

# ALLISON DAVIS

Writing Portfolio

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PUBLISHED AUTHOR

AUDIENCE-DRIVEN OUTPUT

TECHNICAL WRITING

SEO AND BLOG CONTENT

EDUCATION

DIGITAL MEDIA

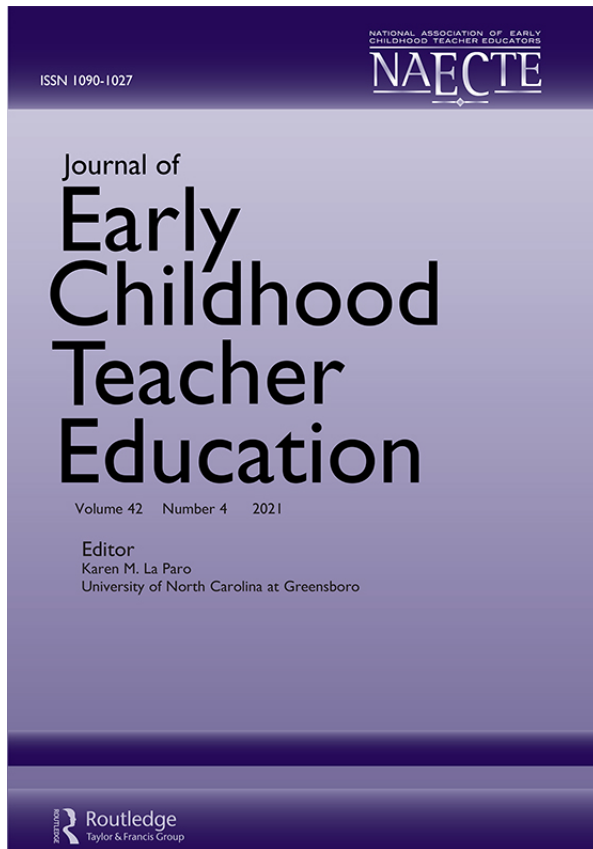
WEBSITE

# CONCISE + ENGAGING WRITING= BIG RESULTS

Hi! My name is Allison Davis. I am a firm believer that writing is powerful. What's even more powerful? Articulate, inspiring writing that achieves measurable results for your ever-changing business needs.

## About Me:

- Published author: Technical writing + children's fiction
- Former educator: Created content to target learner needs and goals grades K-8
- Business operations & product development experience: Cross-functional communication is my second language
- Digital media: Experienced with written outputs for target audiences, along with SEO, blog posts, and product copy



Allison Davis, Robin Griffith & Michelle Bauml (2019) *How preservice teachers use learner knowledge for planning and in-the-moment teaching decisions during guided reading*, Journal of Early Childhood Teacher Education, 40:2, 138158, DOI: 10.1080/10901027.2018.1534161

## ABSTRACT

Decision-making is essential for the work of teaching. Preservice teachers must learn to leverage knowledge about young readers' strengths, needs, and interests in order to plan and teach guided reading lessons skillfully. However, limited research examines preservice teachers' decision-making based on what they know about individual children. In this qualitative case study, we report findings from 12 preservice teachers enrolled in a reading methods course who used teacher knowledge to inform their teaching decisions for guided reading lessons with Kindergarteners. Findings reveal how participants used knowledge of learners to make planning as well as in-the-moment teaching decisions. The data show that most of these decisions were lesson planning decisions about text selection and word solving strategies, indicating that participants were beginning to engage in responsive teaching strategies. This study makes a new contribution to early childhood teacher education literature by underscoring the significance of learner knowledge in the context of authentic teaching practice while learning to teach guided reading to young children.

# Children's Book Author

Fictional writing and all marketing materials for B2B and B2C sales

*Hope the Dog* by Allison Davis. Illustrated by Leah Rowe.

ISBN 978-1-7349656-0-5

45+ retailers nationwide + ecommerce sales

Hope is unlike the regular dogs. She's special, quite quirky, like a teacher with paws. She runs in the rain and slurps down souffles. Hope even teaches her owner how to sit and to stay! But one day, the dog goes missing. Is Hope lost forever?



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WORK & LIFE

TECH & CULTURE

LOCAL STORIES

## Meet Allison Davis | Author & Founder: Hope the Dog

December 7, 2021 • [Leave a reply](#)



“We could all use a little Hope right now! Wonderfully written and beautifully illustrated, this will be a staple on my bookshelf for years to come!”

[-Amazon reviewer](#)

## FOR IMMEDIATE RELEASE

Hope the Dog

Hope the Dog  
ATTN: Allison Davis  
allisondaviswrites@gmail.com  
248-227-5444



www.hopethedog.com

### "THE READ ALOUD 2020 NEEDS": CHILDREN'S BOOK ABOUT HOPE DEBUTS TO ENCOURAGE OTHERS

**Fort Worth, Texas [October 10, 2020].** *Hope the Dog*, a positive and energetic new children's book, is now available for immediate sale. Written by Fort Worth local Allison Davis, *Hope the Dog* is an inspiring tale for readers of all ages about a dog, an adventure, and the power of having HOPE in all circumstances.

