

Patricia LA BELLA

CREATIVE PORTFOLIO

Links to select clips of content, copy, and
other writing-related work.

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Who

I've been writing and creating for as long as I can remember.

I started my career as a Topographic Engineer in the U.S. Army, where I learned some handy graphic art skills. But what I really wanted to do was write!

I briefly worked in printing and then as a production artist at a health and wellness company. From there, I became the marketing copywriter at BowTie Publishing, creating content for pet publications such as Cat Fancy, Dog Fancy, and Reptiles magazines (to name a few).

I was the marketing communications manager for ActivePDF, an enterprise server-side PDF software company, where I managed all marketing, sales enablement, and sponsorships.

I've also worked for a number of explainer video brands and sports organizations.

What

I bring many skills to the companies I work for, including over 20 years of experience in marketing, with specialties that include building brand awareness, SEO strategies, email automation, web content, lead generation, social media marketing, and more.

Where

Born and raised in Southern California, I've always stayed close to home. However, I've worked remotely for companies all over the world, including Canada, India, China, Taiwan, and Australia.

Skills:

- Articles/Blogs
- Adobe Creative Suite
- Copywriting
- Script Writing
- SEO Strategies
- Wordpress
- CRMs
- Editing
- Long-Form Content
- Case Studies
- Newsletters
- Video Editing
- Email Marketing
- Social Media Marketing
- Press Releases/PR
- Sports Partnerships
- Podcasting



Content Writing

(Click on image to read corresponding piece.)

How to Create a PDF from Scratch

Create A PDF With DocConverter

PDF BASICS

How to Create a PDF from Scratch Quickly & Easily

Whether sharing documents with companies, clients, or co-workers, the standard operating procedure has become the Portable Document Format (PDF). A PDF is independently functioning, not relying on any particular browser, hardware, or operating system for viewing. As long as the viewer has any PDF reader installed on their computer, the file will open with a fixed layout format – keeping the integrity of the original document.

The Importance of PDF

It's safe to say that, at one time or another, anyone with a computer has worked with a PDF file. Whether working in an office environment, opening a bank statement, filling out an application, or sending and receiving invoices – it's almost a given you've touched a PDF. The beauty of the PDF comes from its reliability, security, and versatility across different platforms.

A PDF file can be viewed in identical fashion regardless if on a tablet, Android, Mac, or any other digital device. This is why loan lenders and banks utilize PDF for entire transactions, relying on the encryption of many files to meet stringent regulations and surpass security standards. In any career field, PDF has become a valuable, reliable, accessible file format for sharing and creating digital documents.

If you haven't worked with PDF as much as you would like and feel a little behind the curve when it comes to PDF technology, this guide is for you! While **ActivePDF** is a leader in high-volume PDF automation and .NET developer tools, we also pride ourselves on information influencers in the PDF space.

Learning how to create a PDF will advance your workflow and productivity, exponentially increasing a feeling of security in every document. Following a moderate overview of why PDFs are useful and versatile for many applications, multiple methods and variations are examined for creating a PDF file from scratch. By the end of this article, you will be equipped with the tools you need to create your PDF files effortlessly. Let's get started!

How to Convert PDF to JPG with C# .NET PDF SDK

Convert PDF To JPG In A Few Easy Steps

PDF BASICS

How to Convert PDF to JPG with C# .NET PDF SDK

With so many options of file types available, it can be difficult when selecting the right format for your project. A Portable Document Format (PDF) is always our favorite and will work for many instances – generally accepted as a standardized file type to use in a collaborative project. However, in some cases, a PDF may not be ideal for your desired use.

Whether you're building a website or automating large quantities of files using logos or other branded images, you'll need to work with a file format that can be easily resized to fit your layout.

PDF documents are usually intended as document files, so they are typically more substantial in size and do not have the ideal qualities to be used as images within websites, newsletters, or other digital documents distributed in large quantities.

Other web-based dilemmas may lead you to a similar consensus of needing to change the PDF to JPG. A JPG file is generally used as a graphic image file because it compresses with a ratio of 10:1 of its original size and loses very little image quality.

In this article, we'll go over a few ways to convert a PDF to JPG, depending on your specific needs and operations.

Why Convert a PDF to JPG?

