

# freelance copywriter & content strategist

Ann Eshaw

scroll for a few examples



↳ Work with me today

# why work with me?

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Looking for a content strategy that actually works?

I create powerful content that helps businesses stand out and grow. From SEO-driven copy that boosts your visibility to social media posts that strengthen your brand and activate your followers.

With my background in research and marketing, I combine analytical insight with creativity to engage and persuade your target audience.



# my services

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**web  
copy**

↳ rank higher on Google  
and convert

**case  
studies**

↳ give potential  
customers the proof

**social  
media**

↳ copy that starts a  
conversation

**landing  
pages**

↳ strong, concise  
copy that converts

# website

Eveline noticed her website wasn't clear enough for her target audience.

After a chat about her services, target audience, and goals, I got to work. I optimized both the Dutch and English homepages with relevant keywords and clearly outlined her process in an accessible way.

Click on the images to read.

The screenshot shows the English version of the website. The header features the 'EVIL DESIGN' logo and a navigation menu with links for 'About', 'Freelance menswear designer', 'Work', and 'Start your own label'. Below the header is a hero section with a background image of hands on a table with design documents. The main heading is 'Freelance fashion designer' with a sub-heading 'Check out some of my work'. Below this is a section titled 'Freelance fashion designer for menswear' with a sub-heading 'Freelance fashion designer specialized in men's fashion'. This section includes an image of a person in a retail setting and a paragraph of text. The bottom section is titled 'My services' and lists a 6-step process for creating a men's clothing line.

## EVIL DESIGN

English

About Freelance menswear designer Work Start your own label  
EVIL Pricing Contact

### Freelance fashion designer

Check out some of my work

#### Freelance fashion designer for menswear

##### Freelance fashion designer specialized in men's fashion

In a market that moves from one trend to the next, fashion brands need to anticipate market demand and respond quickly. As a freelance fashion designer, I have the needed (technical) knowledge of the men's apparel market to create a successful men's clothing line or to start a fashion brand from scratch. If you work with me, you'll be fully involved in the process.

We'll discuss each step, what you can expect, and which ideas appeal to you. As a fashion designer, I not only design clothes, but I also help you with the manufacturing process and everything that comes after that to get your clothing line completed on time.

#### My services

To create a successful men's clothing line, you need a clear and well-defined process. If you hire me as your freelance fashion designer, we will go through the following 6-step process:

- 1. Trend and color research:**  
We spot upcoming trends, so we make your men's clothing line relevant for your target audience.
- 2. Concept design:**  
What's the story behind your collection? Together, we create a unique story that engages your target audience. The connection they'll feel to your brand establishes customer loyalty.
- 3. Design phase:**  
We start designing your men's clothing line. We focus on the details and branding that make your design stand out and memorable.
- 4. Clothing tech packs:**  
Once the designs are ready, we translate them into a tech pack for clothing manufacturers. These tech packs serve as instructions on how to produce your designs. I assist you during this process.
- 5. Sampling process:**  
Your first sample is in! Together we check if the clothing manufacturer produced the designs as mentioned in the instructions we gave them. If not, I provide feedback.
- 6. Collection overview:**  
Is your clothing line complete? Do we need to do any adjustments? I also assist you during this process, so we get your clothing line complete on time.

The screenshot shows the Dutch version of the website. The header features the 'EVIL DESIGN' logo and a navigation menu with links for 'Over', 'Freelance mannenkleding ontwerper', 'Werk', and 'Begin je eigen label'. Below the header is a hero section with a background image of hands on a table with design documents. The main heading is 'Freelance modeontwerper' with a sub-heading 'Bekijk voorbeelden van mijn werk'. Below this is a section titled 'Freelance modeontwerper mannenkleding' with a sub-heading 'Freelance modeontwerper gespecialiseerd in mannenkleding'. This section includes an image of a person in a retail setting and a paragraph of text. The bottom section is titled 'Mijn diensten' and lists a 6-step process for creating a men's clothing line.

