is known for our seasoned leaders, writers, editors, and designers. Our team has supported travel and hospitality brands such as AAA, Google Travel, Cathay Pacific Airways, Fodor's Travel, Rand McNally, Square for Restaurants, Zagat, and others.

A WBENC-certified woman-owned business that was born distributed, we span the U.S. and Western Europe, supporting clients in multiple regions and time zones.



Wordsmithie partnered with Cathay Pacific on sales collateral, sustainability messaging, regional branding, and joint promotions.

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, email, and brand strategy
- Content design
- DEI sensitivity review
- Executive communications
- Internal marketing support (comm docs, creative briefs, etc.)
- Speech and script writing
- Brand design (logos and icons)
- Print layout, graphics, and templates
- Deck design and clean-up

Ready for takeoff?

Visit www.wordsmithie.com or email our CEO at laura@wordsmithie.com to learn more.

Brands our team has supported include:



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

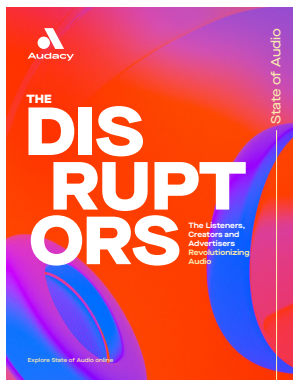
Founded by one of Google's first content strategists, Wordsmithie's circle includes marketing, strategy, comms, and design experts, including published authors, e-learning specialists, two Emmy winners, and even a Jeopardy Champion of Champions.

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 or email our CEO at laura@wordsmithie.com to learn more.