The primary purpose of converting a PDF to JPG, is to change the PDF into an image. When you change a PDF to a JPG format, you no longer need a PDF reader, and instead use an image viewer to open the file. This conversion is useful in that you don't have to worry about the recipient having a PDF viewer or plug-in on their digital device.

While this may seem useful, keep in mind that when you change a PDF to a JPG, you are transitioning one file type into an entirely different file type. Remember, a PDF is a document and a JPG is an image. You cannot convert a PDF to JPG without losing some particular aspects of the original PDF.

Also, keep in mind that once converted and saved, you will no longer be able to edit the text within the JPG. And, any embedded content such as audio or movie files, will be unusable and/or lost. It is always wise to keep the original PDF if you want to retain the accessibility to such features.

Start converting your PDF to JPG now with a free trial of Toolkit Ultimate by ActivePDF!

How to Convert XPS to PDF

Server By ActivePDF Easily Converts XPS To PDF

Start Free Developer Trial

PDF CONVERSION

How to Convert XPS to PDF

Microsoft first introduced the XPS file format in October 2006, an obscure document file format that contained fixed page layout information written in the XPS page description language.

Simply put, XPS files are an **XML-based** specification and color managed, vector based document format. You are most likely to encounter an XPS file when preparing a document for printing in a Windows environment.

When performing this task, you'll see in the print menu an option for "Microsoft XPS Document Writer." However, the integration with Windows goes much deeper than that. All modern versions of Windows have built-in XPS Viewers and all the necessary apps and frameworks to support XPS in full.

The use of XPS is similar to Portable Document Format (PDF) in that it is built to easily share documents without fearing the loss of formatting.

XPS File Format Quick Facts:

- The last update released by Microsoft was in 2009.
- XPS Supports color gradients, transparencies, CMYK color specs, and more.
- XPS includes a software-based raster image processor (downloaded separately).
- When first released, XPS was supported by international printing companies such as Sharp, Cannon, Konica Minolta, Epson, Hewlett-Packard, and Xerox.
- XPS has been released under royalty-free patent license, which is named the **Community Promise for XPS**.

To see more examples, visit patricialabella.com

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Blogs

(Click on image to read corresponding piece.)

4 Things to Consider When Choosing the Best PDF Viewer and Editor Software

By Patty La Bella



Choosing the right **PDF viewer and editor** for your business and clients to collaborate with can easily become a daunting task without the right partner in your corner, mainly because the market is saturated with free PDF software providers. However, when you need quality, speed, and ease-of-use for editing or viewing PDF files in a high-volume environment, your search comes to an end with **Reader Plus by ActivePDF**. Here are the four main things to consider when choosing which PDF viewer and PDF editor software to deploy.

With so many PDF software solution options available, where do we start?

Here are the four main things to consider when searching for software solutions on how to edit a PDF or how to view a PDF:

How to Achieve Complete Digital Transformation in 6 Steps

By Patty La Bella



Everyone is talking about "Digital Transformation" these days, and for good reason. Digital transformation is the profound transformation of business processes to fully leverage the changes and opportunities of digital technologies and their accelerating impact across society and business.

Experts warn: if you're not on board, you'll be left behind.

While digital transformation is thought of in a business context, it also impacts organizations in industries such as accounting, banking, financial services, government, healthcare, higher education, insurance, legal, manufacturing, and many more – all looking for ways to get more strategic insight out of unstructured information and provide more profitable process improvements on demand.

Strategies center on the ability to be more agile, people-oriented, innovative, customer-centric, streamlined, and efficient, including the ability to tap into new information and service-driven revenues.

How to Achieve Digital Transformation in 6 Steps:

Debunking Common PDF Myths

By Patty La Bella



Originally developed in 1993 by Adobe Systems, the Portable Document Format (PDF) has become the "go-to" file type used in nearly every industry as a means to create, view, edit, and save paper files into digital documents.

While many of us work with PDFs on a daily basis, there's still a lot we don't understand about them. Moreover, in order to make the most out of the format, there's more we can learn about PDF technology.

In this blog, we'll examine the most common myths about the PDF, take those myths to task, and put to rest the misconceptions that comes with them. Let's start debunking the most common myths about PDFs!