## EVIL DESIGN

Nederlands

Over Freelance mannenkleding ontwerper Werk Begin je eigen label  
EVIL Prijzen Contact

### Freelance modeontwerper

Bekijk voorbeelden van mijn werk

#### Freelance modeontwerper mannenkleding

##### Freelance modeontwerper gespecialiseerd in mannenkleding

Een goed ontwerp beweegt mee met de markt. Als freelance modeontwerper heb ik veel (technische) kennis over de commerciële markt voor mannenmode. Huur je mij in, dan neem ik je mee in het werkproces dat nodig is om een succesvolle mannencollectie op te zetten of je eigen label te beginnen.

We bespreken alle stappen samen, wat je kan verwachten en welke ideeën jou aanspreken. Als ontwerper ontwerp ik uiteraard kleding, maar onze samenwerking gaat door ook na de ontwerpfase. Denk aan het communiceren met kledingfabrikanten, je eerste samples produceren en je collectie op tijd afleveren.

#### Mijn diensten

Om een succesvolle herenkledinglijn te creëren, heb je een duidelijk en vastomlijnd proces nodig. Als u mij inhuurt als uw freelance modeontwerper, doorkopen we het volgende 6 stappen werkproces:

- 1. Trend- en kleuronderzoek:**  
We signaleren opkomende trends zodat we jouw mannencollectie relevant maken voor jouw doelgroep.
- 2. Concept ontwerp:**  
Wat is het verhaal achter jouw collectie? We creëren samen een uniek verhaal zodat jouw doelgroep een connectie voelt met jouw merk. Dit zorgt voor klantloyaliteit.
- 3. Ontwerpfase:**  
We starten met het ontwerpen van jouw herencollectie. We gaan aan de slag met het opbouwen van een sterk merkimage door ons te focussen op de details en branding van jouw herencollectie.
- 4. Kleding tech packs:**  
Als de ontwerpen klaar zijn, vertalen we ze naar een tech pack voor kledingfabrikanten. Deze tech packs zijn duidelijke instructies over hoe jouw ontwerp gemaakt moet worden. Ik ondersteun jou tijdens dit proces.
- 5. Bemonsteringsproces:**



# case studies

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I wrote several case studies for the company inepro BV.

Click on the images on the right to read two of them.

Case studies are a powerful way to showcase your results. Tell the story of how your company solved real problems for real clients.

GENERAL

GTi updates card readers in 25 locations in just a few hours with the Spider Configuration App

GTi – the distributor of the Nayax digital solutions in France – faced a challenge when they had to update hundreds of their customers' card readers across 25 locations.

GENERAL

inepro x Nayax: One solution to manage all company cards on any device.

The Nayax payment terminal allows Mifare, Desfire EV1 and EV2, Mifare Type B Calypso, Legic, and I-Class cards to be used.

# articles

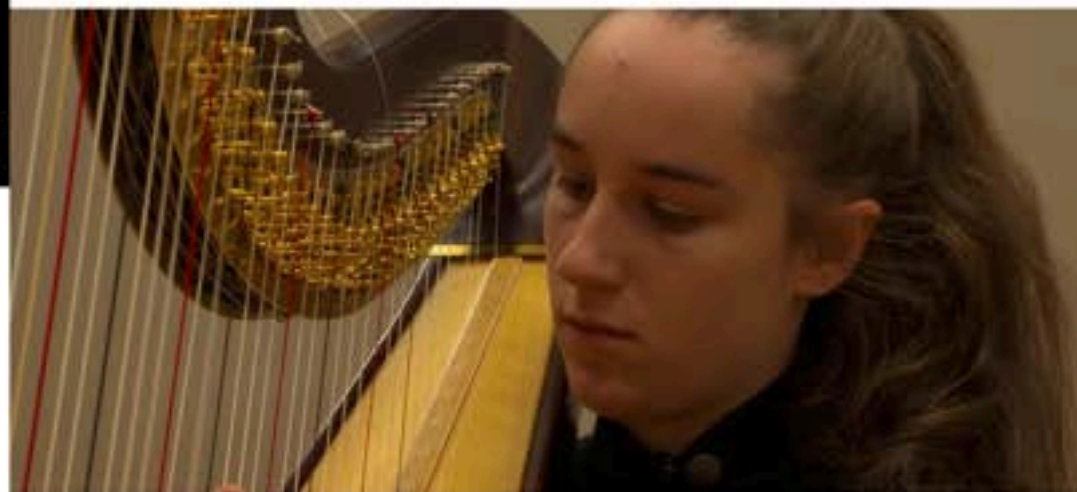
For ArtEZ University of the Arts, I've written multiple interview-based articles about their students.

