

TABLE OF CONTENTS

Sub-sections are bookmarked for easy navigation

2018 — Houzz

[Newsletter Subtitles](#)

[Product Data — Titles and Descriptions](#)

2019 — Houzz

[Newsletter Subtitles](#)

[Product Data — Titles and Descriptions](#)

Newsletter Subtitle Copy (2018)

FEATURED STYLE

The New Traditionalist

Understated furnishings and fresh fixtures prove that classic can be cool



Part of the Marketplace Copywriter role is to write original subtitles for bi-weekly Shop Houzz newsletters. In 80 characters or less, I am tasked with successfully generating interest around a variety of curated collections of new and on-sale home products. Each collection — or Buying Guide — features a specific theme (think Traditional Kitchen, Bar Stools, Vanity Lighting) that falls under a larger sale theme (think Semi-Annual Sale, Bathroom Sale).

The following are subtitle samples selected from hundreds written throughout the duration of 2018 that best demonstrate my ability to successfully take on the voice of the Houzz brand. Each Buying Guide title (**bolded**) is linked to the live collection on Houzz's website where you can see the published subtitle along with the products sold in that collection. Under each is my original subtitle.

[Highest-Rated Swivel Bar Stools](#)

Subtitle: Shop these swiveling seats for a design that turns heads

[Industrial Pendants and Chandeliers](#)

Subtitle: Strike the right balance of urban and chic with this collection of hanging lights

[Modern Bar Stools and Pendants](#)

Subtitle: Seats for a sleek kitchen design and lighting to show it all off

[The New Traditionalist](#)

Subtitle: Understated furnishings and fresh fixtures prove that classic can be cool

[Quintessential Midcentury Style](#)

Subtitle: Nail the midcentury look with these iconic furniture and decor picks

[Statement Tubs](#)

Subtitle: Shop styles that make a lasting impression in your design

[Guest Room Must-Haves](#)

Subtitle: Give guests a home away from home with these stylish bedroom essentials

[Modern Mountain Cabin](#)

Subtitle: Design an alpine-inspired space that's equal parts cozy and chic

[Holiday Rugs and Doormats](#)

Subtitle: Step into the season with these festive designs

[Year-End Sale: Dining Room](#)

Subtitle: Whip up a tasteful design with stylish pieces from this collection

[Outdoor Fire Pits and Cozy Accents](#)

Subtitle: Take your fireside chats up a degree with string lights, snuggly throws, drinkware and more

Product Data — Titles and Descriptions (2018)

Whitelabel project:

In Q2 of 2018, the copy team was pulled onto a special project spearheaded by our CEO to rebrand Houzz's 10,000 top-selling direct-channel products. These products were filed into one of five original Houzz "brands" (Brikk, Residence, Bay, Raw and Mod) based on style, and were each to be given original titles and descriptions by the copy team based on those brand themes. This project was our focus for the remainder of the year.

I was assigned two brands to write for: Brikk (pieces that fell under a "soft industrial" style) and Residence (classic, time-honored pieces). Below, I've compiled what I believe is my best original product copy for each of these brands.

Please note: In Q4 of 2018, many of the products we wrote content for had their titles replaced via algorithms by Houzz's engineering team, so the products below may look slightly different on their linked Houzz.com listings. Compiled here is my original data *before* the changes were implemented.

BRIKK

(Original brand description) — *Brikk recalls the spirit of our industrial past through the use of stylish, high-quality metalwork and vintage-inspired designs. Whether your home boasts a factory-forged look through and through or you are looking for a piece that adds a sophisticated edge to your space, Brikk has furnishings, fixtures and decor to amplify your design.*

[Vincent Vanity Fixture, 4-Light](#)



The Vincent looks good from every angle. With an exposed-bulb design and a striking forged-metal frame, this vanity fixture provides your washroom with useful light and hardworking character. Employ the Vincent for sharp industrial appeal in your space.

[Bowery Bar Stool](#)

Forged from reclaimed wood with a sturdy iron frame, the Bowery Bar Stool adds a stroke of rugged character to your kitchen island. Pair this hardworking seat with other urban elements for a coordinated look.



