



Lisa Berzack

Creative, Targeted Writing & Editing for Marketing Communications
Word Master Communications



Patricia Kilgore
President/CEO at Sterling
Kilgore, a full-service
marketing communications
agency
January 20, 2011, Patricia was a
client of Lisa's

In our 16 years of business, I have hired many writers. Lisa is by far the absolute best of all of them. She is always right on target—and on deadline—with her writing, even with our diverse group of client businesses. The best thing is our clients love the work we present to them. In addition to her strong writing skills, she is an expert editor. Quite simply, she always makes us look good and makes our job so much easier. We bless the day we discovered her.



Matia Brizman
Doctor of Philosophy in
Classical Chinese Medicine
January 6, 2011, Matia was a
client of Lisa's

I am not sure how a non professional writer could qualify to critique a talented one like Lisa Berzack, but, I have become familiar with the work of Lisa Berzack over the last year and half.

She executed a very big project Pro Bono for ICAMA.org, a site dedicated to helping chronically ill people—mostly women regain their health. The only thing that is larger than her talent for writing is her heart. This was truly a gift of love and will have a huge impact on many people.

I have also read non work-oriented pieces that Lisa has written and her more personal style is among the most prolific and touching that I have ever read—really!

Lisa is able to take on the task of understanding what needs to be done and executing it with words that are fluid and expressive and clearly outline what needs to be communicated. She is also very easy to be and work with, making any project much more fun.

I highly recommend Lisa to anyone in need of an incredibly talented writer.



Susan Farb Morris
Owner, Susan Farb Public
Relations
January 5, 2011, Susan worked
with Lisa but at different
companies

Lisa really is a "guru," as her website says. She's one of the most in-demand freelance writers for a reason -- she's brilliant at taking a client's rough ideas/information/objectives and creating communications that are sophisticated, yet accessible -- a tricky duo indeed. She's also a star at turning pieces around quickly, and she never, I mean, never, misses a deadline.



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Susan Silver, MA

Recognized Educator,
Organizer and
Communicator

January 5, 2011, Susan worked
with Lisa but at different
companies

Truly a gifted writer, Lisa Berzack consistently surpasses expectations. She's conscientious and creative and great to work with. The reason the top companies clamor to book Lisa is she's simply the best in the business. I heartily recommend her!



Denise DeMan

Chairman and CEO at Bench
International: the oldest
global retained search firm
specializing in the life
science sector.

February 3, 2011, Denise was a
client of Lisa's

"Lisa's ability to absorb complex concepts and craft these concepts into effective copy and marketing materials is top notch. Lisa's professionalism and consistent delivery of work packages on time and on budget was appreciated by my entire team"



Stephen Williams

Identifying, evaluating and
validating senior executive
talent for health care
companies.

February 2, 2011, Stephen was a
client of Lisa's

Lisa was integral to getting us to focus our message and branding in our electronic media and supportive marketing pieces. She is creative with high energy and delivers on what she promises - on time and with high quality.



Sehnita Joshua Mattison

Television/Broadcast/Media
Professional

January 26, 2011, Sehnita Joshua
was a client of Lisa's

Lisa eagerly lent her planning and communication skills to our organization's clients and threw herself into her work. She not only assisted clients with writing resumes and cover letters and practicing interview skills to land jobs, she also taught a goal planning course. Lisa took the curriculum handouts and made the class her own. Soon both clients and staff were raving about her effective, accessible teaching style which motivated clients to make the necessary steps to reach their goals. Her initiative and positive efforts earned her a Volunteer of the Year Award through the Mayor's office.

Lisa is thoughtful, dependable, professional and finds creative solutions to get the job done. She takes the time to listen to what the needs are and then gives a finished product that addresses those needs and the ones you hadn't even considered. She's a true gem!



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Juliet Soopikian

Co-Founder Of The Insight
Center - M.S., MFT

January 21, 2011, Juliet was a
client of Lisa's

If you're looking for the best, your search stops with Lisa!! In the past I went through many writers but once I discovered Lisa, I knew we had our ace in the hole....I am constantly amazed at what she turns out.

One of her many strengths is being able to go thoroughly comb through the information we give her -sometimes a lot!-- as well as take in our guidance and desires, and she quickly zeroes in on the key message and how to convey it in a creative & appealing way but also succinct. She is not afraid to also tell you when something you want is not in your best interest.

As a person, she is equally special. Lisa is incredibly decent, kindhearted, modest....she has a heart of gold. She's very dedicated to giving her best....I don't have to worry about the quality of the finished product because wherever I set the bar trust me she sets it even higher for herself! If you're able to book her, your company is in great hands!!



Sandy Merein

Business Partner Vice
President at Kforce

January 6, 2011, Sandy was a
client of Lisa's

I have known Lisa for 10+ years. I have turned to Lisa for professional help with business proposals, advice on writing articles and conceptual brainstorming. Lisa has always been personable, professional and punctual. Her finished product is always crisp, creative and professional. She would be a good person to have in your network of creative contacts.



Michael Embree

CFO at Michelman &
Robinson LLP

January 19, 2011, Michael was
senior to Lisa but didn't manage
directly

"Lisa is a phenomenal writer and has a very creative mind. She's easy to work with, very professional, and very dependable. I highly recommend her."