Click on the articles on the right to read.

They're available in both English and Dutch.

## Finals Classical Music: Israel and Palestine in harmony

The Israeli-Palestinian conflict is ongoing and focuses on the differences between the two. In contrast, Jansach Gilula's music focuses on their similarities. Jansach has finished the [bachelor's course in Classical Music](#) at the ArtEZ Academy of Music in Zwolle, and in the video below we hear her talk about her finals. She is partly Israeli, and she wants to combine Arabic music with Israeli music. "I expect that people won't really hear a clear difference. They'll just be listening to music. Which is the biggest political statement you can make. Except that it's not uncomfortable to be confronted with," she says.



In the video, we see Jansach creating music with a Palestinian musician. "The conservatoire has given us the chance to have a few sessions with an external coach. I had already stumbled across a couple videos of [Basma Mubayyeh](#), a Palestinian musician who lives in Chicago. I decided to contact her, and we ended up working together. I think we should aim for collaborations like this one."



### Space to show your own personality

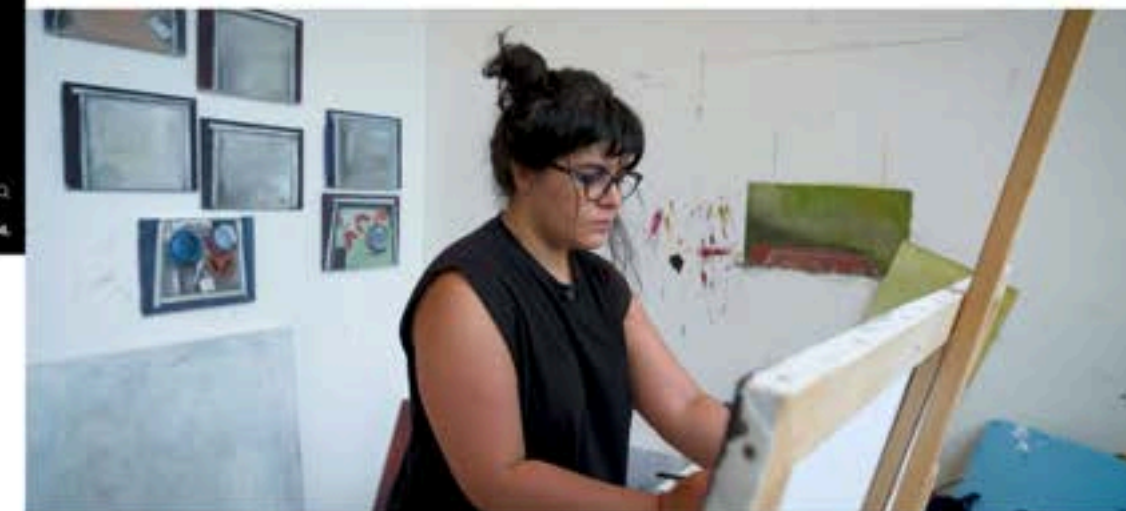
She also explains that ArtEZ differs from other conservatoires, because you don't merely graduate with a concert where you show all the styles you are capable of performing. There's more to it. She explains: "Students are usually expected to end their bachelor's with a concert where they show every style they can do. So you show that you can do a lot of things. It's quite different within this conservatoire. We're doing two final exams. One where you show everything you can do. And the second one, which is this one, where you get more space to show your own personality and who you really are."

