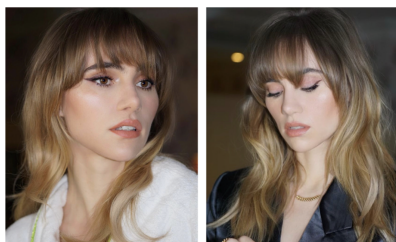


**Determine the primary written deliverables at your site and the primary audience for written communications. Examples might include policy memos, year-end reports, email, or social media. Prepare a brief writing sample consistent with your workplace.**

As I'm working at a PR firm, the primary written deliverables I deal with are press releases that we send via email to journalists. This is the bulk of my work, finding and creating different angles of stories in order to pitch them to journalists to get our stories covered in British beauty and fashion publications such as Cosmopolitan, Glamour, Harper's Bazaar, etc. Currently, I'm working on the Escentual account, an online beauty retailer. Some of the most recent stories I've worked on include pitching "celeb stories", finding celebrities who have used our products to create stories to gain press and news around the products we sell. I've included below a sample consistent with my workplace of stories I've worked on in the past week:

#### Steal Suki Waterhouse's 70's Rock Chic Eye Look



Above, Suki Waterhouse's Beauty Look for [Daisy Jones & The Six London Screening](#)

Actress Suki Waterhouse made a bold entrance with a rock chick look for last week's London premiere of the highly anticipated Amazon TV series, *Daisy Jones & The Six*, in which she plays a musician in a fictional 1970s rock band. The 31-year-old girlfriend of Robert Pattinson, was channeling her inner Cher on the red carpet with a prominent eyeliner flick and bold mascara, along with a nude lip, muted eyeshadow, and a subtle blush contour on her cheekbones. Suki's makeup artist [Naoko Scintu revealed on her Instagram](#) exactly how she got her dramatic cat's eye flick for the premiere.

##### Her ten-step beauty regime for the screening is as follows:

Step 1 - Skincare Set - Omorovicza Queen of Hungary Cream and Queen Mist from the collection set £265.00 at - [Omorovicza](#)  
Step 2 - Eye Cream - La Roche-Posay Toleriane Dermallegro Eyes 20ml £16.15 at - [Escentual](#)

#### Lashes - IShimmer Individual Fish Tail Lashes - £12.00 - at IShimmer

IShimmer lashes are known for their incredibly lightweight and natural look, especially when it comes to the individual lashes. This time a new line of Fish Tail Individual lashes. Super delicate one of a kind individual lashes, with a wispy fish tail finish to give out the sparse yet fell lash effect, barely there lashes with the most invisible application.



#### Suki Waterhouse's Must Have Eye Products

**Eye Cream - La Roche-Posay Toleriane Dermallegro Eyes 20ml £16.15 at - [Escentual](#)**  
<https://www.escentual.com/laroche-posay/124/>

If you suffer with painfully sore, red skin around your eyes, you can find relief with the hydrating La Roche-Posay Toleriane Dermallegro Eyes, formulated for aggravated and ultra-sensitive skin. The cream soothes dry and itchy skin around the eyes, and is clinically proven to provide 48 hours' hydration and reduce discomfort. The cream is also suitable for use on allergy-prone and eczema-prone skin and its fluid, fast-absorbing texture makes it so it can be used by contact lens wearers.

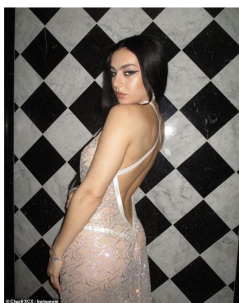


Ceryn Lawless from [Escentual.com](#) said: "Charli XCX is known for her bold eyeliner looks and now thanks to her makeup artist Lilly Keys we know the secret behind her signature style."

The YSL Crushliner Waterproof Eyeliner is the perfect choice to get this look which requires total precision. The innovative sleek design of the pencil makes it incredibly easy to get this degree of detail, and it even contains a hidden sharpener at the end of the pencil to get this kind of accuracy. The shade Noir Intense delivers a dark, bold, high-pigment colour for up to 24 hours of wear, plus, the smudge-resistant and waterproof formula reduces the likelihood of fading and smudging on a night out."

