



## How One Marketing Director Produced More Than 60 Marketing Pieces Without a Copywriter on Staff

Teresa Prisbrey is the marketing director for Preco Electronics, Inc., maker of [PreView Radar object detection systems](#), the long-standing industry leader for reducing blind-zone accidents in mining, construction, commercial transportation, and utility vehicles.

### Long list. Little time.

Teresa's daily to-do lists run long. From traveling to and running trade show booths across the country to making sure the company's online presence is fresh and engaging, she has plenty of vital areas of responsibility that must be constantly maintained. As Teresa put it, "there is usually much more to get done than there is time."

#### Preco's Projects:

- Client stories
- Press releases
- Facebook posts
- Product info
- Trade magazine articles
- Bios
- Blog posts

Her schedule gets even more hectic when projects come up that demand high-level writing, such as product info sheets, client stories, or trade magazine articles. Devoting the time required to produce long-form writing is practically impossible without impacting other key duties.

Teresa said, "I needed to find a writer who could take my concept and turn it into a professional and articulate paper, article, or press release within my deadline."

**But her company was not ready to hire a full-time—or even a part-time—business writer.**

## Short search. Right writer.

Teresa decided to interview several freelance writers. She knew she needed one who could “grasp our product and audience quickly.” She interviewed several freelance writers before meeting with [Monelle Smith](#), the business writer in the writer-and-editor team working as [Gemstone Media](#). Before the interview ended, Teresa knew she had found the solution to her copywriting time crunch. She said, “The vital component was communication. Monelle grasped what we were trying to achieve immediately.”

Since that first interview several years ago, Teresa has relied on Monelle’s writing skill and ability to apply Preco’s brand in creating effective marketing pieces in a variety of formats. She notes that Monelle has written more than 60 separate marketing pieces for Preco, including press releases, customer success stories, blog and Facebook posts, problem-solution pieces, product launch collateral, and more.

The Gemstone Media team gave Teresa the ability to produce quality content without sacrificing any of her other priorities. “Working with Monelle gave me peace of mind. Hiring her to develop articles, press releases, and posts was like hiring a new team member. I knew I could rely on her. With minimal direction and input, Monelle was able to create communication materials that got noticed and, more importantly, got published.”



*Gemstone Media brings a dedicated writer-and-editor team to corporate communications. With 20+ years of combined experience crafting hard-hitting marketing content, writer Monelle Smith and editor Ian Smith have written and edited for giants such as Microsoft, HP, T-Mobile, and Simplot. They can be reached at 208-895-9717.*

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Preco Electronics, Inc.