

WRITING
EDITING
PROOFREADING
BRAND
JOURNALISM
CONTENT
STRATEGY
MANAGEMENT

RB Editing & Writing LLC

puts our journalism
experience and
business expertise
to work helping
corporations, nonprofits,
economic development
organizations and
educational institutions
share ideas, insights
and information
across media.



RB Editing & Writing

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► Core **Capabilities**

- Editing, proofreading and writing business communications of all types
- Print and digital publication management, editing, writing, production and management – including digital magazines and HTML newsletters
- Proofreading and editing employee and compliance manuals
- Blog writing and editing
- Ghostwriting industry articles
- Proofreading and editing grant proposals
- Website writing and editing
- Turning academic or scientific research into business-friendly insights
- K-12 independent schools communication with alumni and parents
- University/college communication with external constituencies

► Why **Work With Us**

- Supplement your in-house or agency communications team with experienced, flexible writers and editors.
- Led by an editor and writer with more than 25 years of experience in journalism, corporate communications, content strategy and creation, public relations, and alumni communications.
- We ensure engagement with your target audience through an understanding of your industry, your market and your business strategy.
- Our group of writers and editors – all with journalism backgrounds – means we have the right expert to get your message across.
- Writers, editors, proofreaders and fact checkers all under a single management umbrella.
- Quick turnaround is available when needed.
- We are tech-savvy.

▶ Past Performance

Service: Designed, conceived, planned, edited, wrote, produced and published twice-a-year print magazine and magazine website for University of Miami Herbert Business School. Magazine circulated to 45,000+ alumni, staff, donors, students and local business community.

Results: School increased engagement with all of its constituencies – both internal and external – and increased awareness of its expertise and through leadership in the business community.

Service: Ghostwrote dozens of industry articles and blogs for professional services firm Kaufman Rossin.

Results: The firm was able to execute its content-focused strategy, showing its expertise to potential clients and leading existing clients to expand their scope of services.

Service: Curated content for, designed and wrote monthly Business Intelligence Report HTML newsletters for Florida State Minority Supplier Development Council.

Results: Council was able to offer an additional service for its “Premium Subscribers” and members, thereby increasing its value to constituents.

Service: Planned, hired and supervised writers for, edited and oversaw design for Splendid magazine, the in-room publication for InterContinental Hotels Group Latin America/ Caribbean.

Results: IHG enabled its franchisees to offer an added value for guests, as well as a publication that could be used in marketing the company’s destinations.

▶ Company Data

- 12-year old company
- Global reach
- Hundreds of articles and blog posts written and edited
- Thousands of documents, books and websites edited and written
- Certified Women’s Business Enterprise
- Certified Women-Owned Small Business
- DUNS: 849813089
- NAICS Codes: 561410, 541990, 541820, 711510

▶ Key Clients

UNIVERSITY
OF MIAMI



Florida Trend
FLORIDA'S BUSINESS AUTHORITY



Florida State
Minority Supplier
Development Council



GulliverPrep

KAUFMAN | ROSSIN

Jackson
HEALTH SYSTEM

tapestry
NETWORKS