Debunking Common PDF Myths:

Myth #1: Adobe Acrobat is the only PDF software on the market

While Adobe is the original creator of the PDF, it definitely is not the only PDF software company out there. According to **Capterra**, there are well over 70 reputable PDF software makers in the world. Some, like Adobe, offer desktop-only PDF software. However, others, like **ActivePDF**, offer on-site enterprise PDF developer tools that put this same type of PDF power into their applications and automated processes that service millions of people every day.

Are NFTs Changing the Way We Create Animated Explainer Videos?

Jan 12, 2022 | By Patty La Bella



We know NFTs are the wave of the future. Blockchain technology platforms and crypto currencies are redefining many industries from DeFi and FinTech to social communications and creative industries. That leaves us with the question – Are the hype videos that accompany them changing the way we create and view explainer videos?

As Explainer enters into our 15-year anniversary, the one thing we've learned is that in order for our work to stay relevant it needs to evolve with the times – and so do we!

The Guide to Building a Brand Through Video Marketing

Jan 26, 2022 | By Patty La Bella

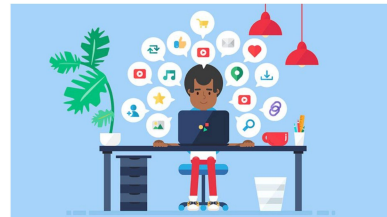


For the past ten years or so, there has been a heavy shift in the content that people are seeking out on the Internet. In the 2000s and through the early 2010s, brands relied on written content through blogs, social media, and newsletters to capture an audience's attention. Over time, this reliance on text-based content has slowly fallen due to a variety of reasons.

Today, more people than ever before are seeking out and watching video-based content across the web. Whether it's through social media, a video hosting platform, or on a website, consumers want to watch instead of read. In 2020, the number of people watching videos online surpassed 340 million, which far surpassed previous predictions.

6 Ways Software Brands Convert More Leads with Video

Feb 23, 2022 | By Patty La Bella



Enterprise software and SaaS companies understand the value that explainer videos bring to their brands. The value comes in three ways – which also happen to be Explainer's main pillars: education, discovery, and conversion. These aren't unique to software and SaaS brands but play a large part in the overall purpose and success experienced by brands such as the ones featured in this article.

The "Why" brands use explainer videos often overshadow how they use them. For software and SaaS companies, we've found a systematic workflow in the way companies use their animated explainer videos and a tried-and-true method that helps guide users in every step of their journey.

Let's take a look at 6 Ways Software Brands Use Explainer Videos:

1. Getting Started

Adding animated explainer videos to your Getting Started documents helps cut back on needless support calls while keeping brands memorable and top-of-mind. This is how **US 11 Solutions** explain their product.

Case Studies

(Click on image to read corresponding piece.)

Manufacturing

Case Study:

Mazda North America

INDUSTRY: MANUFACTURING

[Download Mazda Case Study](#)

CASE STUDY OVERVIEW

Mazda was looking to assist dealerships with development and field applications in a web-based environment. They implemented **ActivePDF** products to convert Microsoft Word and Excel files to PDF, as well as merge multiple components into one PDF.

This automated process helps to increase the connection between Mazda dealerships and applications, providing ease-of-use and increased customer satisfaction.

Toolkit and DocConverter Delivers Digital Transformation to Mazda North America

Mazda Motor Corporation, headquartered in Japan, manufactures a diverse line of passenger cars and commercial vehicles. Mazda's vision is to create new value for customers and produce the best automotive products and services.

Mazda North American Operations (MNAO) constitutes the largest component of the Mazda Corporation outside of Japan. Headquartered in Irvine, California, MNAO is responsible for the sales, marketing, customer parts, and services support of Mazda vehicles in the United States. This includes the development of all domestic dealership systems, both legacy and client servers.

Commerce

WIN

Detergent



Case Study

Healthcare

Case Study:

Downey Regional Medical Center

INDUSTRY: HEALTHCARE

[Download PwC Case Study](#)

CASE STUDY OVERVIEW

The IT Department at Downey Regional Medical Center was looking for a cost-effective, electronic publishing solution for "policy and procedures" documents.

This roll-out would allow over 1,100 user PCs to have access to these documents for training and information.

With Server by ActivePDF, Downey RMHC users are now able to complete tasks through the web browser using familiar search-and-download functions.

