

# ABOUT HRM COMMUNICATIONS *A global copywriting firm that delivers results.*

Heather@heathermartin.org \* 551-208-6979 \* HRMCommunications.com



**HRM**  
COMMUNICATIONS

## A fresh approach to copywriting.

Team up with HRM Communications for a meticulous and creative approach to writing.

hrmcommunications.com

Across the U.S. from Los Angeles to N.Y., and globally from Europe to Taiwan, we provide writing services that drive measurable outcomes for global organizations.

HRM Communications provides excellence in communications with copywriting, content writing, editing, and creative ideas that help you engage, educate, and connect with your audience and ideal customer.

## CAPABILITIES

### BLOGS/ARTICLES:

Targeted content for thought leadership, lead generation, solution selling, and more.

### SOCIAL MEDIA COPY

Educate and engage core audiences with custom copy.

### SEO COPYWRITING

Optimize all content and channels for better search results.

### CONTENT COLLABORATION

SMEs, stakeholders, and creative team to drive content production.

### EGUIDES/PAPERS

Educational content that conveys your expertise in the market and generates leads.

## PAST PERFORMANCE

### LONG-TERM BLOG PRODUCTION

Coordinate with SMEs to plan, edit and post four blogs each week for global leader, Hikvision USA, including coordination with the creative team. Hikvision blogs get up to 8,000 views per month.

### CYBERSECURITY SEO & THOUGHT LEADERSHIP

Work with the global public relations, government relations and cybersecurity teams at Hikvision on content, including SEO.

### LINKEDIN BRAND AWARENESS CAMPAIGN

Planned, wrote, and posted firm's LinkedIn content for specialty contractor EAI that works with leading GCs such as Skanska. Posts led to a 59% growth in search appearances and a 43% increase in post impressions over a 30-day period. Plus a campaign achieved 32K impressions for a high-profile project.

## DIFFERENTIATORS

We are driven by our core values: responsive customer service, high-quality copy, and delivery on time, every time.

### MARKET POSITION

We believe it's important to develop content based on your audience and competitive advantage for maximum impact.

### DETAILED, PROCESS-ORIENTED

Planning, writing, and posting content routinely requires meticulous attention to detail and efficient process management.

### WIDE RANGE OF VERTICALS

Adept in technology, software, government, public relations, product manufacturing, construction, and more.

## COMPANY INFO

HRM Communications, LLC.  
Northwest Arkansas  
HRMCommunications.com

### Contact:

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## NAICS CODES

711500- Independent  
Writer, Copywriting,  
Content Writing  
541613 - Marketing  
Consulting Services  
541820 - Public Relations  
Agencies

## CERTIFICATIONS

WBE