### Find your place in the music field

With the bachelor course in Classical Music in Zwolle, you not only master your instrument to the hilt, you also find your own place in the music field. During the first two years, you focus on training your musical and artistic skills. From year three on, you get to tailor your course curriculum in a way that suits your ambitions. You are guided in answering questions regarding to who you are, what it is that makes you special, why you do what you do, and how you can use your musical skills to generate an income. You also work on your presentation and

## Recreating memories to help us heal

Activist. Former refugee. Artist. That's Rojin Tavassoli. She started the course [Fine Art](#) four years ago because she wanted to pursue something that was only for herself. She wanted to understand that part of her that was yet undiscovered. In the video below, she tells us more about her experiences during this course: "My brain is constantly on. I'm constantly thinking and jumping from one topic to another. But when I paint, it stops. I feel zen."



For her finals, Rojin uses architectural objects as metaphors. She explains: "For inspiration, I look at objects like drawers, tables, or closets. They can contain feelings or memories. But they can also be empty. And we can fill them ourselves with our own creations. I find it fascinating that we can recreate our memories. We can take material from the past and create a totally different story. And believe it. I think it can be used as a healing process."



### Good experiences at AKI

Rojin chose AKI ArtEZ because she met with a lot of former students in Enschede who spoke highly of the academy. "Everyone I met, had a lot to say about AKI. When I want to visit the academy, I thought it was an inspiring space. The idea of having your own studio was very fascinating. And I learned that there are well-known artists who teach here."

