

# AMBER SHIFLETT

## WORK HISTORY

### CONTENT STRATEGIST 01/2020 to Current

**Cix Health**, Richmond, VA

- Collaborates with product designers to create holistic user experience strategies and build user-first features that drive engagement.
- Writes UX copy that is easy to understand, straightforward, and reflects Cix Health's brand voice and conversational tone.
- Plans and executes a content calendar for user engagement, UX projects, and paid/organic social media.
- Partners with design team to conduct user research and discovery that informs content strategy across the app, product features, and various customer-facing platforms.
- Uses qualitative user research and data insights to inform overall content strategy.
- Crafts messaging and works with product designers to create engaging end-to-end user experiences.
- Produces documentation outlining research findings, content strategy, brand voice guidelines, and personas.

### FREELANCE CONTENT STRATEGIST & COPYWRITER 05/2019 to Current

**Self Employed**, Richmond, VA

- Works with businesses to fulfill their copywriting and content strategy needs.
- Develops user personas, crafts voice and tone guidelines, builds powerful engagement and retention strategies, writes product copy, develops marketing collateral, and manages social channels.
- Utilizes writing, editing, and proofreading skills to produce engaging and error-free content.

### CONTENT STRATEGIST 10/2018 to 12/2019

**Snagajob**, Richmond, VA

- Created and executed engagement strategies targeted at small businesses, gig workers, and job seekers.
- Collaborated with art directors and visual designers to develop creative concepts for the acquisition, engagement, and retention of users.
- Conducted research and developed copy that redefined the company's brand identity.
- Rebranded the gig work product and developed a powerful brand voice that was utilized across digital and print platforms.
- Created a powerful end-to-end experience for gig workers and small businesses by supporting the product, engineering, marketing, sales, and operations teams.
- Worked cross-functionally with internal stakeholders to balance competing priorities and projects while consistently meeting deadlines.
- Wrote research and data-driven content for user flows, product screens, print/digital ads, infographics, one-sheets, video scripts, emails, landing pages, e-books, and social media.

**SENIOR CONTENT MARKETING ASSOCIATE** 05/2017 to 10/2018

**Snagajob**, Richmond, VA

- Planned, developed, and executed blog, video, and social media content targeted at hourly workers.
- Wrote emails, landing pages, microcopy, and product screens supporting product, and marketing teams.
- Conducted competitive research and developed a content strategy, mission, and job seeker personas.
- Conducted a comprehensive content audit of more than 1,500 blog posts and YouTube videos.
- Worked with visual designers to concept and create successful seasonal campaigns targeted at job seekers.
- Produced and submitted weekly reports outlining progress against content and social KPIs.

**COPYWRITER, WORKER ENGAGEMENT** 06/2015 to 05/2017

**Snagajob**, Richmond, VA

**ENGAGEMENT MARKETING ANALYST** 01/2014 to 06/2015

**Snagajob**, Richmond, VA

**MARKETING INTERN** 08/2012 to 01/2014

**Snagajob**, Richmond, VA

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**SKILLS**

- UX writing
- Customer-centric copywriting expertise
- Research, user testing, and discovery
- Technical writing
- Storytelling
- Content marketing background
- Campaign and concept development

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**EDUCATION**

**Virginia Commonwealth University**, Richmond, Virginia  
**Bachelor of Science**, Print/Online Journalism, Creative Writing, 12/2013