Hope is unlike the regular dogs. She's special, quite quirky, like a teacher with paws. She runs in the rain and slurps down souffles. Hope even teaches her owner how to sit and to stay! But one day, the dog goes missing. Is Hope lost forever?

Advanced readers are calling *Hope the Dog* "the book 2020 needs," suitable for both adults and children. "This true gem of a book" (advanced reader reviews) launches into a year marked by adversity and conflict, from a pandemic to political tensions. It is Davis's wish that readers can learn from *Hope the Dog* and be compelled to spread the message of unflinching HOPE to those around them.

Author [Allison Davis](#) was inspired by her dog and a challenging season to craft a story that could uplift and inspire. Davis is a Texas Christian University (TCU) alumna with experience in both corporate merchandising and education. She currently teaches at a private school in Fort Worth, Texas. Illustrator [Leah Rowe](#) hails from the United Kingdom, where she spent many years as a graphic designer before pursuing illustration full-time.

*Hope the Dog* is available for purchase at [www.hopethedog.com](http://www.hopethedog.com) or on Amazon retailers.

*Hope the Dog*  
ISBN: 978-1-7349656-0-5  
LCCN: 2020907469  
[www.hopethedog.com](http://www.hopethedog.com)

High resolution photos are available [online](#). For more information regarding or retail opportunities please contact Allison Davis directly at [allisondavis](mailto:allisondavis)

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Hope the Dog



www.hopethedog.com

## Wholesale Purchasing Information

Hope the Dog  
4455 Camp Bowie Blvd #114-194  
Fort Worth, TX 76107

hello@hopethedogbooks.com  
248-227-5444  
www.hopethedog.com

Thank you for your interest in carrying *Hope the Dog* in your store! Books reach readers thanks to wonderful retailers like you.

#### DETAILS:

Minimum: \$35 (\$7 each @ 55% industry standard wholesale discount). Shipping is an additional fee. Parcels shipped via UPS or USPS.

Author: Allison Davis  
Illustrator: L.S. Rowe  
ISBN: 978-1-7349656-0-5

LCCN: 2020907469

Publication: October 2020

Suggested retail value: \$14.99

ORDER: Please email [hello@hopethedogbooks.com](mailto:hello@hopethedogbooks.com) to place your order or learn more.

Page count: 36  
Format: Hardcover  
Genre: Children's fiction

QUANTITY	PRICE
5	\$35
6	\$42
7	\$49
8	\$56
9	\$63
10	\$65 (\$5 savings)
11	\$77
12	\$84
	\$91
	\$98
	\$100 (\$5 savings)

\$12 shipping

\$15 shipping

QUANTITY	PRICE
16	\$112
17	\$119
18	\$126
19	\$133
20	\$140
21	\$147
22	\$154
23	\$161
24	\$168
25	\$175
32 (case pack)	\$215 (\$9 savings)

\$20 shipping

\$30 shipping

Hope the Dog



www.hopethedog.com

Bring HOPE to your customers!

Allison Davis, Author/Owner

hello@hopethedogbooks.com

248-227-5444

www.hopethedog.com

@hifromhope

Hope the Dog Books

details  
Bulk discounts with increased qty.  
Immediate shipping  
Suggested retail: \$14.99



what buyers say



Thank you for your interest!

@hifromhope

Hope the Dog Books

www.hopethedog.com



# Product Descriptions

Engaging and concise copy to drive sales for partners



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Target Deal Days is here!  
Find incredible deals with no membership fees.  
Online only. Ends today! [Start saving](#)

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**Papasan Outdoor Chair Cushion - Sorra Home**

Share your pic

Don't deny it- your room is in need of that extra wow factor. Look no further than this stunning magenta tufted indoor bench cushion in a timeless damask fabric. With both style and support, this functional cushion will offer lasting comfort that instantly elevates any space, big or small. Crafted out of durable, stain-resistant material, this cushion is proudly made in North America and offers comfort and supreme quality you can trust!

## Description

Cozy up and relax in comfort with this luxurious indoor papasan cushion. This cushion features a fresh fabric, sure to add flair and a personal touch to any room. Created with durable material in North America, this cushion offers quality you can depend on year after year!

## Product Overview

Instantly elevate your outdoor space with this versatile color bean bag. Featuring a stunning pattern fabric, this seating is sure to add comfort and style to any size space, from the porch to the pool. Crafted out of a strong, weather-resistant material right here in North America, this bean bag is made to withstand wear and tear so all you have to do is sit back and relax!

Now

Sorra Home Grey Bean Bag 20 in. x 30 in. x 30 in.

★★★★★ Questions & Answers

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## SOX: SARBANES-OXLEY ACT

How Federal Law Impacts Work at Pier 1

### WHAT IS SOX?

- The Sarbanes-Oxley Act, abbreviated SOX
- Passed in 2002 to mitigate corporate fraud
- SOX created the Public Accounting Oversight Board
  - Sets standard for audit reports, both internal and external

#### DID YOU KNOW?

Pier 1 undergoes yearly and random audits with Ernst & Young (EY). EY holds public companies accountable for internal procedures.

