

Creative Copywriting

Editorial

Social Copy

Ad Hoc

Portfolio:

1. Graphic Design
2. Copywriting & Editorial
3. Digital Production

Tom Glassey

Since 2017, I've written:

- Live music reviews from the Brisbane underground;
- Editorial content from the Canberra Press Gallery;
- Media releases, social content, and speeches from the campaign trail;
- Brand content from agency land and as a freelancer; and
 - Much more.

World Vision



I worked with **World Vision** on two campaigns during my time as copywriter at **Love + Money**. Both campaigns (the Christmas campaign & the Ukraine campaign) involved extensive research of primary accounts from peoples affected by famine and war.

The final deliverable was a series of short-form ads, longform essays, blog posts, and videos.

While the text-based content was used internally, the [final video centered around my script](#) can be found [here](#).

Quitelike

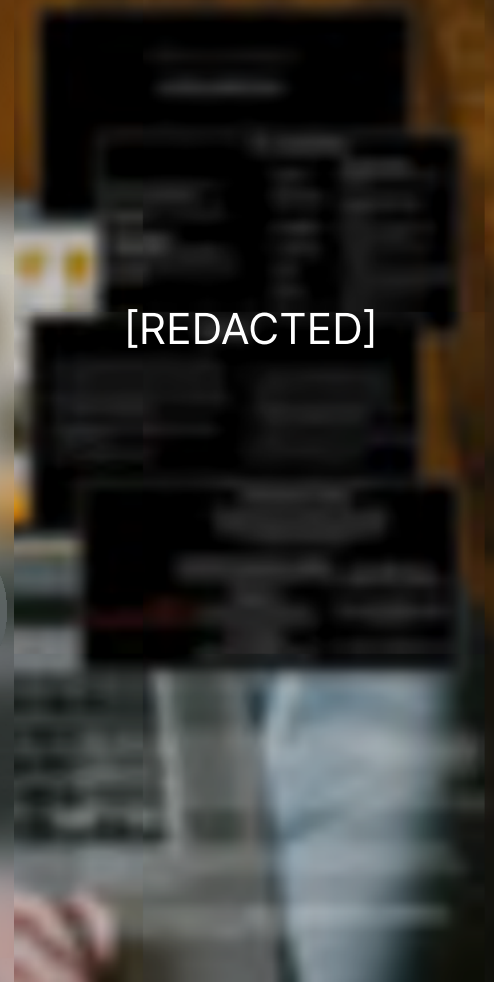


When **Coles** decided to enter the food delivery market with **Quitelike**, **Love+Money** was engaged to build their brand from the ground up.

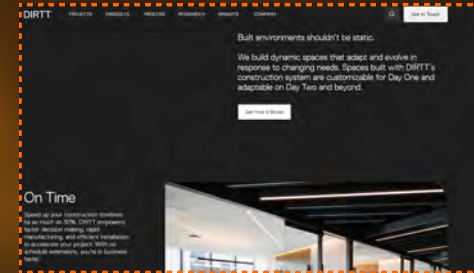
I was involved in shipping the **Tone of Voice** document, as part of a wider digital tool kit. Leveraging and contributing to the brand strategy journey, this document informed subsequent copy.

While the ToV document was for internal use only, I contributed considerably to the full-page copy of the website [available here](#).

asca.



DIRTT



Working with **DIRTT** was an excellent example of **Love+Money's** hyper-collaborative approach to delivery: both client and agency working shoulder-to-shoulder in Figma.

Beyond the information architecture and subsequent web experience, we developed a systems-based approach to their brand. The verbal aspect of which was an **extensive taxonomy** of platforms, systems, and products and the appropriate language choices within those relationships. It was easily one of the most comprehensive verbal guideline documents I've ever seen.

While the taxonomy was an internal document, I contributed considerably to the full-page copy of the website [available here](#).

RiotAct

Kim4 Canberra

Peers2 Peers

The Property Collective

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 www.thepropertycollective.com.au
 88 Daves Street
 Kingston ACT 2604

The Property Collective has established itself in the Canberra region by challenging and reimagining the role of a real estate agency. [Their modern approach to managing selling and buying property](#) has earned them reviews from "beyond professional" to "simply brilliant".

The 20-plus team at The Property Collective is led by Hannah Gill and Will Honey, with thirty years of expertise in property markets between them. The Property Collective was founded in December 2020, created to further a passion for [long-term industry change](#), and combines traditional experience with an innovative approach to providing for their customers.

Two years on, The Property Collective has successfully implemented several [service guarantees](#) that few other agencies can boast: covering rent payments for lessors if their tenants fail to pay, zero agency exit fees, and a steadfast commitment to responding to all client communications.

They're also changing the maintenance game. While clients with the Property Collective do get access to effective reactive maintenance, they have an advanced approach to and focus on proactive inspections, informed by their comprehensive knowledge of what an inspector needs to be looking out for. You can read more about exactly what's involved in "levelling up" your maintenance program [here](#).

The marriage of the traditional and the cutting-edge has earned The Property Collective over 300 Google reviews, all four stars or higher. If you're looking for an agent you'll always be able to reach, The Property Collective's service guarantees and dedicated Relationship Managers set them apart from other agencies. If you want to see more of The Property Collective's unique offerings, check out their website, or go one step further and try their free [Investment Property Health Check](#).

Victoria Rutherford wrote on Google, "After years of searching for the right property we have definitely experienced our fair share of real estate agents. It was refreshing and such a wonderful experience to buy our first investment property from Lauren. She was always happy, knowledgeable, easy to work with and quickly assisted us with everything we needed. Would 100% recommend Lauren and The Property Collective!"

