

Cory Jurentkuff Tratar

25+ -Years of Content Strategy, Digital Strategy, Project Management & Client Service

Hi! I'm Cory.

It's a pleasure to meet you. :)

February 10, 2025



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25+Years of Content Strategy, Digital Strategy, Project Management & Client Service

Here's my work.

I hope you enjoy it. :)

February 10, 2025

Web Digital Strategy

A content-first approach to ensure the experience is designed around the message, and plain language that means something to the reader

Bloomberg

Content strategy and copywriting that presents complex legal issues in plain language

- Content strategy
- Digital strategy
- Copywriting
- Market / industry research
- Project management

SOLUTIONS YOU CAN RELY ON

ESSENTIAL. INNOVATIVE. EVERY DAY.

We offer a unique combination of expert content, time-saving tools, and proprietary business data for professionals.

LEGAL >

Optimize and grow your legal practice.

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Grow your business, advise your clients, and raise your profits with this unique combination of legal expertise and market data.

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Manage all phases of EHS compliance globally.

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LEGAL

Bloomberg BNA legal solutions combine BNA's trusted news and expert analysis with Bloomberg's comprehensive market data and cutting-edge technology.

AREAS OF INTEREST

- > BANKING, FINANCE & SECURITIES
- > BUSINESS & COMMERCIAL
- > HEALTHCARE
- > INTELLECTUAL PROPERTY
- > LABOR & EMPLOYMENT

- > LEGAL PRACTICE & REFERENCE
- > LITIGATION
- > PENSIONS, BENEFITS & COMPENSATION
- > PRIVACY & SECURITY
- > TELECOMMUNICATIONS & INTERNET

BLOOMBERG LAW

Jumpstart your research with unrestricted resources and tools. Get a deeper understanding of critical legal issues with insightful, real-world guidance from the most respected thought leaders.

[LEARN MORE](#)

