

About Earthscribe

Earthscribe provides outstanding copywriting, editing, website consulting and graphic design services that get your company the attention it deserves.



Silandara Bartlett-

Gustina is a commercial writing and Web professional noted for her innovation, creativity and clarity.

An award-winning professional writer, Silandara honed her skills as a journalist, public relations specialist,

technical writer, blogger and freelance assignment reporter.

She easily adapts to fit any client's writing needs, having covered the spectrum from reporting on education, the environment and profiling people of interest, to technical writing for Fortune 500 and data companies, to public relations. Silandara has more than seven years professional writing experience and is published in a broad range of newsletters, newspapers and magazines.

Silandara also has more than 10 years experience in website development and management, with expertise in relationship building and the use of emerging technology.

Before launching Earthscribe in 2006, Silandara spent the previous five years as a web and communications specialist for Rochester Institute of Technology.

The Earthscribe Difference

Earthscribe delivers quality, professional results on-time and within budget. You get:

- » integrity
- » balance
- » attention to detail
- » upbeat, can-do attitude
- » flexibility
- » reliability

Working with a freelancer is a win-win solution. You only pay for the work you need, when you need it.

Working together

Interested? Contact Earthscribe for a free consultation.

We'll talk about your project to determine your needs, then I'll provide you with an hourly estimate (or, in some cases, a flat rate), we sign a simple agreement and begin.

Most jobs require a deposit up front with the remainder due on completion of the project. I'm easy to work with. Let's get started!

"I needed a bio for an upcoming gallery showing. Silandara summed up my work in a way that I had not seen myself, but immediately identified with. She put my artistic statement into words that resonated.

"Her work was accurate, concise and flowed seamlessly. I consider it my most important piece of promotional material.

"When I hired Silandara to complete this project, I had high expectations. She exceeded them."

-- JD Aricchi, Infinite Creations. www.infinitecreations.net



Commercial Writing
& Editing
Website Consulting
Graphic Design

Main Office:
135 Asbury St.,
Rochester, NY 14620

Silandara Bartlett-Gustina
585.747.4781
silandara@earthscribe.com

www.earthscribe.com

Getting the Word Out

Commercial Writing

Whether you're talking to your staff, industry peers, the media or potential clients, you can trust Earthscribe to craft a message that resonates with your audience in a clear and powerful way.

Earthscribe can handle all your writing, proofreading and editing needs including:

- » newsletter & magazine articles
- » ghostwritten trade articles, op-ed pieces, letters and speeches
- » press releases, tip sheets and media kits
- » brochure copy
- » biographies & profiles
- » annual reports
- » e-newsletters
- » web site content
- » catalog copy
- » testimonials
- » books

"Silandara's expertise and professionalism are critical to the success of RIT's public relations strategies in the digital era. By enhancing our Web presence, Silandara has helped expand our reach among local, regional and national media, in addition to other key constituents of the university.

"She is a clear and creative communicator with a knack for taking routine stories and conveying them with a fresh and lively perspective. She is always a pleasure to work with."

-- Paul Stella, Director of University News, Rochester Institute of Technology. www.rit.edu/news

Your Vision in Action

Website Consulting Services

To be taken seriously, every business needs a website. It's the shortest distance between a customer and your product or service.

A good site meets your visitors' needs – no matter if it's contact information, a store location or online ordering. I'll help you figure out who and what those are, producing a cohesive site that represents your company and satisfies your customers.

Earthscribe takes care of it all:

- » blogging: creation, training and consulting
- » relationship building through social networking & other emerging technologies
- » website design and creation
- » website maintenance & administration
- » website training
- » web statistics tracking & analysis

Want to be in control of your website to make quick fixes and simple changes? I can teach you. Or I can do it for you, updating and maintaining your website, keeping track of who's visiting and analyzing your statistics.

I'll also help you make sense of emerging technologies such as blogs, podcasts and wikis. These powerful tools can ease internal communications, promote brand recognition and build relationships.

"Silandara has a real gift for words to create publications that are informative, understandable and inspiring."

-- Kathy Manikowski, Secretary, Plymouth Spiritualist Church

It's All About Image

Graphic Design

You've got a product or service that stands out – your image should too. Each element of your business sends a message. What does yours say?

Let Earthscribe create your identity pieces:

- » logos
- » brochures
- » business cards
- » letterhead
- » catalogs
- » newsletters
- » ads
- » websites

"When Silandara created my logo, brochure and business card she was extremely professional and attentive to details, working and tweaking until they were perfect. She was very creative and helpful. I only had to give her the outline of what I wanted and she did the rest.

"My next project is my website and I look forward to working with her again, knowing it will be a good experience and I that I'll be very happy with the result."

-- Colette Michelini, sound therapy practitioner.

www.soundattunement.com



www.earthscribe.com