



INBOUND MARKETING THAT GETS CUSTOMERS

Copywriting that sells!

THOUGHT LEADERSHIP ASSETS THAT BUILD
CREDIBILITY AND SHOWCASE EXPERTISE

MEDIA KIT

DIGITAL **CONFLUENCE** BE SEEN. BE HEARD. BE VALUED.
DIGITALCONFLUENCE.INFO

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WHY HIRE US

We help **businesses** amplify reach and engagement through relevant tailored content

SUPPORT WITH

- Developing a content marketing strategy
- Creating an authentic brand story
- Leading a relevant conversation
 - Amplifying reach
 - Fostering more engagement
 - Increasing visibility
- Building a targeted audience

HOW SUPPORT CAN BE PROVIDED

- Develop an editorial calendar
 - Build a series of narratives
 - Write articles
- Engage with your audience on LinkedIn through posts
 - Create corporate profiles
 - Develop website copy
- Expand on product or service descriptions
 - Develop social media posts
- Create digital products (such as courses and eBooks)

WHY HIRE US

We help **senior professionals** get noticed through strong and clear digital profiles and thought leadership

SUPPORT WITH

- Resume overhaul
- LinkedIn profile optimisation
- Writing a book
- Creating a series of articles or whitepapers
- Developing a digital product
- Managing your social media presence
- Increasing visibility and engagement on LinkedIn
- Building a targeted audience

HOW SUPPORT CAN BE PROVIDED

- A starter plan for developing articles
- Ghostwriting articles, posts or books
- Optimised LinkedIn profile
- Develop an editorial calendar
- Audit and review of resume

SERVICES

EDITING

Check structure and flow | Improve accuracy and readability
Review grammar and spelling | Jargon-free English

WHITE-LABEL CONTENT

Article or blog writing | Infographics | Social Media
Conduct interviews with thought leaders
Customer testimonials | Website copy
Marketing collateral

BUILDING AUDIENCE ON LINKEDIN

Audience identification and messaging
Engagement | Network growth
LinkedIn profile optimisation

SERVICES

COMMUNICATION

Speech-writing
Video script
Press release
Awards submission
Tender submission

WORKSHOPS | WEBINARS

Panel moderation
Webinar presenter | Workshop facilitator

DIGITAL PRODUCTS

Case study development
Ghostwriting (non fiction, memoir, service offering)
Book or chapter writing



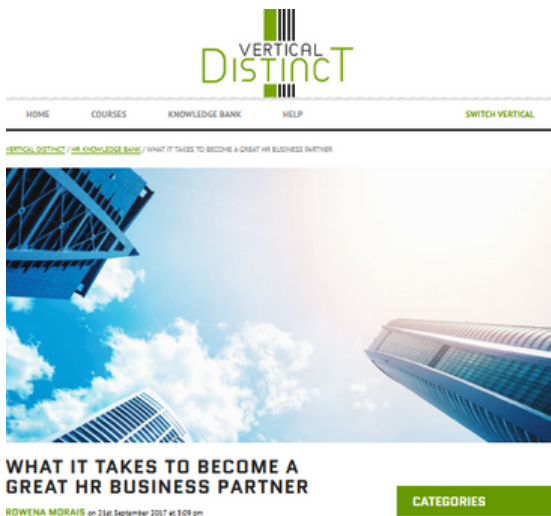
Satisfaction Guarantee

We will help you achieve the results that we agree upon. In the unlikely event that we do not, we will continue to work with you until you are completely satisfied with the result.