FOR YOU

LAW FIRM PARTNER

KNOWLEDGE MANAGER / LIBRARIAN

COURT PROFESSIONALS

LAW FIRM ASSOCIATE

LAW SCHOOL PROFESSIONALS & STUDENTS

IN-HOUSE COUNSEL

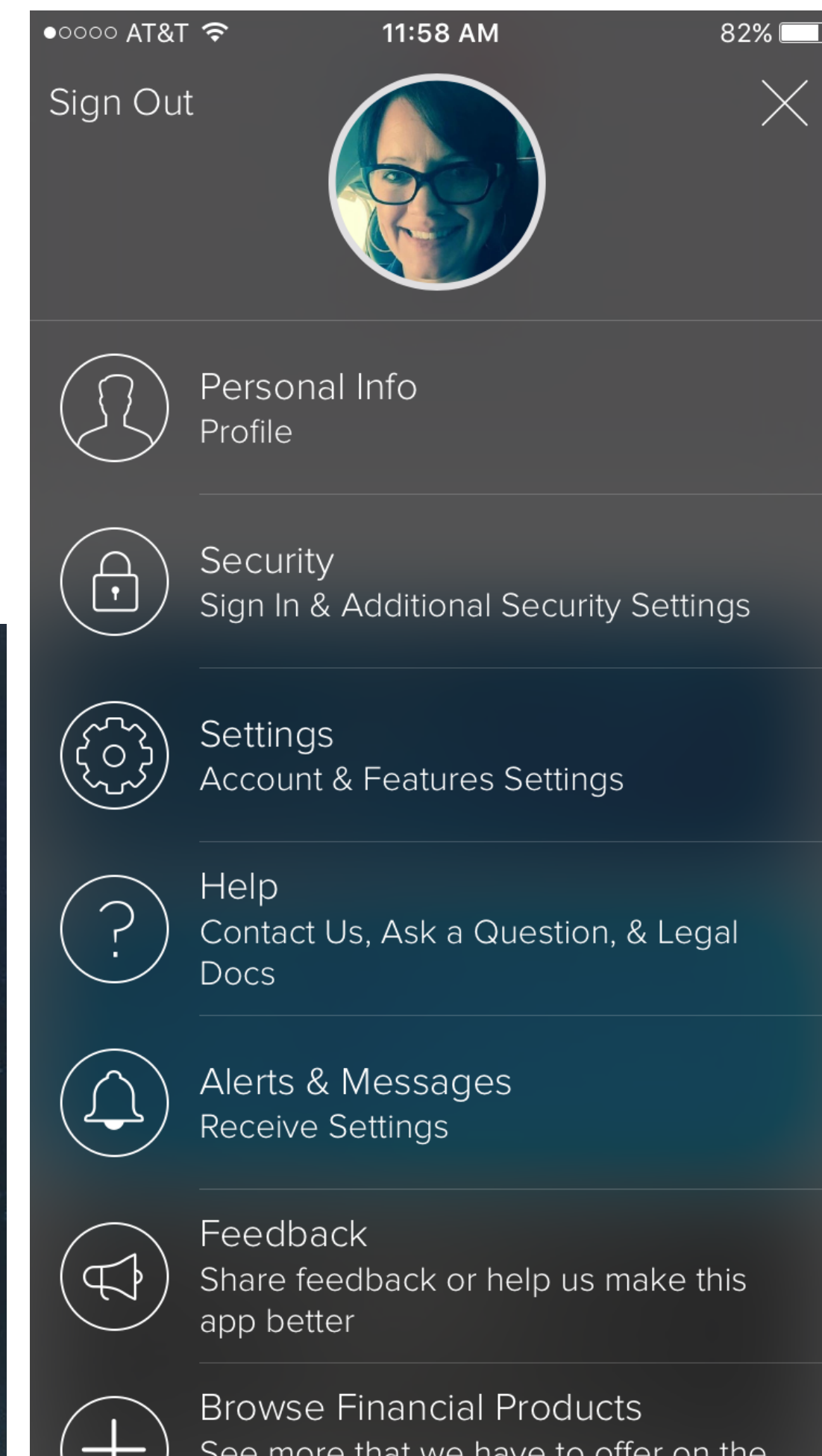
Mobile Digital Strategy

A content-first approach that strips back complexity for customers on-the-go

Capital One & Annual Reviews

The Capital One and Annual Reviews apps that distill information for the mobile channel

- Content strategy
- Digital strategy
- UX
- Copywriting
- Empathy research
- Project management