They can also search for documents using document properties and keywords because the documents are now all cataloged and indexed.

ActivePDF Enables Downey Regional Medical Center Staff to Easily Access Critical Documents

Downey Regional Medical Center (DRMC) is one of the top ten rated hospitals in Los Angeles County. Formerly Downey Community Hospital, DRMC has cared for the residents of greater Southeast Los Angeles County for nearly 80 years. DRMC is a 199 bed hospital which employs approximately 1,100 administrative and nursing personnel, in addition to 700 physicians and specialists.

Finance

Case Study:

PricewaterhouseCoopers

INDUSTRY: FINANCIAL SERVICES

[Download PwC Case Study](#)

CASE STUDY OVERVIEW

PricewaterhouseCoopers (PwC) generates thousands of tax documents worldwide.

PwC tax preparers faced the challenge of creating and archiving high volumes of tax filings from their individual work stations.

Easily integrated into their existing custom tax preparation software, ActivePDF Server streamlines PwC's archiving, printing, and simplifies their complex file-naming registry.

Server provides PwC a server-based solution that automates, converts, archives, and locally prints all prepared tax filings at a low cost.

PwC Implements ActivePDF Server to Generate and Archive Complex Tax Filings

PricewaterhouseCoopers (PwC) is one of the world's largest professional financial services network and the top accounting firm in North America. With offices in 158 countries and 743 locations worldwide, PwC provides assurance, tax, and advisory services tailored to a wide variety of industries, including government, financial services, and technology.

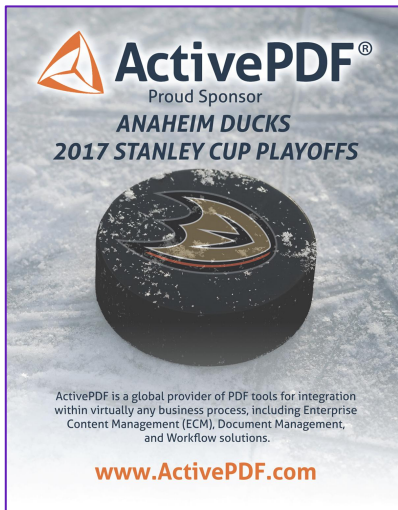
Challenges

When tax season rolls around, PwC tax preparers use a custom application built from database information to generate necessary forms for each of their accounts. Since government regulations require PwC to maintain a copy of all prepared filings, each form is stored electronically in the company's internal document management system.

To ensure future accessibility and document integrity, the files are converted to PDF prior to archiving. Because the PwC team creates, on average, over 200,000 tax documents in the 4-6 weeks prior to the filing deadline, application performance is hindered due to the high bandwidth required to manage all these files.

Marketing Content (Written & Designed)

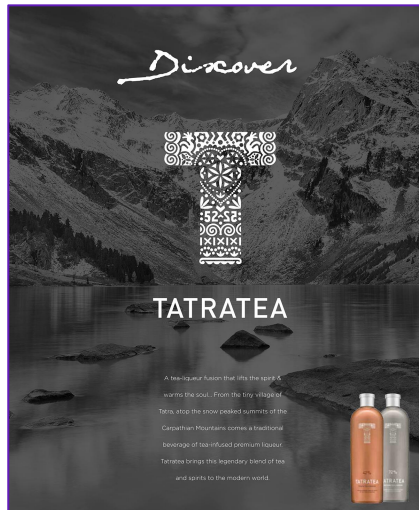
(Click on image to enlarge.)



Copy & artwork appeared in the Anaheim Ducks NHL playoffs program.



This ad is still running in magazines such as *Cigar & Spirits*.



This ad ran as a series in publications such as *Bartender Magazine*.

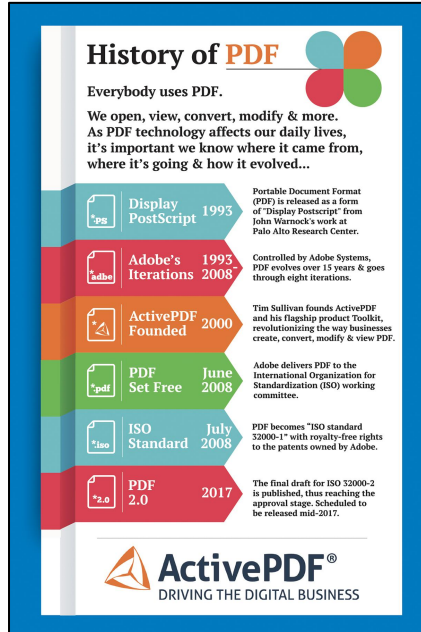


A a direct-response sell sheet for *Reptiles* magazine – part of an email campaign.