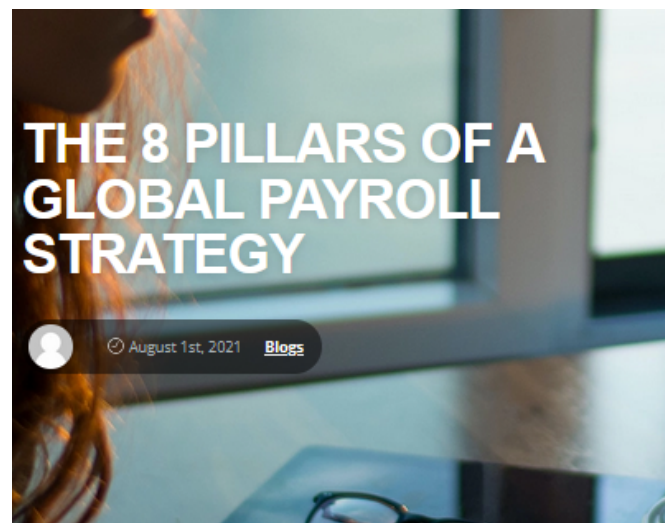


ARTICLES

PORTFOLIO SNAPSHOT



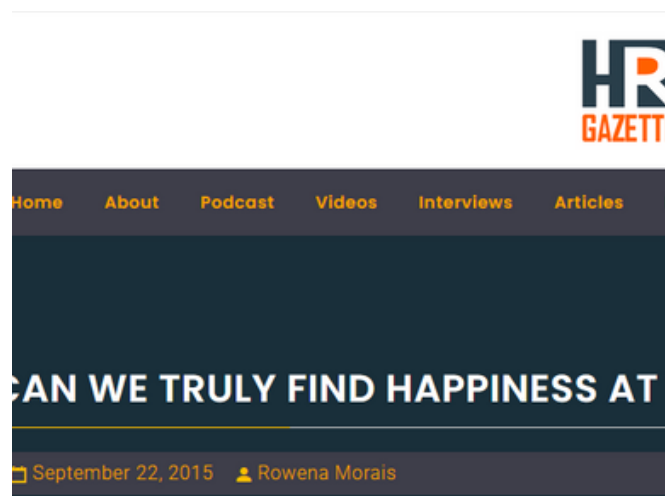
What It Takes To Become a Great HR Business Partner - Article series published @Vertical Distinct



The 8 Pillars of A Global Payroll Strategy - Blog post published @Mercans



Is Your LinkedIn Headline Hurting Your Career Opportunities? - Article published @Project Displaced



Can We Truly Find Happiness at Work? - Article published @HR Gazette




COMPLIMENTARY RESOURCES

PORTFOLIO SNAPSHOT



Build a Body of Work: A Case Study on How to Build More Influence. By Rowena Morais



A checklist by 

How to Optimise Your LinkedIn Profile -
A checklist by Digital Confluence



GHOSTWRITING - BOOK COVER DESIGN - EDITING PORTFOLIO SNAPSHOT

SUCCESS STRATEGIES FOR TODAY'S CHALLENGING BUSINESS MARKETPLACE



Jacob M Hanes

CPA and Founder of OnlineCPA.net

The 7 Strategies of Highly Successful Business Owners. By Jacob M Hanes

A W A K E N YOUR MIND, BODY AND SOUL

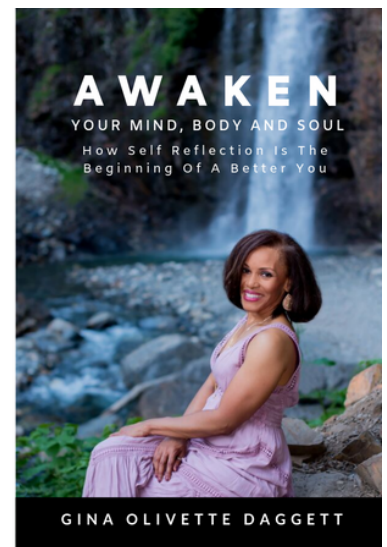
From a specialist in fitness and wellness specifically for women comes a powerful, engaging and inspiring story and playbook to help millions of women take charge of their lives. Being open and vulnerable about her own journey so that she can help others, Gina Olivette Daggett wants to help guide you through the process of thinking about every aspect of yourself, encouraging you to search within for the answers to your questions.