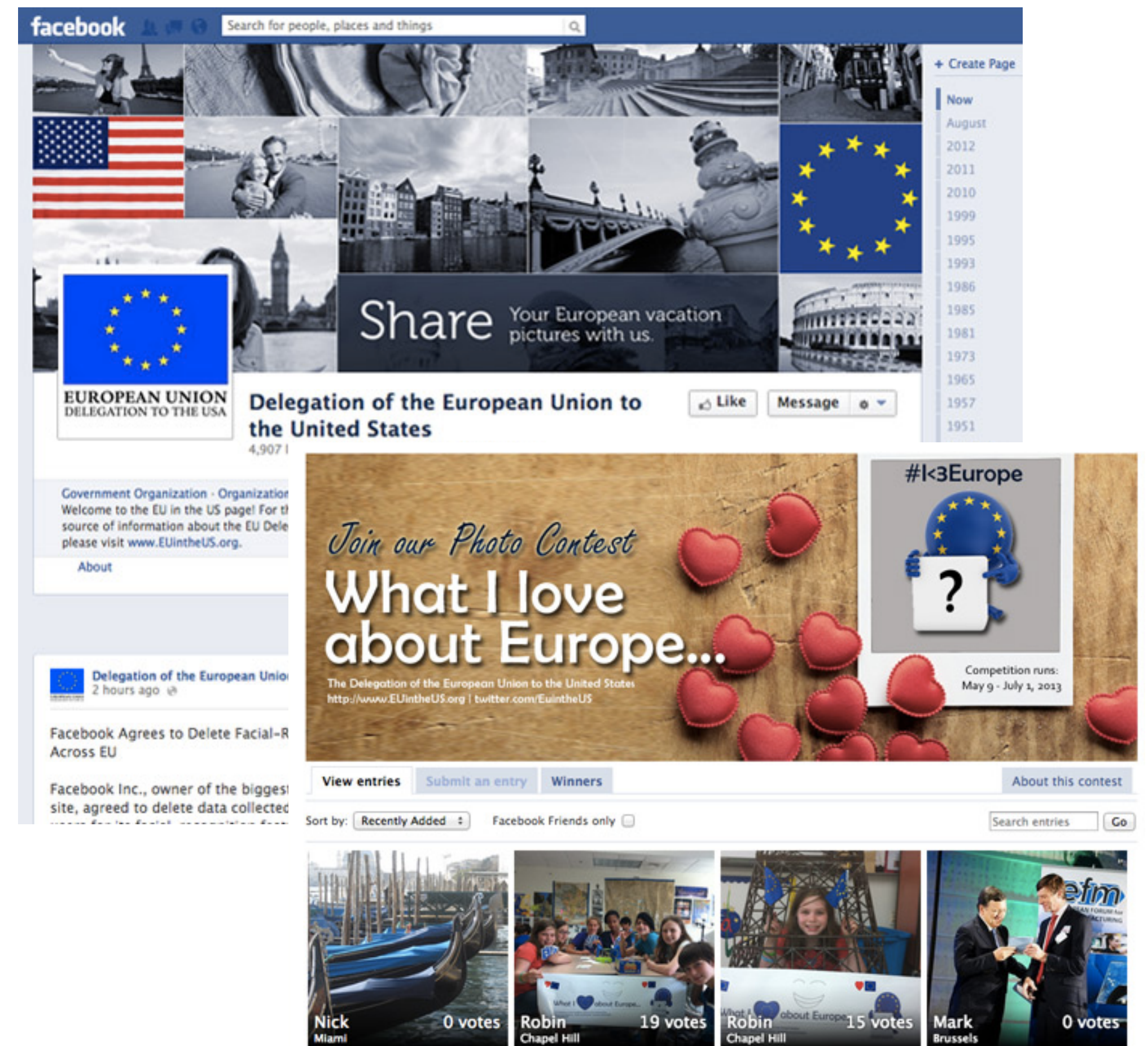
Social Media Strategy

A content strategy that engages customers
on social in fresh, innovative ways

European Union

The European Union's revamped Facebook presence - doubled Facebook fans every six months

- Content strategy
- Social strategy - Facebook, Twitter
- Copywriting
- Research
- Project management



PPC Strategy

Testing and optimizing ads to cut through the clutter, reach customers, drive engagement and increase conversions

National Institute on Drug Abuse

The NIDA Drugs & Alcohol Facts week PPC campaign - saw a 4% increase of engagement from 2016 to 2017 and 3,000 more clicks

- Campaign management - budget + messaging
- Content strategy
- Copywriting + A/B testing + copy optimization
- Keyword research + keyword optimization

Debunk Drug Myths - Learn More from NIDA

Ad teens.drugabuse.gov/NDAFW

We're teaching teens how drugs and alcohol really affect them and you can too.

Prevent Drug & Alcohol Use - Ways to Help Your Teen

Ad teens.drugabuse.gov/NDAFW

NIDA can give you info for helping your teen to make smart decisions.

Teenage Drinking - You Can Make a Difference

Ad teens.drugabuse.gov/NDAFW

Learn how to talk to your teen about alcohol abuse.

