

SELECTED WORK / 2026

KATARI MANGAN

Copywriter / Brand Conceptor

**Clear first.
Clever second.
Human always.**

I write for the person behind the conversion: the customer cracking the jar, the traveler sprinting between terminals, and the employee scanning a sign before shift.

CANNABIS / TRAVEL / HUMAN-CENTERED COMMUNICATIONS

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The brand evolved. Its welcome email didn't.

A lifecycle email concept that brings Black Tie's cultivation-first, THCA-forward catalog into a sharper voice.

DOES YOUR STASH PASS THE DRESS CODE?

ROLE

Strategy, concept, copywriting, editing, and art direction

Spec work. Not commissioned by or affiliated with Black Tie CBD.

DELIVERABLES

Welcome email and review-led product discovery email

Premium standards. Loose behavior.

THE GAP

The email had real proof: cultivation expertise, named industry awards, 10,000+ reviews, and a 30-day guarantee. But broad CBD positioning, generic quality claims, and stock photography made the brand feel interchangeable.

THE HUMAN INSIGHT

The name already signals standards and taste. Experienced customers do not need more luxury fog; they want cannabis fluency without the stuffiness.

VOICE TERRITORY

THE WELL-DRESSED OUTLAW

Discerning. Sensory. Cannabis-literate.
Playful on purpose.

Quality is proved through cure, terpenes,
texture, and ritual—not announced.

CENTRAL IDEA

Does your stash pass the dress code?

10,000+

customer reviews

30 DAYS

satisfaction guarantee

3 HONORS

named cultivation awards

Brand facts verified against Black Tie's About, Reviews, and FAQ pages in August 2026.

Same products. Sharper posture.

The rewrite keeps the proof, removes generic claims, and lets the brand name set the rules.

SUBJECT / ORIGINAL

Choose from a wide range of award-winning CBD products.

SUBJECT / REWRITE

Does your stash pass the dress code?

BRAND BODY / ORIGINAL

Black Tie has one core mission: improve customer well-being while raising the hemp industry's standard of excellence.

BRAND BODY / REWRITE

Built by growers for people who care about what's in the bag: terpene-rich flower, resinous concentrates, pre-rolls that don't cut corners, and gummies for nights when lighting up isn't the move.

GUARANTEE / ORIGINAL

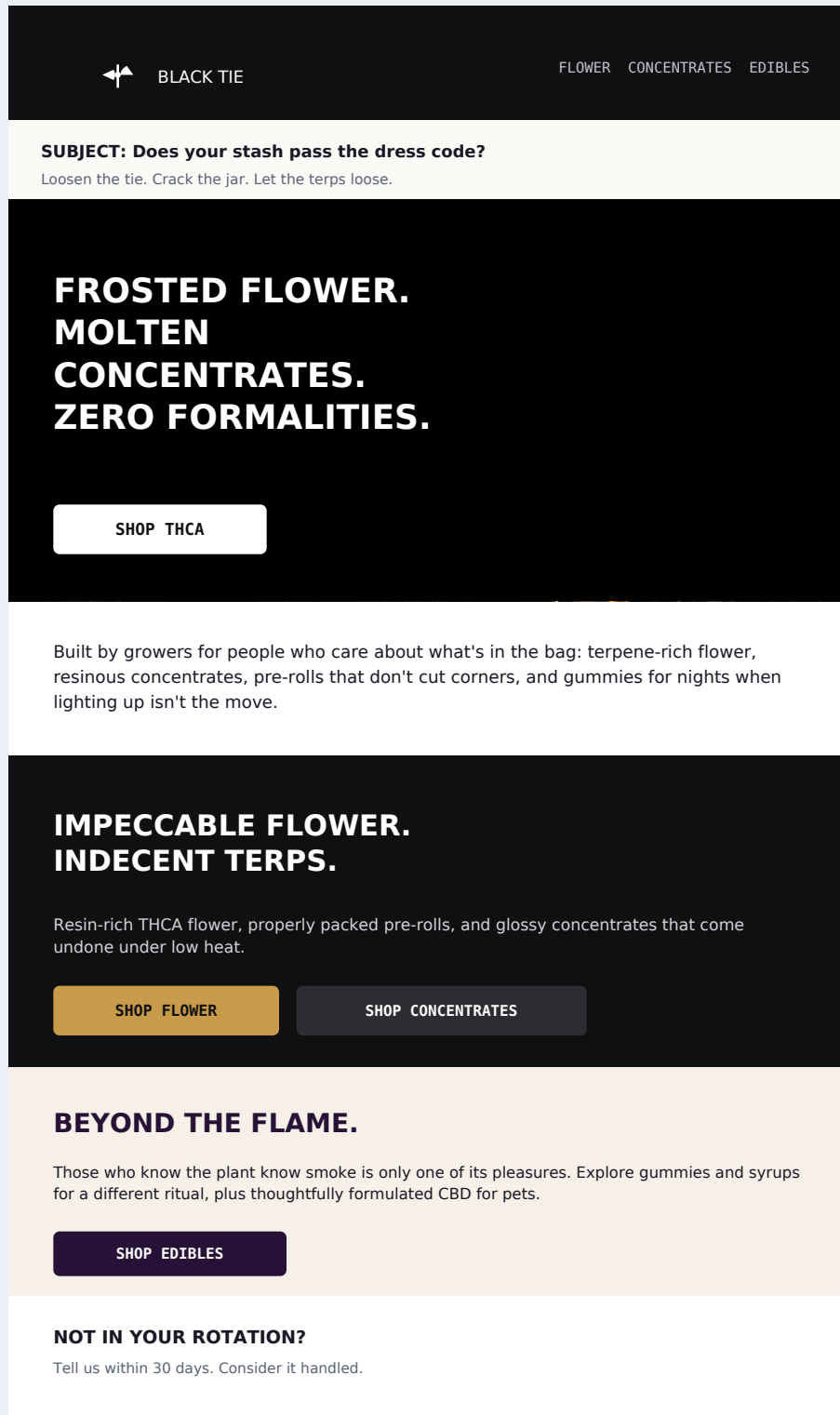
With our 30-day satisfaction guarantee, we'll do whatever it takes to make sure you love your Black Tie CBD product.