Our Internal Audit team determines controls to comply with SOX. EY holds Pier 1 accountable for enforcing these controls within the company.



### WHAT DOES IT HAVE TO DO WITH ME?

These are the Purchase Order controls we are committed to at Pier 1:

- PO**
- Initiations (DC breakdowns, SKUs, cost): Approval required from all appropriate parties
  - PO Changes: Reason codes are required for every change. With sufficient context information, reason codes can be selected by the MA and approved by PODs (planners can request code changes if needed).
  - Cost Changes: Parties must sign a physical Blue Sheet provided by the MA if...
    - Total PO cost (FOB) increases by 10%+
    - Total PO cost (rebuy or new) exceeds \$250,000



Your signature, either electronic (NOF and email) or physical (Green Sheet), makes you responsible for the integrity of PO data if audited.

#### INTERNAL AUDIT

Pier 1 has an Internal Audit team devoted to keeping best business practices per SOX.



This team reviews PO changes and adequate proof/approval of updates to ensure Pier 1 operates per SOX guidelines.

#### WHAT DOES AN AUDIT LOOK LIKE?

EY and Internal Audit select POs/changes at random.



MA team and related parties must provide proof of POs and changes.



Audit teams review for business accuracy and provide feedback.



#### AN AUDIT...

**IS** ... a necessary tool to ensure financial accuracy and accountability.

... helpful! Audits show us where controls need to be tighter.

... unnecessary red tape.

**ISN'T** ... a "gotcha."

... out to get your fired!

# SEO and Blog Content

*Keyword-driven to meet client needs and increase SEO*

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Keyword: home improvement projects

## **Add One-of-a-Kind Flair to Your House with Easy Home Improvement Projects**

Ever been intimidated by those home design shows, impressed beyond words with how professionals pull off such transformations, but doubtful you could ever tackle a similar project yourself? Today is the day everything changes. Before calling a professional builder, check out some extremely easy tips to help streamline your home improvement projects.

### **DIY Simplified**

Do-it-yourself (DIY) projects are all the rage today, thanks to both social media and the tools widely available for design-loving individuals. DIY endeavors are not only rewarding projects to complete with friends or family, but each update gives you a fun, creative outlet to escape your day-to-day routine. These projects typically involve gathering your own supplies, tools, and time to make fixes happen from start to finish.

### **Ready, Set, Update!**

[Home improvement projects](#) come in all shapes and sizes, ranging from minor touches like fresh faucet fixtures, to the more serious, such as building your own window box planter or pergola. Home updates are the perfect way to add simple facelifts to household areas or commit to a full-on renovation in rooms begging for attention (your dated kitchen is calling your name). No matter the dream, DIY makes it doable. Start thinking about home updates by targeting your space. Maybe it's the disorganized garage shelving unit, or those dreary flower beds out front. Next, think about what materials you want to use. This is one key benefit of personal home fixes- you call the shots! Renovating a mudroom? Pick tiles, colors, and storage solutions that spur inspiration and work best for the atmosphere of your home. There's nothing cookie cutter about the DIY process!

### **Custom Does Not Mean Costly**

After you decide on your project and desired materials, turn your attention to the budget. This is the most rewarding part about home improvement projects. You will often save money by avoiding fees for professional builders, designers, and contractors. Set a budget, allowing enough wiggle room should you decide to upgrade project materials while shopping. Once your space is prepped, turn to online guides for step-by-step instructions and photos to walk you through the process. No matter your renovation tactics, your house, and your wallet, will thank you.



# Digital Media Direction and Content Creation

*Partner with administrators to increase and retain enrollment*

- Social media copy writing through targeted verbiage
- Website design, writing, and editing
- Digital advertisements
- 60% increase in engagement within 2 months



St. Paul Lutheran School

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## A Biblically-integrated, academically excellent education for students.

Welcome to St. Paul Lutheran School, a Pre-Kindergarten through 8th grade school located in the heart of Fort Worth, offering parents peace of mind by partnering with them to prepare students for high school and beyond.



St. Paul Lutheran School

Published by Later · July 8 at 9:00 AM ·



At St. Paul, K-8 students grow as artists with dynamic instruction and one-of-a-kind projects. 🎨 Middle schoolers have unique opportunities to expand their artistic talents with electives like Digital Art, Mosaics/Ceramics, and Scripture Art. 🖌️📖 #WhySPLS



St. Paul Lutheran School

Published by Instagram · May 18 · Instagram ·



Students in Entrepreneurship, a middle school elective, worked hard all semester to host a Father's Day market! 🛒

These young businessmen and women designed, manufactured, and marketed gift products to Early Childhood shoppers. Items included frames, BBQ sauce, block games, and more. Maybe one day you'll see these St. Paul Eagles on Shark Tank! #WhySPLS



## Contact

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[www.allisondaviswrites.com](http://www.allisondaviswrites.com)

THANK YOU