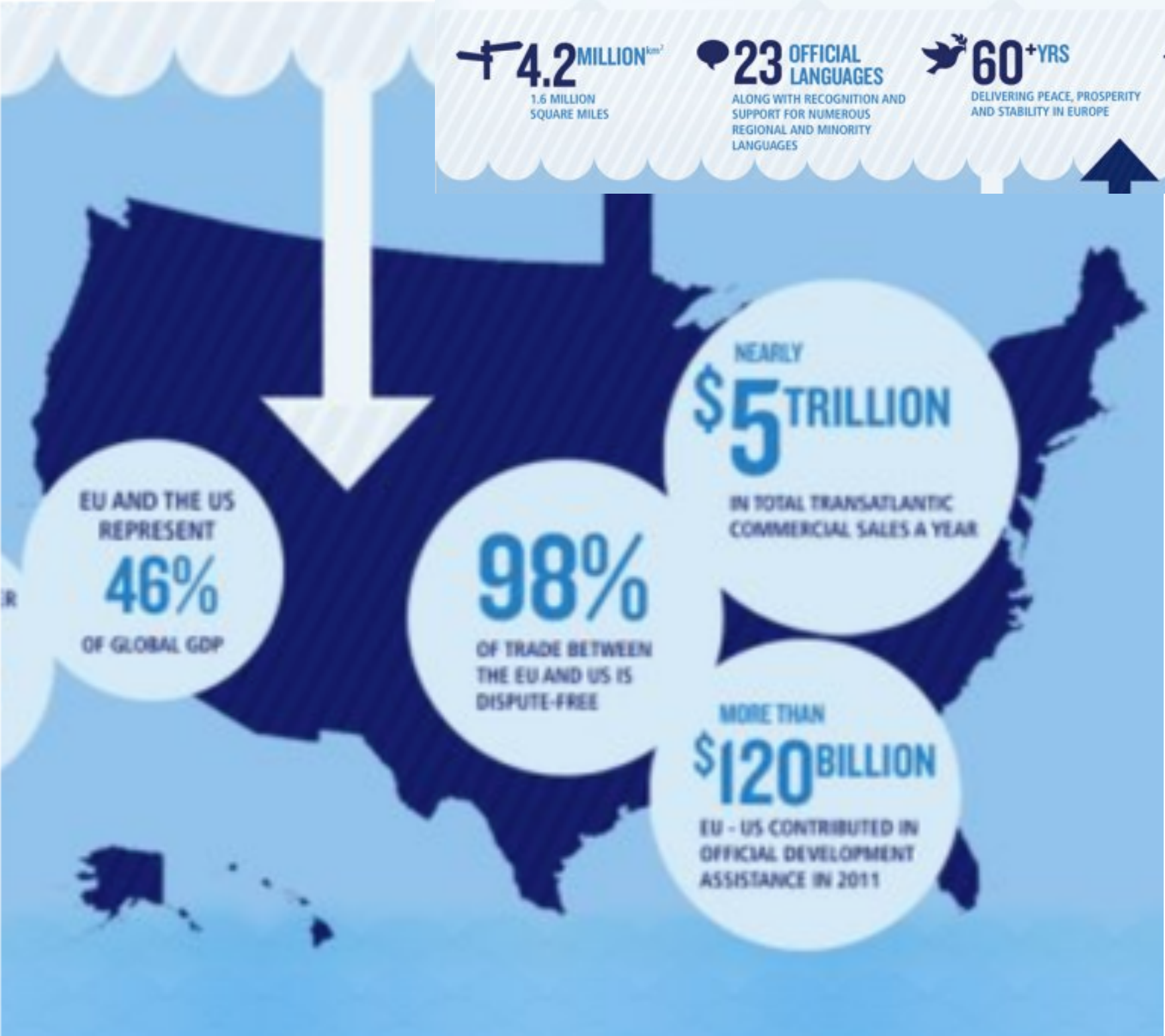
Infographics:

Complex topics explained visually

European Union

A infographic designed to give the audience a better understanding of the EU - beyond the Euro

- Content strategy
- Copywriting
- Audience research
- Project management



Bloggging

Engaging and persuasive articles to demonstrate thought leadership and explain the latest in content strategy

Interactive Strategies

An industry-focused blog post, created to shed light on content strategies that reach folks in every digital channel

- Research
- Copywriting
- Editing
- Project management - managed editorial calendar for blogs by other staff members