Gina explores profound questions such as: What are some things that are keeping you from having a balanced life? Is it hard for you to take responsibility for your actions when this is raised? What are you willing to do, to give up, or to change to get a balanced life? Told in language you can easily understand, this is your guide to healing, health and spiritual wellness. You will learn more about achieving balance, prioritization, building and sustaining your personal network, fitness and health as well as how to manage your career. By learning how to embed health and wellness into your everyday life, you will slowly be transforming your life -- mind, body and soul.

This is not a self-help fix. It is more like HELP yourself with Gina's amazing insights, knowledge and practices for women of all ages and backgrounds... Thank you, Gina. You Rock! - DeBora Stewart, co-founder of Urban Surf for Kids.

GINA OLIVETTE DAGGETT is an accredited Fitness Coach with certifications in lifestyle weight management and mind/body coaching. She has developed a range of fitness and wellness programs for individuals based on their differing requirements, body types and health needs. Based in Kent, Washington, Gina is the mother of two beautiful young adults, Jada and JJ.

Category Non Fiction/Health and Fitness
Cover design Rowena Morris



Awaken Your Mind, Body And Soul. How Self Reflection is the Beginning of a Better You. By Gina Daggett



MAGAZINE (EDITOR AND WRITER)

PORTFOLIO SNAPSHOT



Accelerate Magazine
Issue Feb 2015



HR Matters Magazine
Issue Apr 2014

NEWSPAPER COLUMN



You Need to Be On More Than One Platform - New Straits Times column in Sep 2019



Communicate Clearly - New Straits Times column in Sep 2019

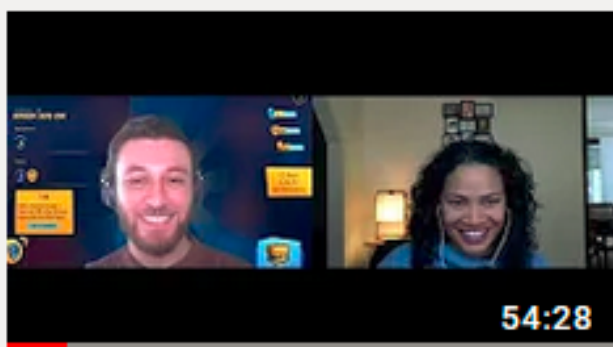


YOUTUBE SHOW

PORTFOLIO SNAPSHOT



[More episodes](#)



Mohsin Memon on learning
through play

[About episode](#)

[Watch interview](#)



Kari Sutton on developing a clear
mind, clear purpose, clear direction

[About episode](#)

[Watch interview](#)



PODCASTS ETC

PORTFOLIO SNAPSHOT



What Does It Take to Deliver Successful Change Programmes - a podcast interview with Elissa Farrow published @Vertical Distinct - in Feb 2016

INDUSTRIES SUPPORTED

- Accounting services
- Education
- Consulting
- Data Centres
- FMCG
- Government-linked organisations
- Human Resources
- Insurance
- Publishing
- Tech including SaaS
- Telecommunications
- Non-profit
- Wellness

LINKS

Articles on [Contently](#)

Articles on my [LinkedIn](#)

Blog posts on [RowenaMorais.com](#)

WHAT CLIENTS SAY



Mujibur Rahman, PhD · 1st

Aspiring Application Scientist; Aspiring Project Manager! Permanent Resident; Fully Vaccinated

The course was really helpful. Highly recommended to learn ins and outs. Design and organisations of your LinkedIn are really important, I to get your dream job, which you can learn from Rowena. She is highly knowledgeable, passionate and lovely person as a Teacher. thank you so much.



