

TATUM DUCKWORTH

COPYWRITER

Lifestyle Content • Visual Marketing • Human-First Storytelling

Making Order From Chaos

I don't live or write by just "going with the flow." When faced with a home, a brand, or a mind full of stuff, chaos takes over. I function by being methodical. To me, being methodical isn't robotic—it is the systematic art of creating calm from overwhelm.

Cut through the noise, find the system, and create clarity.

THE STORY

From Cyberspace to The Nate Berkus Show

I pulled the trigger and started a lifestyle blog to document our home renovations. While running the platform, producers for The Nate Berkus Show (Oprah's go-to home expert) discovered my blog, tracked me down, and flew me to New York. My home was still in the beginning stages of renovation, but I was brought on the show to discuss my goals for the space and choose which designer's aesthetic best matched the style I aspired to create.

I know how to write content that stops people in their tracks because I have actually done it.

THE EVOLUTION

Part 2

After stepping away from the keyboard to raise my two daughters, my life changed instantly when my husband passed away suddenly. Forced to navigate a devastating new reality, I had to learn how to be a methodical steward over a changing life, a home, and our finances during absolute chaos.

Today, I am back to writing with a deeper, more honest, and completely unfiltered perspective. This portfolio contains three distinct pillars of my current digital work, followed by my independent and historical advertising concepts:

1. The System: Practical, skimmable lifestyle and organizational copy.
2. The Hook: Visual, scroll-stopping marketing copy via Pinterest.
3. The Heart: Raw, honest, emotional storytelling that builds true human connection.
4. Independent Creative Concepts: Retail advertising campaigns for national brands.
5. Earlier Advertising Work: Headline concepts from my time in print media advertising.

The Absolute #1 Way to Organize Spices

GOAL

Give readers a fast, simple, stress-free solution to a messy kitchen problem.

AUDIENCE

Overwhelmed home cooks looking for easy, realistic organization tips.

APPROACH

Bold capitalization and a humorous, no-nonsense tone that makes organizing feel simple.

JUST ORDER THE MATCHING JARS.

Want to know how to organize spices? It's so simple. JUST ORDER THE MATCHING JARS.



Lifestyle content • Practical organization • Methodicalme.com

Are Vision Boards Actually Worth Your Time?

GOAL

Challenge the traditional, passive approach to goal-setting and push readers toward immediate, real-world execution.

AUDIENCE

People tired of overplanning, overthinking, and getting stuck in the “arts and crafts” phase of their goals.

APPROACH

A blunt, high-urgency hook that challenges the status quo and turns a familiar lifestyle topic into a call to action.

JUST DO THE THING.

Just Do The Thing, and stop the arts and crafts.



Lifestyle content • Action-driven writing • [Methodicalme.com](https://methodicalme.com)

Pinterest → Blog

GOAL

Design pins that stop a busy user from scrolling and compel them to click through to the blog.

AUDIENCE

Homeowners and lifestyle readers browsing Pinterest for clean, actionable inspiration.

APPROACH

Custom text overlays that layer sharp headline copy directly over curated visuals to encourage click-throughs.

ONE STRATEGY, TWO EXECUTIONS The same goal, audience, and visual approach guide both Pinterest examples below.

CREATIVE EXAMPLES

01 SPICE ORGANIZATION



Text on Pin: DO YOU HAVE 3 JARS OF CUMIN? OR SOME OTHER RANDOM SPICE? ORGANIZE YOUR SPICES TO AVOID SPICE CLUTTER! (IT'S A THING)

Linked Blog Post: *The Absolute #1 Way to Organize Spices*

THE HOOK

PROJECT 03 · PIN 02

Pinterest → Blog

02 VISION BOARD



Text on Pin: ACTION JUST GO FOR IT, DISTRACTION ARTS & CRAFTS...SERIOUSLY, WHO HAS TIME FOR THAT! DON'T BE FOOLED BY THE VISION BOARD.

Linked Blog Post: *Are Vision Boards Actually Worth Your Time?*

Divorce Is Not Like a Death

GOAL

Share deep, personal truths with radical honesty, building community through empathy and shared human experience.