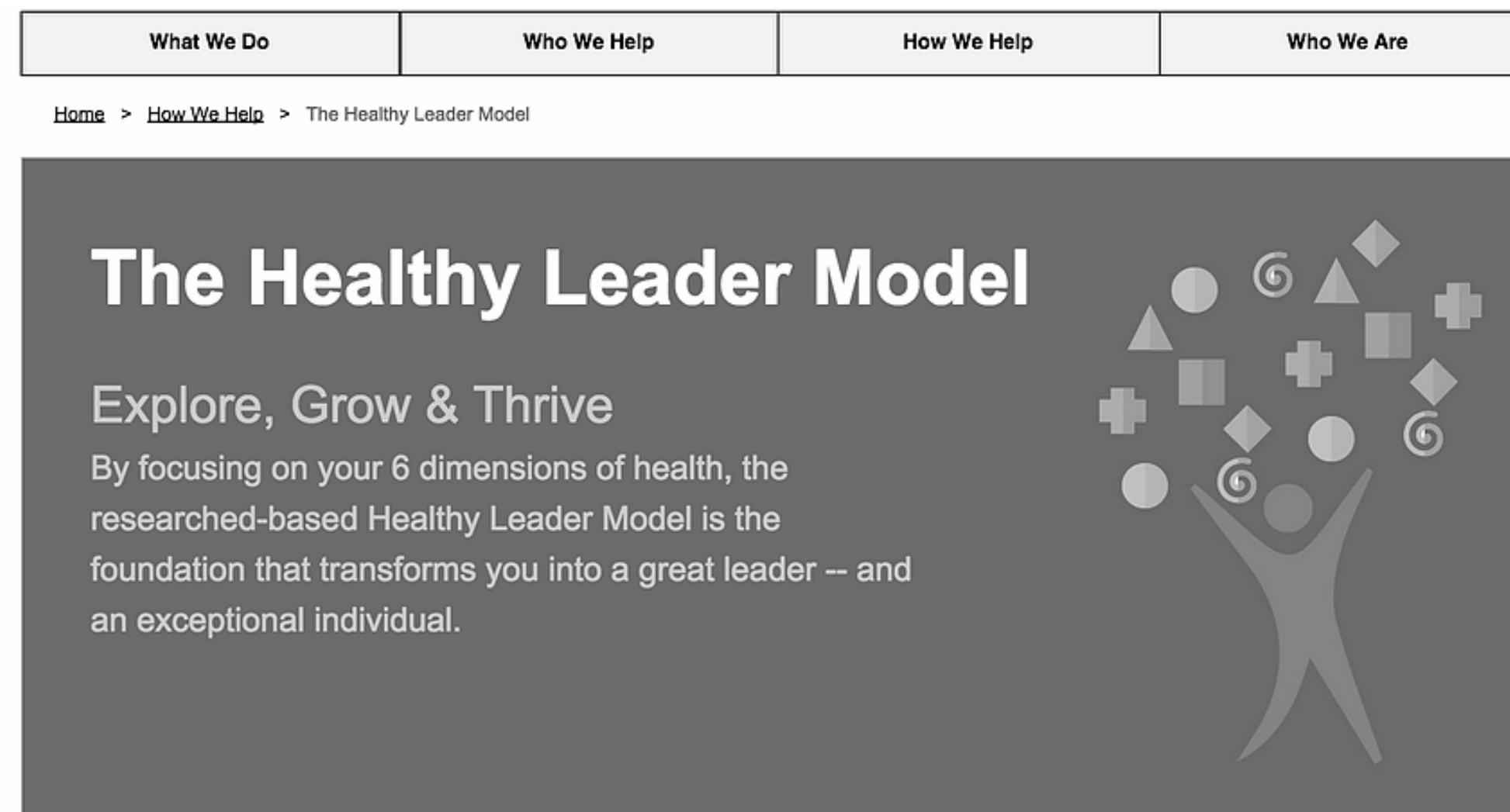
UX - Wireframes

User-friendly interfaces that tells a story, and gets users where they need to be - quickly

Healthy Companies

Wireframes that demonstrate the company's message, navigation and creative direction

- Content strategy
- Digital strategy
- Copywriting
- UX design
- Project management