Salvatore Cristiano, MBA, AMICDA, GAICD · 1st

Leading the creation, implementation, improvement and transformation of service delivery operations ★ Regulated & Compliance-driven industries ★ Start-up Innovation mentor and advisor ★ Director
October 20, 2021, Salvatore was Rowena's client

Rowena recently reviewed my LinkedIn profile and provided fantastic and insightful suggestions to help me stand out. Rowena's insights helped me re-frame and improve so many areas of my LinkedIn page and helped focus key areas. Rowena also encouraged me to expand my brand through extending my reach and writing articles - which she kindly also reviewed! Her feedback was delivered in an open conversation which made me confident and comfortable - resulting in a LinkedIn profile I am very happy with. I would certainly recommend Rowena!



Rachel Tam · 1st

Strategic Business & Creative Marketing player | Industry4wrd Readiness Assessment (RA) & its Funding related Consultation | Exploring Strategic Partnership with I4.0 Ecosystem
September 3, 2021, Rachel was Rowena's client

All LinkedIn members

On

I was a client of Rowena, where we are working together on a few projects for my company in content writing and editing. She is a very professional person who goes the extra mile to meet the timeline and achieve our objective. She is an attention to details person where she will provide you with clear and practical tips on how to develop content. You certainly will not go wrong with Rowena as your partner in content creation.



Shaurya Gupta · 1st

Senior Business Analyst at Merkle Sokrati - denstu | Digital Marketing | Social Media Performance Marketing

March 21, 2021, Shaurya worked with Rowena but they were at different companies

All LinkedIn members

On

I attended Rowena's session on LinkedIn optimization and it was indeed mind-blowing. The way she explained the basics of things in great detail was excellent. Overall, it was a great experience and I learned a lot throughout the whole workshop. I would definitely recommend her to anyone who needs to optimize their LinkedIn profile and get the best results!

WHAT CLIENTS SAY



Sandra Ford Walston The Courage Expert · 1st

Tele-Keynote | Courage Expert | Coach | International Author | Got Courage?

November 29, 2020, Sandra Ford Walston was Rowena's client

All LinkedIn members



On

Rowena reached out to me in June 2007 when she found online a reference to one of my books on courage and a few of my articles. She requested to print "Hello Saturn, Hello Neptune—Communicating with People from Another Planet" in her HR Matters, a niche HR magazine for Malaysian HR managers and directors which has since evolved into the Vertical Distinct platform. I am grateful to write that we migrated early from colleagues to a committed friendship.

What is important to highlight in this recommendation is Rowena's integrity, stellar business standards, and courageous intention to support, grow and connect the visibility of people all over the world. One example is her private Facebook group called Thrive. I presented "Courage as a Skill" on November 13, 2020. Rowena has a pure demeanor, poise and grace that leaves an indelible mark in a person's heart, including mine for 13 years. Thank you, Rowena, for always touching my heart with your professional knowledge, high ethical standards, and courageous heart!



Stacey Kurzendorfer · 1st

Strategic Change Partner -Business and Culture Transformation and Organisation Development

September 3, 2019, Stacey was Rowena's client

All LinkedIn members



On

Rowena is an inspirational and dynamic human being, whom I have had the pleasure to collaborate with over a period of years. She reached out to me in 2016 to publish a podcast and article about the Change Management, and the link between Business Excellence and Business Transformation. Her questions and approach were extremely insightful and professional. Her legal training was evident in the precise way which she handled the content, and drove the final product towards perfection.

As a professional profile builder, her methodology is unparalleled. She has helped students and professionals alike build their LinkedIn profiles, build their professional networks, and develop subject matter expertise in a sustainable way.

She is also an editor with a keen eye for detail and structure. I received invaluable advice from her while building my own professional website. She is extremely supportive, enthusiastic, diligent, and approachable.

She is also a Ted X speaker with an interest in philanthropy who is active in Cancer Research and supporting other women. I would recommend her highly as a professional and as a positive influence in the world.

