

Phillip Russell

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Professional content writer with **six years of in-house and agency experience** and over **ten years overall experience** writing, designing, editing, and managing content in fast-paced environments.

WORK EXPERIENCE

Alaska Airlines | UX Writer | November 2024 - July 2025 | Remote

- Developed persuasive UX and marketing copy informed by user research, contributing to seamless and effective digital experiences.
- Wrote Cyber Week campaign copy that drove the **highest number of bookings in Alaska Airlines history**.
- A/B tested merchandising copy that generated over **\$26 million in additional revenue**.
- Directed design and copy for landing pages Alaska Star Ventures, the company's investment arm, and Aviation Day, its annual multi-city community event.
- Collaborated cross-functionally with product, design, and marketing teams to align voice, tone, and business goals.

Outerloop Games | *Narrative Designer* | January 2023 - January 2024 | Remote

- Edited the entire **100,000-word script for BAFTA-nominated video game**, [Thirsty Suitors](#)
- Wrote the in-game Thirsty Suitors encyclopedia, including item descriptions, tutorials, and more.
- Created detailed playtesting feedback that improved Thirsty Suitors gameplay design and narrative clarity. Led content writing strategy for marketing campaign leading up to the game's release.

Mighty Networks | *Content & Editorial Manager* | October 2021 - January 2023 | Remote

- Wrote weekly newsletters for the Mighty Pro brand that helped balloon the firm's reach to over **30,000 subscribers**.
- Established the B2B editorial and content strategy for Mighty Pro emphasizing transmedia deliverables. Managed designers, writers, and agencies in developing high-ranking SEO-optimized content across email, web, and video.
- Created video case study content strategy driving traffic to company website and top of funnel sales growth. Crafted high-performing thought leadership articles for the CEO.

Mighty Networks | *Creative Content Writer* | November 2020 - October 2021 | Remote

- Spearheaded the creation of over 100 SEO-optimized blog posts for the [Resource Center](#) that **ranked #1 for target keywords on Google Search** in our content strategy.
- Wrote high-converting landing pages, headings, CTAs, and more across web and mobile apps.

Freelance Journalist | January 2015 - Present | Remote

- My writing has been featured in a variety of publications including Kotaku, Uproxx, Electric Literature, the Henry Art Gallery. View my full portfolio [here](#)
 - My editorial work has driven short and long-term engagement to respective publications with **100,000s** of impressions and hundreds of comments.

EDUCATION

University of Washington | *Master of Fine Arts in Prose Writing* **Graduated** June 2020

Ohio University | *Master of Arts in Nonfiction Writing* **Graduated** June 2018

Michigan State University | *Bachelor of Arts in English* **Graduated** May 2015

SKILLS & TECHNICAL EXPERIENCE

Content Management Systems (**Wordpress, Contentful, Squarespace**)
Google Workspace (**Docs, Sheets, Slides**)
Microsoft Office Suite (**Power Point, Word, Excel**)
Photography and photo editing (**Digital, Film, Adobe Lightroom**)

English (fluent), Japanese (basic)
Design systems (**Figma, Adobe Suite, Miro**)
Project and production management experience (**Notion, Asana, Monday**)
Audio editing, design, and composition (**Adobe Audition, Audacity**)
Game development (**Unity, Inkle**)