

A woman wearing a dark hard hat and a safety vest is shown in profile, looking through a night vision device. The scene is dimly lit, with a blueish tint, suggesting a night or low-light environment. The background is blurred, showing what appears to be a building or industrial structure.

# Honeywell

WSJ CUSTOM CONTENT STUDIO



# WSJ **Honeywell**

I answered an RFP and won WSJ \$1.2MM+ in business, creating a custom documentary film and companion podcast series that lived on a custom landing page. I oversaw production and partnered with editorial teams to see the pitch, creation, and launch of this massively complex, intercontinental execution through to completion.

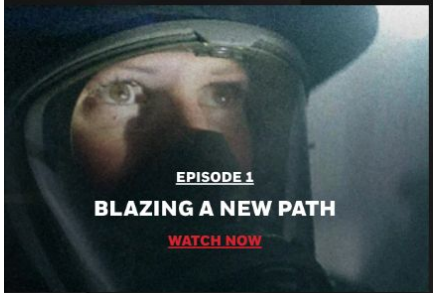
- **Content**
- **Film**
- **Podcast**
- **B2B**
- **Regulatory & legal**
- **UX storytelling**

## Executions & deliverables:

- **RFP pitch**
  - Wrote winning concept
  - Collaborated with client partner teams
- **Video Executions**
  - Story composition
  - On location CD for shoots
  - Final edit
- **Podcast**
  - Partnered with editorial team
- **UX**
  - Partnered with design and dev teams

# TOMORROW'S SOLUTION TODAY

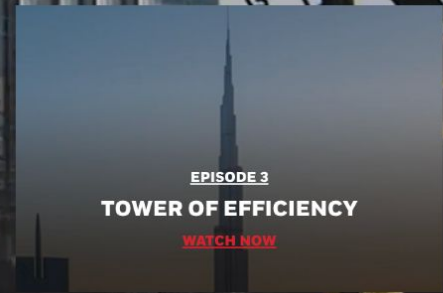
How technology is changing lives and revolutionizing industries



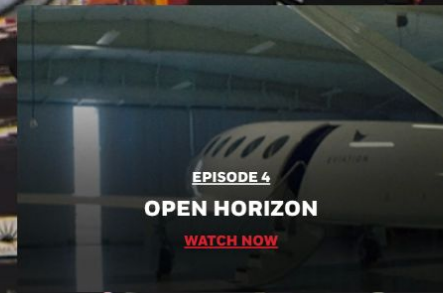
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**BLAZING A NEW PATH**  
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**THE SMART WORKER**  
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**EPISODE 3**  
**TOWER OF EFFICIENCY**  
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**EPISODE 4**  
**OPEN HORIZON**  
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