Infographics (Written & Designed)

(Click on image to enlarge.)

These were all done for ActivePDF, showing that Software Solutions Marketing can be informative and fun!



Press Releases

(Click on image to read corresponding piece.)

ActivePDF Celebrates 20 Years of Excellence in PDF Innovation by Releasing DocSpace with RPA Technology

Two decades of innovation, growth, and steadfast business philosophies lead ActivePDF into the next generation of digital transformation

LAGUNA HILLS, CALIF. (PENN) JANUARY 21, 2020

ActivePDF, the leading provider of PDF automation technologies and digital transformation solutions, celebrates their 20-year anniversary in January, 2020, with the release of DocSpace™ providing PDF automation that runs on Windows® PC desktops and servers.

Founded by Chief Architect and CEO Tim Sullivan in 2000, ActivePDF continues to lead the industry in high-volume PDF SDKs and end-user Robotic Process Automation (RPA) digital document solutions.

Over the last two decades, ActivePDF has developed award-winning Portable Document Format (PDF) developer tools for enterprise-wide automation, including document conversion, modification, compression, OCR, redaction, and more.

The Southern California-based company is the winner of numerous awards for their PDF developer tools, as well as a multi-year winner of Orange County Business Journal's Best Places to Work.

To commemorate the 20-year anniversary, ActivePDF has published an infographic detailing many of the milestones it has achieved since 2000. Click here for the full infographic.

"Twenty years ago, I started ActivePDF with the vision of creating a painless process for Windows developers to integrate high-performance PDF creation, conversion, and manipulation into their server-based applications," says Sullivan. "At that time, our slogan was simple - 'Looking good just got easier.' Now, on our 20-year anniversary, looking good just got easier for everyone! I'm pleased to announce the next evolution of ActivePDF with the immediate availability of DocSpace, our new on-demand and batch no-code solutions for PDF that runs on both Windows desktops and servers. While I'm proud of the past work we've done, I'm even more excited about what the future holds as we evolve even further with innovative technology."



"While I'm proud of the past work we've done, I'm even more excited about what the future holds as we evolve even further with innovative technology." - Tim Sullivan, ActivePDF founder and CEO

ActivePDF Celebrates 20 Years of Excellence

Explainify Partners with Space Creator for Starship Journey to Mars Animated Series

Top Animation Explainer Video Service Reaches for the Stars in this Four-Part Instagram Series Explaining Space Travel to Mars

ORANGE COUNTY, CALIF. (PENN) OCTOBER 20, 2021

Explainify, a leader in animated explainer videos, has partnered with Rya Pishny, German science communicator and animator known as Spacecra, for an exclusive Instagram series on the SpaceX Starship Journey to Mars.

Through the simplicity of short-form explainer videos, Explainify and Pishny tell this incredible true story of how SpaceX and NASA will complete Starship's 30-month mission to Mars.

"We are thrilled to partner with Spacecra for such an important and timely animated series," says Derek Gerber, VP at Explainify. "The beauty of animated explainer videos is that they have the ability to tell an overly-complicated story and simplify it in an entertaining and engaging way. To take the highly complex and pare it down to the simplest form is something Explainify does on a daily basis and Starship's Journey is another creative way of doing that."

The four-part series is now exclusively available on Instagram, featuring the following topics:

- Part One: Explores the SpaceX Starship journey from Earth's surface to low Earth orbit.
- Part Two: Everything related to the SpaceX Starship in low Earth orbit, including how orbital refueling will work along with the tanker variant.
- Part Three: Starship's interplanetary journey begins with a look at radiation and the techniques used to protect the astronauts and the propellant from boil-off.
- Part Four: The final part dives into the SpaceX Starship arrival on Mars, featuring the landing, payload capabilities of Starship, and how to refuel the Starship on Mars so that it can go back to Earth after finishing its mission.



