The Writing Sample

FREELANCE WEB CONTENT | LANSHACK.COM (FIBER OPTICS)

OVERVIEW

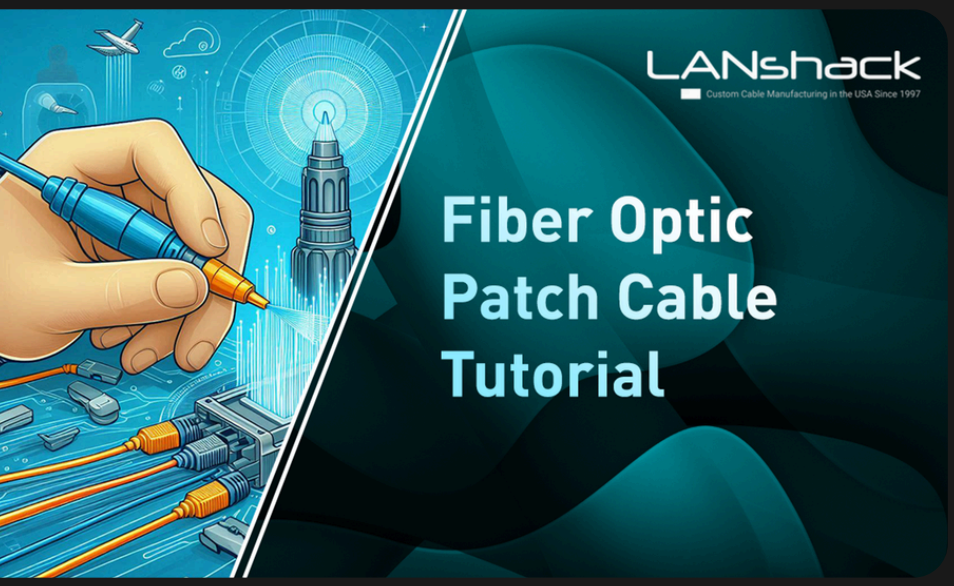
Contracted to write technical web content for Lanshack.com, a fiber optic products and services provider. The goal was to establish a credible content presence and evaluate the potential for long-term SEO investment.

CHALLENGE

There was no existing framework for technical content. I was tasked with independently researching fiber optic topics, confirming accuracy with company leadership, and producing engaging, technically sound articles. I also created visuals to support each piece, ensuring clarity for both technical and general audiences.

RESULTS

- Wrote and published "Fiber Optic Patch Cable Tutorial" — still live on the site today
- Developed a proof-of-concept workflow that helped leadership secure buy-in for a full SEO strategy
- Handled content creation end-to-end: research, writing, visuals, internal review, and final delivery



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Disclaimer: This case study summarizes publicly shareable aspects of my role. All original documentation is protected under ITAR regulations and NASA/contractor confidentiality agreements, and I no longer have access to any project materials.