

Steph DePrez



CREATIVE WORDS & STORYTELLING

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WRITING & FORMATTING



For these two long-form assets, I wrote the copy and worked with a graphic designer to create a product that encapsulated the corporate flavor of the company and looked beautiful in both print and PDF download. Both required a nuanced understanding of the B2B SaaS product and the enterprise customer.

EXECUTIVE THOUGHT LEADERSHIP



Crypto's Native Features Didn't Cause the Crash – Financial Illiteracy Did



COINTELEGRAPH
The future of money

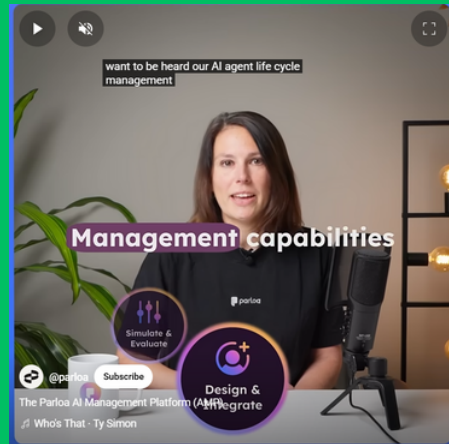
On-chain privacy is key to the wider mass adoption of crypto

be[in]crypto

Metaverse Disinterest: Here's How to Make it Easier to Join Virtual Worlds

While working for at a PR agency focused on web3 startups, I interviewed executives clients to ghost write thought leadership articles that appeared in leading industry trade publications. I managed client relations, wrote the content, recieved client approval, and pitched it to the publications for successful placement.

VIDEO SCRIPTS & PRODUCTION



I was Content Marketing Manager at a B2B SaaS company focused on agentic AI, in charge of writing scripts and working with freelance teams to produce our video content. Here you have a corporate partnership story, a recruitment video, and product marketing YouTube short. I was the owner and stakeholder manager for all.

BLOGS & SEO CONTENT

Blog

GenAI Is Coming to Contact Centers. How Can You Prepare for Success?

By Stephanie | 15.10.24 | 8 mins

Blog

The Impact of GPT-4o and Recent GenAI Announcements on Customer Experience

By Maik Hummel | 15.07.24 | 6 mins

Using J-1 and H-2B Visa Programs to Address Staffing Shortages

With a tight labor market and the temporary federal addition of available visas, the J-1 and H-2B visas are becoming essential to daily operations for clubs and resorts.

By Stephanie DePrez, Contributing Editor | May 9, 2023

6 ways to create an LGBTQ+ inclusive recruitment process

LAST UPDATED: JUNE 13, 2023

Written by



STEPHANIE DEPREZ



5 ways employers can use rewards and benefits strategies to engage existing employees

8 Expert Tips for Cost Control When Planning Your Next Event!