AUDIENCE

Readers seeking authentic connection, comfort, and real-world resilience during life's hardest moments.

APPROACH

A shocking, high-impact conversational hook followed by raw, fluid, vulnerable storytelling.

When you got divorced did you cremate him or bury him?

It irritates me to no end when people look at me and say, "I was divorced"—with a stupid slow nod—like they can relate to me. Are you kidding?

When you got divorced were you unable to breathe when you realized that they were gone forever? I'm guessing no, because you could probably just run into them at Target or at the school program.

When you got divorced did you have the breathtaking visit to that wretched ominous funeral home, in complete shock because it smelled like the end of absolutely everything? Because it was literally the end...and everyone spoke in slow depressing tones?

When you got divorced, after you put the kids to bed, did you sit in the kitchen alone, in the loudest silence ever, just unsure of what to do? Or did you get on social media and cyber-stalk his life? His LIFE...because he still has his life...again, because it was a divorce, not a death.

Grieve your divorce and stop trying to be us. We don't even want to be us. And for those of you who've gotten divorced and feel compelled to explain why you compare your story to ours, we don't care. You owe us nothing other than respectfully ceasing to compare. It's not the same thing.

DSW Print Campaign Concepts

Self-directed spec work designed to demonstrate adaptive brand voice and retail copywriting strategy.

ROLE	TARGET BRAND	FORMAT	STRATEGIC CONCEPT
Copywriting / concept development	DSW (Designer Shoe Warehouse)	Self-Initiated Spec Work • 2011	"Do Shoes Well" plays directly off the DSW acronym to reinforce value and brand authority.

01 PUT YOUR FEET TO BED

Mornings can be rough, and more often than not you just want to stay in bed where you are cozy and comfortable. At DSW we offer shoes that make your feet feel the same way. No need for pulling out those sneakers tucked away in your office drawer; if you're wearing a DSW shoe you can get through the entire day comfortably and cozy. So go ahead, put your feet to bed with DSW.

At DSW, we Do Shoes Well

02 WALK A MILE IN MY SHOES

I'm on my feet a lot, if I'm not hustling around the office, I'm hiking up a mountain. It's important to wear a shoe that makes you comfortable with whatever you do. That's why I get my shoes at DSW where the possibilities are endless. So how about it, walk a mile in my shoes.

At DSW, we Do Shoes Well

03 YOU GET WHAT YOU GET

Good foot health is imperative for a comfortable life. So it's important that you wear a shoe that nurtures that. At DSW we offer the brands that will give you the exact fit within your budget. You'll leave with exactly what you were looking for. At DSW you get what you get and you won't throw a fit.

At DSW, we Do Shoes Well

BLACKOUT DOESN'T HAVE TO MEAN LIGHTS OUT!

ROLE	CLIENT	FORMAT
Headline / concept development	Precision Power Systems / Guardian	Print Display Advertising • Speculative Pitch

BLACKOUT DOESN'T HAVE TO MEAN LIGHTS OUT!

REMEMBER DECEMBER 2004 AND SUMMER 2003? WHERE WERE YOU? MOST HOMEOWNERS WERE IN THE DARK!

Don't let that happen to you ever again - no heat, flooded basements, frozen water pipes, damaged electronics, etc. You can invest in your protection with our systems.

Natural gas or propane powered • Fully automatic, hands-free use and power
Permanently installed outside your home • Servicing Residential & Commercial
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www.precisionelectricalgroup.com

PPS
PRECISION POWER SYSTEMS

Selected headline concept from my time in print media advertising.

FROSTBITE SHOULD ONLY HAPPEN OUTDOORS

ROLE

Headline / concept development

CLIENT

Precision Power Systems / Guardian

FORMAT

Print Display Advertising • Speculative Pitch



FROSTBITE SHOULD ONLY HAPPEN OUTDOORS

POWER LOSS IS WHEN, NOT IF

Permanent Backup Power for Your House, Condo or Business

- Natural Gas or Propane Powered
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Selected headline concept from my time in print media advertising.

LET'S TALK

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Let's build something clear, honest, and impactful together.