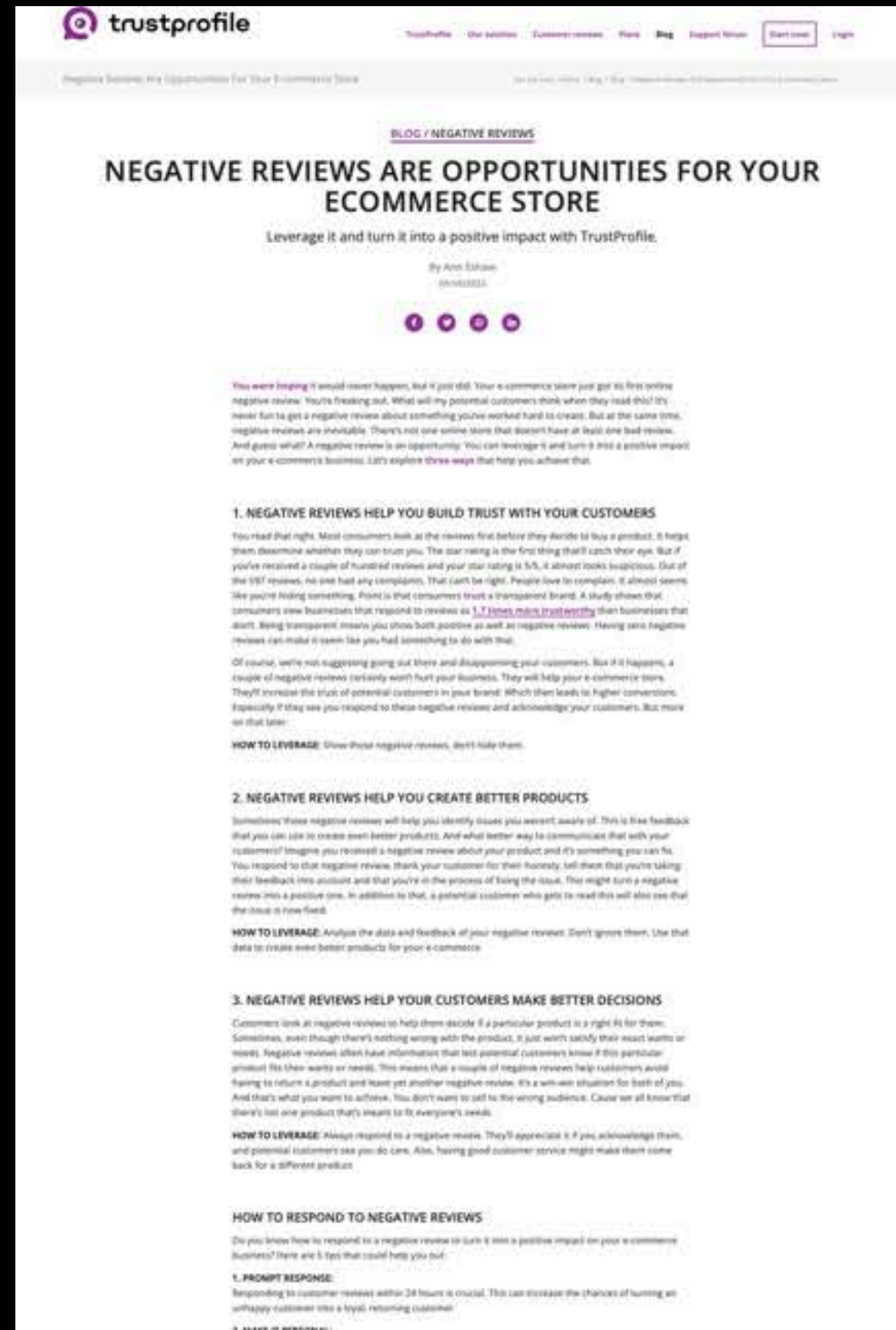
### The next step

When Rojin is asked what the next step is after graduation, her answer is: "I want to create or help create a program of some kind that helps people cope with life. That's something important to me."

# blogs

For TrustProfile, I've written blogs in English to explain their product as well as highlight the importance of it for e-commerce businesses.

For the website Duurzamer Gedrag, we're developing a complete content strategy. We started with keyword research and blog writing. Now, we're gradually working on a social media strategy to increase brand visibility.



The screenshot shows a blog post on the TrustProfile website. The title is "NEGATIVE REVIEWS ARE OPPORTUNITIES FOR YOUR ECOMMERCE STORE" with a subtitle "Leverage it and turn it into a positive impact with TrustProfile." The author is Ann Esham. The post is divided into three main sections: 1. NEGATIVE REVIEWS HELP YOU BUILD TRUST WITH YOUR CUSTOMERS, 2. NEGATIVE REVIEWS HELP YOU CREATE BETTER PRODUCTS, and 3. NEGATIVE REVIEWS HELP YOUR CUSTOMERS MAKE BETTER DECISIONS. Each section includes a "HOW TO LEVERAGE" tip. At the bottom, there is a section titled "HOW TO RESPOND TO NEGATIVE REVIEWS" with two sub-points: 1. PROMPT RESPONSE and 2. MAKE IT PERSONAL.

## 4 simpele upcycle ideeën voor een duurzame levensstijl



Upcyclen is iets nieuws en nuttigs van iets ouds maken. Dat past wel bij een duurzame levensstijl. Denk aan poetsdoeken maken van een oud kledingstuk die niet meer te doneren valt. Of een leuk plantenbak van oude schoenen. Ja hoor, dat is een ding. Bekijk maar [hier](#) hoe je mooie plantenbakken maakt van oude schoenen.

Heb je alles al gedoneerd, maar heb je toch nieuwe spullen nodig die je zelf ook zou kunnen maken? Ga eens naar een kringloopwinkel, antiekwinkel of garageverkoppen en kies iets dat best een goede make-over kan gebruiken! Laten we kijken naar 4 leuke ideeën voor jouw nieuw bezigheidje.

### Upcycle idee no. 1: oude koffers omtoveren tot prachtige meubels



Waarom bijna honderd euro uitgeven op bol.com als je zelf een prachtig [voetenbankje](#) thuis kunt maken? Je hebt vast nog wel een oude koffer die je al jaren niet hebt gebruikt. Denk aan alle chille weekenden thuis met een heerlijk voetenbankje voor je...uhm, nou ja, voeten.

Maar van oude koffers kun je nog vele andere meubels maken. Zoals een [bijzettafel](#), een [bureau](#) of zelfs een bijzondere [kast](#) met een vintage look! Bekijk hier [10 leuke upcycle ideeën](#).

