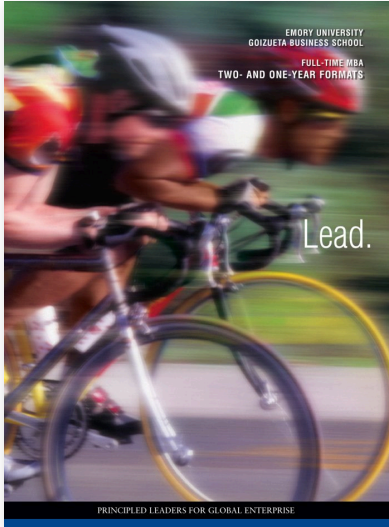


Emory Goizueta MBA viewbooks

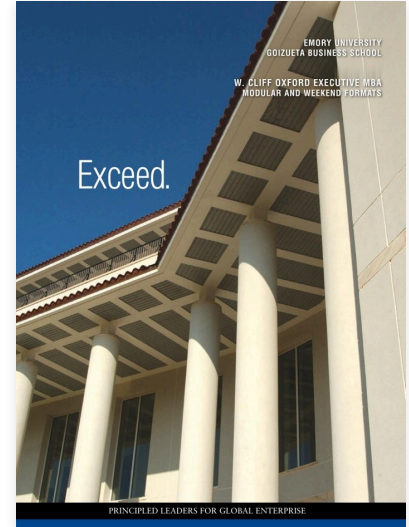
Emory's Goizueta Business School needed recruiting viewbooks for three very different audiences: full-time students, working professionals in the evening program, and senior executives. I wrote all three, giving each program its own one-word promise while keeping one voice, "Principled leaders for global enterprise," across 180+ pages of program details, faculty and student stories, and admissions guidance.



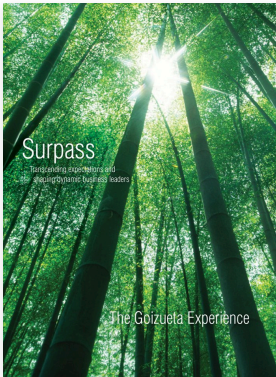
Full-Time MBA: "Lead." 84 pages.



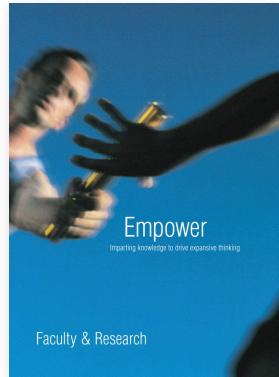
Evening MBA: "Reach." 60 pages.



Executive MBA: "Exceed." 43 pages.



Surpass: the Goizueta experience



Empower: faculty & research



Engage: integrated leadership



Connect: careers & network

What I wrote

- **Three complete viewbooks**, each tuned to its audience: career switchers, working professionals, and executives
- **Section openers** with a one-word theme and a short promise line
- **Program and curriculum copy**, faculty profiles, and student and alumni stories
- **Admissions guidance** that walks prospects from first look to application

"Transcending expectations and shaping dynamic business leaders."

"Imparting knowledge to drive expansive thinking."

"Develop relationships and resources to define your own success."