



Content Design | Copywriting | UX Writing

User Research + Analysis | Design Thinking | Brand Positioning

Information Architecture | Cross-Functional Collaboration | Documentation

Professional Experience

Contractor • Seattle, WA • 9/2018 – PRESENT

NETFLIX • SEATTLE, WA • 7/2022 – PRESENT

- Content design, narrative strategy, and information architecture
- Design Systems Documentation (Hawkins Team)
- Accessibility | XD Design

FACEBOOK FROM META, MUSIC • SEATTLE, WA • 4/2021 – 7/2022

- Delivered best-fit writing for all types of interfaces and experiences via multivariate and A/B testing
- Designed simple solutions with actionable language — via buttons, notifications, error messages, menu text, product UI, Newsfeed copy, etc.
- Ensured a purposeful brand narrative across multiple platforms and devices

F5 NETWORKS • Seattle, WA • 9/2012 – 9/2017

SENIOR CONTENT STRATEGY MANAGER | ACD, Copy

- Directed the planning, execution, and measurement of F5's content experience within B2B technical markets — with specific achievements in cloud, security, and application delivery
- Led content strategy, copywriting, and information architecture for Careers rebrand UX, capturing a 30% increase in applicable candidates
- Championed content design/positioning for product site redesign; excelled as Principal Strategist (copywriter/researcher) for Security team's content direction, customer touchpoints, and supporting guidelines
- Developed and managed F5's first naming guidelines (principles and processes); built creative brief process
- Forged active cross-functional collaboration to develop targeted site copy, emails, and (UX) user experiences
- Earned F5 High Five Award and Digital Marketing Hero Award

AMAZON.COM • Seattle, WA • 4/2010 – 5/2012

EDITORIAL LEAD

- Excelled as principal copywriter and strategist for Kindle CreateSpace redesign and Endless/Amazon Fashion transition; retained million+ customer base
- Managed Endless creative brief process, editorial brand guide, and site launch

AMAZON.COM • EDITORIAL LEAD • *continued*

- Principal writer for Kindle's CreateSpace site rebranding (UX redesign, positioning, and guidelines)
- Produced SEO content for brand voice/guidelines, CreateSpace blurbs, and marketing promotions
- Created brand messaging for Jeff Bezos around Amazon Fashion launch (Met Gala)
- Drove brand consistency and leveraged marketing promotions based on vendor analytics, trends, and sales

T-MOBILE/THOMAS DEAN & CO./ REALSELF.COM/NORDSTROM.COM BEAUTY
Seattle, WA • 3/2009 – 4/2010

CONTENT STRATEGIST; BRAND COPYWRITER (FREELANCE)

- Drove dynamic brand positioning, voice/style guides, and digital ad development
- Managed mobile content flows, UX/UI, and end-to-end digital copy

EXPEDIA, INC. • Bellevue, WA • 2/2006 – 3/2009

SR. COPY MANAGER

- Led and mentored an 8-person copy team for user experience (UX/UI), email, and site promotions
- Developed compelling, high-level campaigns, guidelines, and positioning for B2B, B2C, rewards, and Sam's Club
- Transitioned Expedia brand from a "travel site" to a "destination site"
- Created and drove *Summer of Adventure* (Indiana Jones) brand campaign partnership with Lucas Films
- Researched executions, performance metrics, competitive analysis, and new industry developments

Additional career experience: Managing Editor, Sr. Content Copywriter (Drugstore.com and Beauty.com)

*Managed site experience (copy), brand tone/voice, and content management for
two online stores with a customer base of nine million*

Education

B.A., Humanities (*Magna Cum Laude, Honors Scholar*), NEW YORK UNIVERSITY | New York, NY
Dean's List; Alpha Sigma Lambda Honors Society

A.S., Advertising/Marketing, ENDICOTT COLLEGE | Beverly, MA

ALTMBA, SETH GODIN | Altmba.com

Online MBA leadership program digitally engaging 100 students in 13 intense 48-hour sprints

Volunteerism

826 Seattle (fearlessideas.org), Founding volunteer, tutor, and workshop leader

Tutoring center—started by author Dave Eggers—heralded by TIME magazine and Michelle Obama