# social media

Here are some posts for Duurzamer Gedrag.

We started from scratch with a brand-new account and zero followers.

First, we're focusing on increasing reach, followed by engagement and building a follower base.

#DuurzamerGedrag [www.duurzamergedrag.nl](http://www.duurzamergedrag.nl)

Oude koffers omtoveren tot voetenbankjes, bijzettafels, bureaus, kasten en meer!



**2 simpele upcycle ideeën voor thuis**



Plastic flessen omtoveren tot plantenbakjes, vazen en bezems!

 @duurzamergedrag  
Duurzaam leven | Duurzaam gedrag

Simpele tips voor duurzamer gedrag.

#DuurzamerGedrag [www.duurzamergedrag.nl](http://www.duurzamergedrag.nl)

Vervang vleesbeleg met hummus of geprakte avocado met kruiden



**Vegetarisch/Vegan eten lekkerder maken**



Gebruik smaakmakers als ui, knoflook en paddenstoelen

 @duurzamergedrag  
Duurzaam leven | Duurzaam gedrag

Simpele tips voor duurzamer gedrag.



# landing pages

Strong, concise copy for landing pages that convert.

I can write them in Dutch and English.

(Unfortunately, you can't click cause they're offline now.)



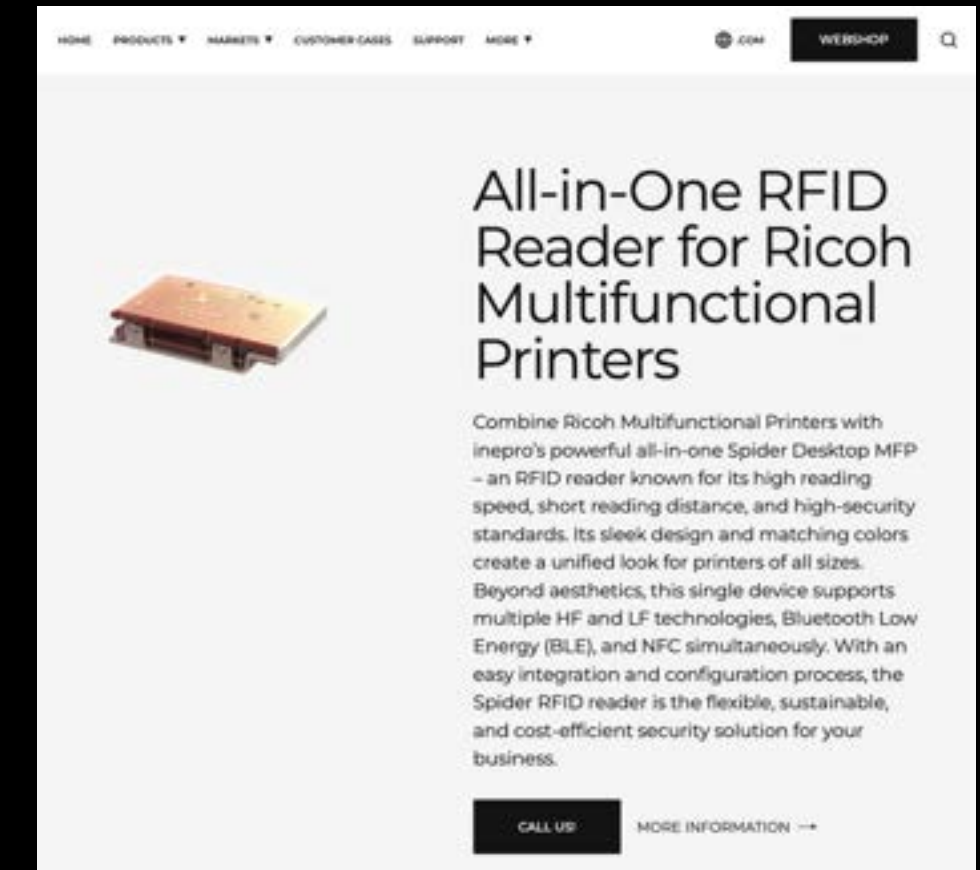
PRODUCTEN ▾ MARKTEN ▾ KLANTCASES SUPPORT MEER ▾




