

Deb Monfette, Portfolio Sample

Client: Customer Engagement Magazine (CEMag)

Project: Repackage an interview into a SlideShare that visually tells the story. At the same time, create an idea for a new segment for the magazine that communicates customer experience and can inspire interaction with Customer Engagement Magazine's interviewees and readers.

Objectives: The objective was to design a SlideShare of a live interview with Ray Stendall, Publisher of CEMag and Kevin Thompson, VP of Customer Experience from Barneys New York. The SlideShare called "Get Customer Love," would tell the story of how Barneys New York thrives on customer experience in the competitive luxury market. Images captured from www.Barneys.com and from their micro site, [The Window](#), would give viewers a real close-up view.

The idea for the new segment was based on this interview and the SlideShare and is called *#GetCustomerLove in 2015*.

Cover:: The SlideShare cover represents the inspirational [Prada window display at Barneys](#) that explores the relationship of two people and the complexities of life. The designers at Barney's used exquisite custom-made mannequins that reflected the "true character and beauty in a face that comes with age."

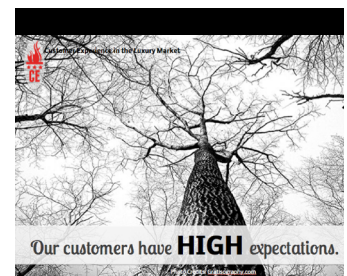
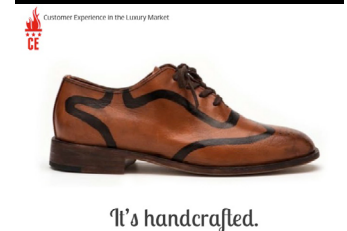
The customer experience at Barneys is unlike any other store and they even reflect that in their window displays.



Comment:: Deb is not only a stellar writer, but she has contributed very strategic ideas to CEMag. She has a unique way of taking a complex topic and making it easier to understand, while incorporating real events to make it even more engaging. Her creative thinking and eye for design is an unusual trait in a writer, especially in technology.

Ray Stendall,
Publisher, *Customer Engagement Magazine*

A Sneak Peek:
Inside view of random slides..



Deb Monfette
B2B Copywriter
and Content
Marketing Consultant

phone: **1(888) 874-3574**
email:
deb@contenttriggers.com

www.contenttriggers.com