Posted by u/Kim4Canberra 1 year ago

AMA - Hi, I'm Senate Candidate Kim Rubenstein and I'd love to hear your questions from 6pm!

[AMA](#)

Hi r/Canberra!

[u/Kim4Canberra](#) here, and as some of you may know, I'm running for the Senate at the readily approaching election.

Since announcing my candidacy in August, my main focus has been talking to as many Canberrans as possible. During the pandemic it was via zoom, and now it's in the cafes and town halls across the capital. In fact, I just got back from the Norfolk Island talking to our constituents across the Pacific.

It's by finding out what matters to Canberrans that I've developed my policy platform, and the plan is to serve as a direct voice to Parliament if elected. I won't work for a party, I'll work for you.

So to that end, I was thrilled to be invited to participate in this AMA.

I'm a law professor, human rights advocate, mum, and a proud Canberran — so I'm happy to talk to any of these areas, or really anything you'd like to!

Also, if we don't get to your question tonight, feel free to get in contact via my [website!](#)

94 Comments Award Share Save

A peculiar highlight of working for **Kim Rubenstein** in the lead up to the 2022 election was managing her Reddit AMA.

Over the course of an hour, my team fielded questions from the public, then drafted and triaged responses which met Kim's tone and policy agenda. It was a high-paced, truly collaborative, and memorable experience.

The forum has been closed, but is still live [here](#).

thepeersproject THE FINAL EPISODE OF THE LONDON PODCAST TOUR — NOW LIVE!

Burnout. It's the risk every entrepreneur takes on. But for @weareus founder Josephine Liang, the post-Covid respite presents an opportunity to review, learn, and socially grow.

This episode of Peers2Peers, powered by @flughy, Josephine talks about founding a sustainable business, the failures along the way, and the lessons learned.

Sustainability is important to your enterprise, check out the link in bio.

thepeersproject Some podcasting myths:

- Everything has already been said.
- No-one will care about your show.
- You need a massive following in order to get birth download and sponsorship.

We've heard it all! Before and we're here to bust those myths, peers.

In our free online podcasting course you'll learn the BEST ways to get that podcast out of your brain and into the ears of your dream audience.

We'll share our mistakes (yes, we've made a few) and crack some good myths so you can launch your podcast... with confidence.

thepeersproject Hey Peers, remember to check out the London Podcast Tour (link in bio), if you're interested in:

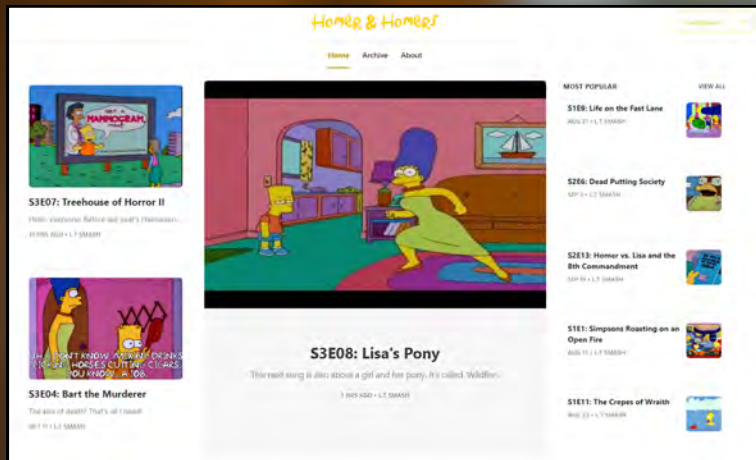
- Taking pride in your wins with Stefanie Sword-Williams of @stefanyhumble
- Knowing you are enough with Dr Ope Adegbulu of @omololajewellery
- The importance of experimentation with Doone Roisin of @femalestartups: or
- The challenges of sustainable growth with Joseph Liang of @weareus.

Canberra Times



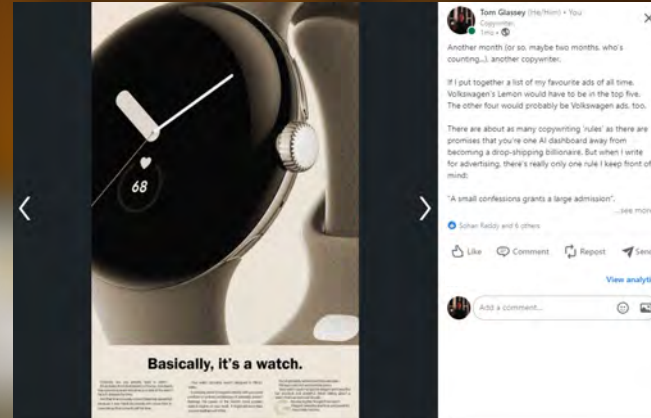
[Read the full article here.](#)

Homer + Homers



[Homer + Homers](#)

LinkedIn



PAIN IS NOT PLEASANT
and should be avoided whenever possible. "Whenever possible" here means the state of having Panadol products readily available.

Within reason, Panadol products stop pain. If your arm is removed by a threshing machine or you find yourself impaled upon a harpoon, they'd be the first to recommend alternative treatment.

But for managing a fever or backpain, or as an alternative to experiencing a headache, the scientific compound paracetamol will effectively suffice. What is the difference between paracetamol and Panadol? Paracetamol is how they make it, Panadol is how you take it.

PANADOL

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