## Tot 30% Meer Opbrengsten met Nayax Vending Betaaloplossing

Met de Nayax kaartlezers kies je voor de cashless betaaloplossing die perfect aansluit op de wensen van moderne consumenten. Met onze plug & play installatie is de implementatie van de Nayax Ornyx en de Nayax VPOS Touch binnen één dag volledig voltooid, inclusief configuratie. Dankzij hun compacte ontwerp kunnen ze eenvoudig worden geïnstalleerd op verschillende machines. Bovendien ondersteunen ze diverse vormen van contactloos betalen, voorzien ze in waarschuwingen voor voorraadniveaus en storingen, en bieden ze een gebruiksvriendelijke interface met intuïtieve bediening en meertalige ondersteuning.

CONTACTFORMULIER MEER INFORMATIE →



HOME PRODUCTS ▾ MARKETS ▾ CUSTOMER CASES SUPPORT MORE ▾



## All-in-One RFID Reader for Ricoh Multifunctional Printers

Combine Ricoh Multifunctional Printers with inepro's powerful all-in-one Spider Desktop MFP – an RFID reader known for its high reading speed, short reading distance, and high-security standards. Its sleek design and matching colors create a unified look for printers of all sizes. Beyond aesthetics, this single device supports multiple HF and LF technologies, Bluetooth Low Energy (BLE), and NFC simultaneously. With an easy integration and configuration process, the Spider RFID reader is the flexible, sustainable, and cost-efficient security solution for your business.

CALL US MEER INFORMATIE →



PRODUCTEN ▾ MARKTEN ▾ KLANTCASES SUPPORT MEER ▾



## Alles-in-één Betaaloplossing voor Spelattracties & Speelhallen

Verhoog je omzet, verlies minder tijd aan administratieve taken, verhoog de klanttevredenheid en stimuleer klantenbinding in jouw spelattracties en speelhallen. Hoe? Met onze Nayax alles-in-één betaaloplossing. Onze kaartlezers – de Nayax Ornyx en Nayax VPOS Touch – hebben een plug & play installatie waardoor ze in slechts één dag volledig geïnstalleerd zijn, inclusief configuratie. Zo kan je meteen aan de slag met het bieden van een ruime keuze aan contactloos betalen, waaronder krediet- en debetkaarten, QR-codes en mobiele apps. Bovendien kan je alles op afstand beheren, van transacties tot eventuele operationele problemen. Maak de overstap naar het ultieme alles-in-één cashless systeem voor spelattracties en speelhallen.

CONTACTFORMULIER MEER INFORMATIE →



PRODUCTEN ▾ MARKTEN ▾ KLANTCASES SUPPORT MEER ▾



## Meer Omzet met Eenvoudig Contactloos Betalen voor Wasserettes

Stap over naar hét cashless betaalsysteem voor wasserettes waarmee je de ervaring van je klanten verbetert en je inkomsten maximaliseert. Met onze Nayax Ornyx en Nayax VPOS Touch kaartlezers is de overstap eenvoudig dankzij de plug & play installatie. Je bent binnen één dag operationeel – inclusief configuratie! Deze kaartlezers bieden diverse vormen van contactloos betalen, real-time storingsmeldingen en een meertalige interface voor een gebruiksvriendelijke bediening. Moderniseer je wasserettes met de Nayax alles-in-één oplossing.

CONTACTFORMULIER MEER INFORMATIE →



# work with me in only 4 simple steps

**chat**

↳ we start with a chat so I can understand your business, goals, and target audience

**contract**

↳ I'll send over a contract with a fixed price

**strategy**

↳ then, I'll start creating a strategy based on your answers and my own research

**content**

↳ once the content is ready and we've discussed your feedback, it goes live



# want to schedule a chat?

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Website

[www.eshawmarketing.com](http://www.eshawmarketing.com)

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LinkedIn

<https://www.linkedin.com/in/aeshaw/>