Explainify partners with Spacecra for 4-part Instagram series on the SpaceX Starship Journey to Mars

"To take the highly complex and pare it down to the simplest form is something Explainify does on a daily basis and the SpaceX Starship Journey to Mars is another creative way of doing that."

Explainify Partners with Space Creator

ActivePDF Renews Partnership with 2019 Charles Schwab Cup Winner Scott McCarron

ActivePDF Name Branding Includes Scott McCarron's Official Head Gear and Sole Golf Bag Sponsor Through 2021

LAGUNA HILLS, CALIF. (PENN) NOVEMBER 19, 2019

ActivePDF, a global leader in PDF automation, announces the renewal of their multi-year sponsorship agreement with professional golfer, Scott McCarron. This partnership continues to emphasize the importance of ActivePDF's commitment to community, technology and sportsmanship through collaborative corporate sponsorships.

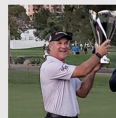
With 11 overall PGA TOUR Champions victories, McCarron ends 2019 on a high note, winning the Schwab Cup Championship, which is awarded to the year's top money-list winner on the PGA TOUR Champions.

McCarron will continue to wear the ActivePDF logo on the front of his headwear for the entire 2020 and 2021 seasons. In addition, ActivePDF has signed on to become McCarron's sole golf bag sponsor.

The new agreement will continue to establish collaborative work between ActivePDF and McCarron. The partnership will feature a focus on community leadership, charitable contributions, and integration within the PDF technology space.

"ActivePDF is proud to extend our partnership with Scott McCarron through 2021," says Tim Sullivan, CEO and Chief Architect at ActivePDF. "We look forward to continuing our long-standing relationship with Scott. As with all of our sponsorships, we've transcended a business partnership into more of a personal relationship. Scott is and always will be an integral part of the ActivePDF family."

Partners since 2015, ActivePDF and McCarron approach the coming years with optimistic enthusiasm as a guiding force for a partnership that continues to set a high standard for corporate sponsorships, athletes, and their brands.



"Whenever I wear the ActivePDF logo, it represents something bigger than a sponsorship. We represent each other as leaders in our industries, our communities, and in our philanthropic efforts." - Scott McCarron, 2019 Charles Schwab Cup Winner

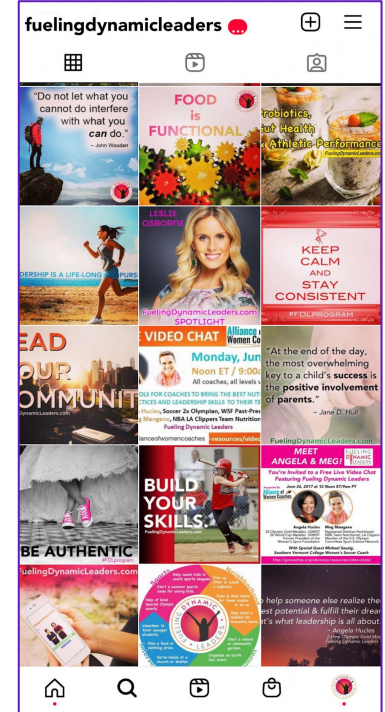
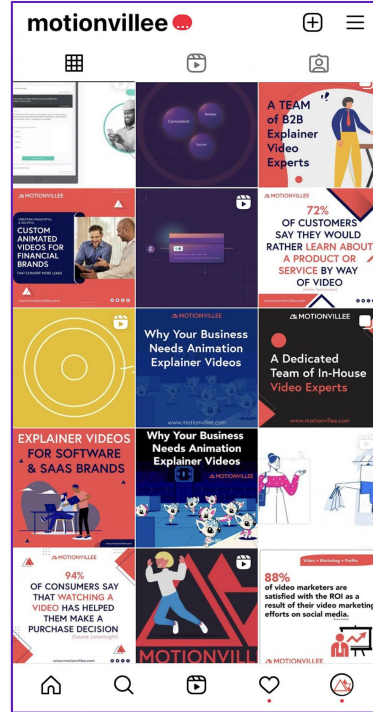
ActivePDF Renews Partnership

To see more examples, visit patricialabella.com

plabella@me.com

Social Media

(Click on image to visit feed.)



LET'S CHAT.

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