GUARANTEE / REWRITE

If it doesn't earn a spot in your rotation, tell us within 30 days. Consider it handled.

STRATEGIC SHIFT From saying 'quality' to making the reader feel the standard.

Welcome, properly.



COPY DECISIONS

- 01** The dress-code idea earns the open.
- 02** Sensory detail replaces generic quality claims.
- 03** Functional buttons keep shopping effortless.
- 04** The guarantee becomes rotation language.

CLAIM DISCIPLINE

The copy stays with cultivation, aroma, texture, choice, and policy. It does not promise a result.

Your next favorite has references.

Do not take our word for it. Take 10,000 of theirs. Customers notice the nose, the cure, the flavor, and the finish. Start with what they keep in rotation.



VERIFIED BUYER

"10/10 all around... Will always keep some of this in my rotation."

Shawne T.

PROFILE

Pepper / Lavender / Apricot

SHOP GARY PAYTON



VERIFIED BUYER

"Sour dank berries with a sweet fruitiness... the nugs are super dense and absolutely beautiful."

Sam C.

PROFILE

Tropical fruit / Sweet berries / Mint

SHOP SUNSET SHERBERT



VERIFIED BUYER

"A nice citrus flavor and an almost creamy vanilla back end... really nice and came out in the taste."

Sam C.

PROFILE

Sweet / Creamy / Fruity

SHOP LIVE ROSIN

Verified-buyer excerpts from Black Tie's review email received August 19, 2026.

Ellipses indicate cuts for length; wording otherwise preserved. Product profiles verified against current product pages.

Virgin Atlantic London Heathrow to Phuket

The brief. Announce Virgin Atlantic's seasonal service from London Heathrow to Phuket, beginning 18 October 2026. Sell the emotional benefit behind the only direct route: the holiday starts without a connection.

THE HUMAN INSIGHT

Travelers do not experience a 'connection.' They experience a delayed first flight, a sweaty terminal sprint, and the fear that they - or their bag - will miss the next plane.

THE CAMPAIGN IDEA

Move from familiar British rituals to Thai pleasures in one flight. The headline gets playful; the supporting copy stays straight and useful.

**Biscuits to pad Thai.
Earl Grey to Singha.**

London to Phuket, direct.



KNOW

Only direct route; 3 times weekly from 18 October 2026.

FEEL

Relieved to skip connection roulette.

DO

Choose the direct route and book the winter escape.

Spec project. Route facts verified against Virgin Atlantic's official announcement in August 2026.

One idea. Three ways in.

LAUNCH EMAIL

SUBJECT: Save the sweating for Phuket.

Preheader: Fly direct from Heathrow to Phuket from 18 October.

Leave the layover behind.

Your winter escape should not start with a race across an unfamiliar terminal. From 18 October 2026, fly direct from London Heathrow to Phuket three times a week.

One overnight flight. No connections. No wondering whether you - or your bag - will make the next plane.

Biscuits to pad Thai. Earl Grey to Singha. One flight, then holiday mode.

BOOK PHUKET DIRECT

SOCIAL ADS

RELIEF

One flight. Zero terminal sprints.
London to Phuket, direct from 18 October.

FOOD

Biscuits to pad Thai. Earl Grey to Singha.
Heathrow to Phuket, no change required.

ESCAPE

Save the sweating for the beach.
Fly direct from Heathrow to Phuket.

Channel discipline: the landing page leads with the memorable line, the email expands the relief story, and each social ad isolates one idea for quick comprehension.

Amazon Logistics Employee communications + leader training

The challenge. Complex policy, performance, and engagement information needed to land with 400-500 frontline employees and 40-50 managers inside a fast-moving, around-the-clock operation.

WHAT I CREATED

- Digital signs, event promotions, seasonal and inclusion-focused campaigns, engagement calendars, and employee resources.
- A regional training narrative, presentation deck, invitations, and instructional follow-up for operations leaders.
- Monthly employee-feedback briefs and action-plan messaging that told leaders what mattered and what to do next.

HOW I APPROACHED THE COPY

- Start with what the audience needs to know, feel, and do.
- Translate policy into concrete examples, plain language, and visible next steps.
- Pair words with visuals that add information.
- Revise using response data, leader feedback, and recurring questions from the floor.

VERIFIED OUTCOMES

10

training sessions

60+

operations leaders reached

95%

positive participant feedback

16 to 2

bottom-quartile measures in 4 months

99.5%

positive response across 1,569 cases

#1 of 316

U.S. sites for employee service

Confidentiality note. Original artifacts contained proprietary employee and company information. This case study preserves the strategy, scope, and verified outcomes without reproducing internal materials.

Impact context. The broader engagement and employee-experience program also contributed to a 10.6% year-over-year reduction in attrition. Communications were one part of that result, not the sole cause.

LET'S MAKE THE MESSAGE LAND.

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