WHAT CLIENTS SAY



Lee Mei Teoh · 1st

Organization Development | Talent Management | Leadership Assessment & Feedback Coaching | Career Development | Culture | Employee Engagement | Gallup-Certified Strengths Coach

October 26, 2017, Lee Mei was Rowena's client

All LinkedIn members



On

Rowena worked with me on developing website content for the organization I work with. She is professional and easy to work with. She is quick to decipher the brand we want to establish and effectively help us do so.



I've read your wonderful book, Build a Body of Work, and I loved it. Before reading -- at the very back of my mind, I hasten to add -- I thought it might be quite complicated.... but not at all. I found it very user friendly and easily digestible. It offers solid guidance for different people at different career levels. Highly experienced professionals in fields that require the skill sets laid out would find this useful because those skills are no use unless they're properly organised and structured. For example, many people know how to write a bit, have a LinkedIn profile, understand that content sharing and thought leadership are important. But they don't maximise the potential of those mediums/skills and don't put these things together well with a schedule and with a clear end in mind -- both in terms of the audience and the results. So this helps.

Neil Fraser

Client Services Director & Malaysia Market Lead at PRecious Communications

WHAT CLIENTS SAY



Absolutely genuine is the phrase that comes to mind when I think about Rowena. I've had the pleasure of knowing Rowena during the course of Rowena editing my book. She did an amazing job! Above all, I was impressed with Rowena's ability to become relatable after reading my manuscript, so that my book could be empowering still in my words but she brought out the best of me through our talks. And, of course, Rowena's wisdom and knowledge was an A +. Rowena would be a true asset for anyone seeking an editor. In addition, she has amazing marketing skills for your business.

Gina Daggett Fitness and Wellness Coach
Seattle WA, USA



I'm not a great writer or editor but I had some great content for a book, so I took it to Rowena. We worked together and with her excellent writing, organisation and editing skills, I now have a book published that is already bringing rave reviews! Rowena went the extra mile in helping me create great content and get a book ready for publication. I highly suggest her professional skills for anyone desiring to write and publish a book!

Jake Hanes, CPA and author, The 7 Strategies of Highly Successful Business Owners, Seattle WA USA

WHAT CLIENTS SAY



Rowena writes and designs our newsletter for women leaders on a bi-monthly basis. As a client, I work closely with her on each publication and am impressed with her work ethic, friendly personality and her ability to work well under pressure. She understands the big picture aims of our business, can solve problems fast and has proactively suggested ideas for improvement...

Jude Tan, Executive Director, LeadWomen,
Kuala Lumpur Malaysia

RATES

FEE BASIS

Rates are affected by many factors including:

- deadline for completion
- complexity of subject matter
- content format
- research necessary
- project scope
- type of work.

FIXED RATE FOR ARTICLE

AUD\$ 295.00 for 700 words

HOURLY RATES

AUD\$ 120.00

LINKEDIN PROFILE OPTIMISATION

AUD\$ 870.00 per profile

FIXED FEES

A fixed rate can be provided together with a proposal when a complete brief is provided.

ABOUT US

ROWENA MORAIS

Invited to the TEDx stage twice, Rowena is an editor, writer and coach who helps brands amplify reach and better connect with their customers through relevant and engaging content.

Over the last decade, she has been helping professionals refine their LinkedIn profiles and digital presence. Author of *Build a Body of Work – A Case Study on How to Build More Influence*, Rowena was the Founding Editor of HR Matters Magazine, a leading Malaysian print magazine for HR professionals, for eight years. Rowena is also Associate Editor at the HR Gazette, a North American HR publication and a columnist in a Malaysian newspaper, the New Straits Times.



RowenaMorais.com



[Rowena Morais](#)



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DIGITAL CONFLUENCE

A boutique marketing and communications firm, Digital Confluence supports businesses with bespoke solutions including white-label content development, digital product development, social media management and communication services.

Supporting clients around the world, Digital Confluence is based in Canberra, Australia.

CONTACT



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