**Escentual**  
PREMIER BEAUTY SINCE 2000

#### Steal Charli XCX's Iconic BRIT's Winged Eyeliner Look



Above, Charli XCX's Show-Stealing [BRIT's Red Carpet Look](#)

The 30-year-old singer-songwriter Charli XCX never fails to make a statement with her red carpet beauty looks. She was nominated for the Best R&B artist at last Saturday's Brit Awards and made a bold entrance in a stunning sheer white Ludovic de Saint Sernin gown, and her signature winged eyeliner. Charli's makeup artist Lilly Keys revealed on her [Instagram](#) exactly how she got the dramatic look - with [Yves Saint Laurent Beauty Crushliner](#) and her own brand of [Lilly Lashes Barely There Individual Lashes](#).



**Eyeliner - Yves Saint Laurent Crushliner Waterproof Stylo Eyeliner 0.35g £19.55 at - [Escentual.com](#)**

When asked what she would consider her signature makeup look, Charli XCX told [Glamour](#) "Definitely a winged eyeliner. That's something I've been doing since I was 14 years old. It always looks really good onstage and in daily life, so it's multifunctional for ..."

The other main form of written communication I'm working with at the moment is pitching to celebrity agents for a charity campaign called Sun Poverty. Sun Poverty is aiming to provide children with free sun creams to help combat early childhood skin cancer and other skin issues. The audience for this is the agents and then ultimately the celebrities themselves. This is a sample of the emails I've been sending to pitch the campaign.

to SW ▾

Dear Abigail Louise Rawlings Management Team,

Hope you're doing well! We were wondering if Abigail could support the UK SunPoverty charity which will be giving out 50,000 suncreams free of charge this summer to school-children on free school meals.

Skin cancer is the fastest growing in the UK up 9% to around 26,500 new cases a year and 2,341 deaths from 2017-2019 (Source [Cancer Research](#)). The biggest cause is childhood sunburn and just one blistering sunburn in childhood doubles the chances of developing melanoma later in life. (Source [Skincancer.org](#)).

So the UK SunPoverty campaign wants to give high factor suncreams to the families that can't afford to buy them.

All we need is a picture of Abigail with the charity suncream (which I'll send you), a quote supporting the campaign and a post on social. The SunPoverty campaign launches in June, and I'd really appreciate it if you could support it. Hope to hear from you soon!

Best wishes,  
Suba

*Below, Year 2 children of Kirby CoE Primary School with teacher Emma O'Nions display their SunPoverty suncreams in a lesson about better sun hygiene.*



Suba Senthil  
AOB PR



Webbe Industries

to me ▾

Tue, Feb 21, 1:25 PM (2 days ago) ☆ ↩ ⋮

Hi Suba,

How are you? I'd actually like to suggest an alternative talent for this campaign – our new signing, Jennifer Brady, who's better known as the **Charity Shop Girl**. She's recently been named in TikTok's "Ones to watch" list for 2023 as is quickly rising to popularity with charities and brands alike. Jen has actually had skin cancer twice, having 6 operations to free herself of the disease – more detail on this journey is in her biography attached.

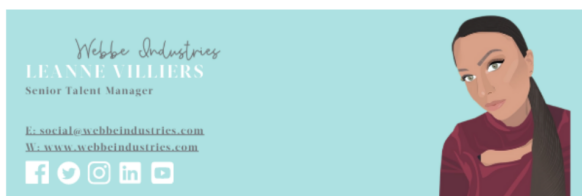
[Instagram](#)

[TikTok](#)

Jen works closely with charities, brands and organisations in the sustainability, lifestyle and beauty space. She has quite unheard of insights for a female creator with 94.9% of her followers being female and 92.4% of her following being based in the UK – I feel the alignment could be much more authentic doing this with Jen.

Let me know your thoughts 😊

Best wishes,  
Leanne x



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[social@webbeindustries.com](mailto:social@webbeindustries.com) | [www.webbeindustries.com](http://www.webbeindustries.com)