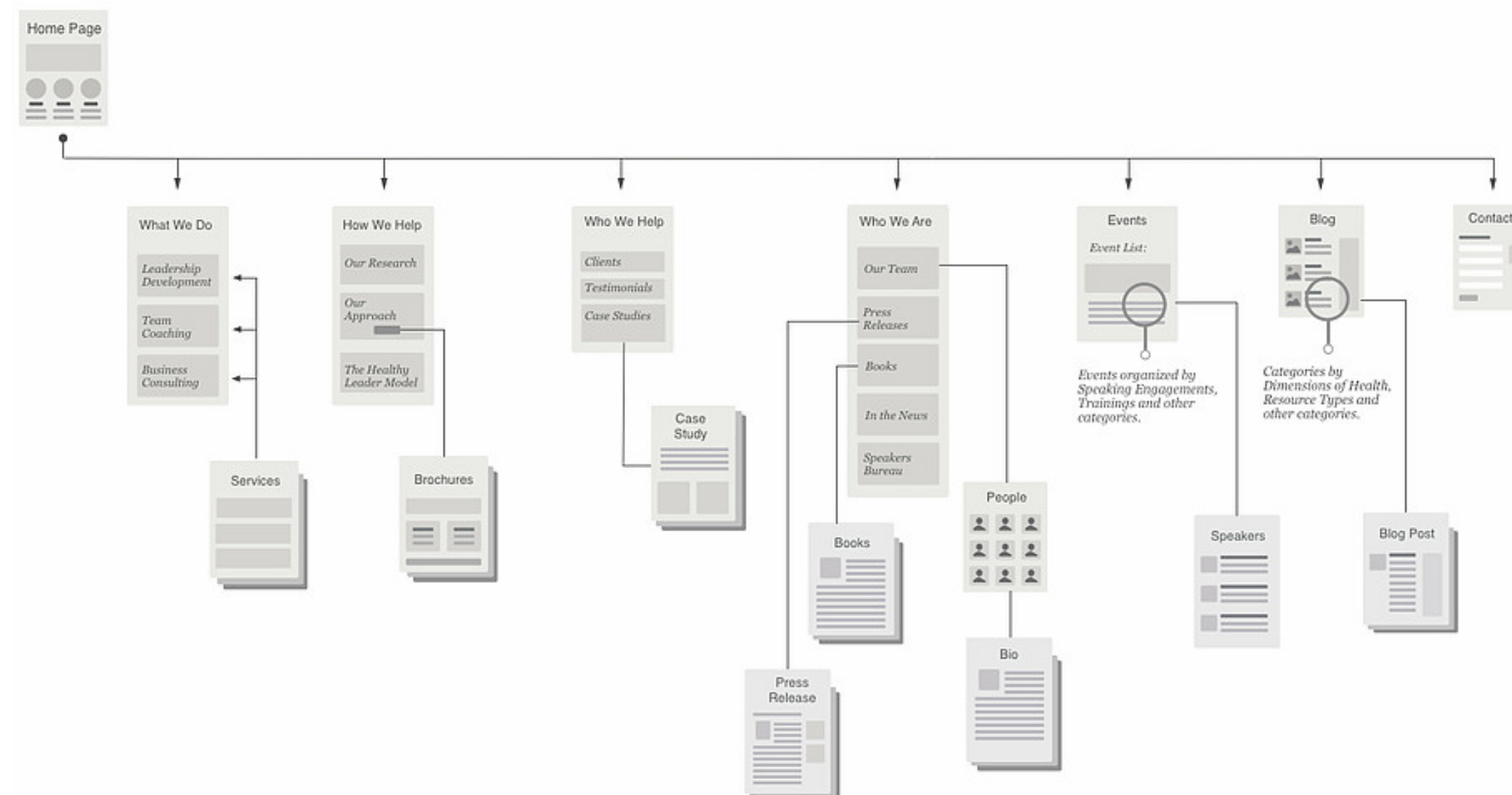
IA - Sitemaps

Intuitive website navigation and organization
that tells a story

Healthy Companies

A sitemap designed to get users to the content they need, seamlessly, while reinforcing the company's vision through clear labels and site structure

- Content strategy
- Research
- IA design
- Project management



Thank you!

You've been a wonderful audience. 👍 100

February 10, 2025

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