[Corona 2-Light Flush Mount](#)



The Corona flush mount is a high-impact fixture with a small footprint, perfect for your low-ceiling spaces. An open metal and glass frame allows a pair of Edison bulbs to shine without obstruction and shed a warm glow on surrounding surfaces. Highlight your penchant for chic industrial style with the Corona.

[Haviland Span Planter, 30"](#)

Simple, sleek and spartan — this is the Haviland Span Planter. This useful accessory provides a stark alternative to kitschy, over-the-top pots and planters that are at odds with your no-frills, utilitarian style. The Haviland is crafted from thick gauge, fully seam-welded Corten steel that is durable and weather-resistant. Employ this piece on your deck or high-rise balcony for an urban touch and a cool way to incorporate greenery into your design.



RESIDENCE

(Original brand description) — *Residence is the homeowner's go-to source for quality home furnishings with lasting style. Each piece marries sophisticated form and sound function, culminating to designs that can be used in the house for years. No matter your decorating style, Residence is committed to creating the pieces you need to bring your home to its fullest, most stylish potential.*

[Nightingale Nightstand](#)



Like the song of its namesake, the Nightingale Nightstand is beautiful, has depth and is hard to ignore. This stately bedside table is crafted from a mix of solid wood and veneer with a cherry finish, and features a pair of drawers to keep essentials at hand but stored neatly away. Its roomy top can be used to host frames, candles and other decorative extras. Antiqued hardware completes the look.

[Anita Chandelier](#)

Like the North Star of the home, the Anita Chandelier guides your space toward a bright and stylish design. This ceiling fixture features a chic, honed look with its geometric frame and antique gold finish, elevating the appeal of your dining room, breakfast nook or living room. Navigate your remodel with ease under the direction of the Anita.



Newsletter Subtitle Copy (2019)

BESTSELLERS

Velvet and Leather Bar Stools

Rich textures for an extra serving of style at your kitchen island or home bar



The following are subtitle samples selected from those written since the beginning of 2019 that best demonstrate my ability to successfully take on the voice of the Houzz brand. Each Buying Guide title (**bolded**) is linked to the live collection on Houzz's website where you can see the published subtitle along with the products sold in that collection. Under each title is my original subtitle.

[Velvet and Leather Bar Stools](#)

Subtitle: Rich textures for an extra serving of style at your kitchen island or home bar

[Marble-Top Vanities](#)

Subtitle: Top off your bathroom design with the luxurious look of marble

[Front Door Decor](#)

Subtitle: Invite style into your entryway with fashionable fixtures and accents

[Bestselling Bar Stool Sets](#)

Subtitle: Pair your countertops with a set that matches your style

[Farmhouse Products](#)

Subtitle: Cultivate a warm country feel in every room with these farmhouse favorites

[Timeless Products](#)

Subtitle: Shop classic silhouettes and elegant finishes for a design that lasts

[The Ultimate Double-Sink Vanity Sale](#)

Subtitle: Double up on storage, space and style

[Persian-Inspired Rugs](#)

Subtitle: Bring a world of style to your feet with these eye-catching designs

[Small and Large Appliances](#)

Subtitle: From the coffee maker to the range, find all your kitchen essentials here

[Whitewashed Wood and Nautical Themes](#)

Subtitle: Navigate these stylish picks to guide your home toward a chic coastal look

[Statement Tile and Bathtubs](#)

Subtitle: Shop stylish upgrades for a design that stands out

Product Data — Titles and Descriptions (2019)

At the start of 2019, the Copy Team stepped away from the Whitelabel project and returned to writing product descriptions for accounts that sold through Houzz's Direct Channel. As the lead Copywriter, I was tasked with writing for Houzz's private label products and top-selling products on Houzz's Marketplace added by Gold, Silver, Diamond, and Platinum vendors.

Below, I've compiled what I believe is my best original product copy for these top-tier accounts.

John Beck Steel



[Stick Wall Sconce](#)

Slim profile, big visual impact — this is the Stick Wall Sconce. This fixture does its job and stays out of the way, but not without first garnering a second glance. The Stick sconce is suitable for any design style, from mod to industrial.

[Ballistic Pendant](#)

Capture the cool, urban appeal of industrial design with help from the Ballistic Pendant. This truly one-of-a-kind fixture punctuates the empty space above your kitchen island, breakfast nook or entryway with an edgy, reclaimed feel that's sure to spark interest.

