

ANDREA PRATT

Content Designer & Strategist

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ABOUT

I write intuitive content that helps users move confidently through digital spaces. With 7+ years of experience, I've focused on UX writing because of my passion for product development and effectiveness as a cross-functional collaborator.

EXPERIENCE

Senior Content Associate - TerraCycle

October 21 - present

- Led UX writing for new website (launched 2022)—including e-commerce and customer profile sections—and reviewed with senior leadership.
- Provided UX consulting and UI copywriting, as part of cross-functional product team, for B2B online recycling platform. 100% of existing customers have already converted.
- Led content marketing efforts for school fundraising campaign. Drove over 1,600 new school sign-ups in 4 months (2022), double the sign-ups of entire previous year.
- Worked one-on-one with CEO to ghostwrite dozens of thought leadership articles for industry publications.
- Developed global content strategy, alongside senior executives, that continues to grow engagement and followership.
- Launched comprehensive content style guide and continue to oversee adoption company-wide.
- Provide strategic guidance and thoughtful editing for 20+ person marketing team.

Content & Strategy Lead - 2 Fish Company

June 2017 - October 2021

Freelance Copywriter

April 2017 - June 2017

- Led content strategy and copywriting at boutique agency; go-to for all writing needs across 15-20 clients (B2B and B2C, for- and not-for-profit) at any given time.
- Developed, presented, and executed cross-channel strategy (email, social media, web, interactive, print) for each client.
- Delivered dozens of pieces of high-quality content on time each week in fast-paced, demanding environment.

Communications Coordinator - CultureWorks

Sept 2015 - June 2017

- Originated modern marketing and content strategy for resource-strapped non-profit.
- Developed and distributed marketing and communications materials to engage community, increase enrollment, and inform students.

EDUCATION

BA, Health Communications with minors in Advertising & PR, Spanish
Frederik Meijer Honors College, Grand Valley State University

2013 - 2017