

ANDREA PRATT

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CONTENT STRATEGIST & COPYWRITER

Accomplished marketing writer with 10+ years experience working in-agency and in-house. Skilled at simplifying complex concepts and driving measurable results across touchpoints, with focus on web.

EXPERIENCE

UX Copywriter - Comcast

January 2025 - present

- Led e-commerce writing for Xfinity Mobile, contributing to 44% growth in mobile phone orders from January to September.
- Wrote new iPhone launch promos, leading to best year on record: YOY increases in orders (53%), upgrades (63%), and new lines (28%).
- Spearheaded launch of latest mobile plans, pushing mobile attach rate over 3%.
- Strategized launch content for partnership with Amazon Luna cloud gaming, developed all landing page content for launch.
- Led copy for fast-moving, highly-scrutinized click-to-cancel web journey, advocating for user needs while balancing business needs and FTC guidelines.
- Headed internet buyflow copy for new connected building product, working closely with product lead and UX designer.
- Coached contract employees and interns, providing project oversight and guidance.

Senior Content Associate - TerraCycle

October 2021 - December 2025

- Led content design of web app for B2B partners to quickly create recycling programs.
- Led UX writing for new website, including e-commerce, and reviewed with C-suite.
- Wrote multi-brand recycling program campaign (email, organic social, ads) that drove 379 sign-ups across 11 programs, helping capture \$87k in revenue.
- As part of a cross-functional team, strategized and executed content marketing plan that drove 2,800 community organization signups in 1.5 months.

Content & Strategy Lead - 2 Fish Company

April 2017 - October 2021

- Led content strategy and copywriting at boutique agency; go-to for all writing needs (B2B and B2C, for- and not-for-profit) in fast-paced, demanding environment.
- Developed, presented, and executed cross-channel strategy (email, social media, web, interactive, print) for each client.

EDUCATION

Bachelor's, Health Communications with minors in Advertising & PR, Spanish
Frederik Meijer Honors College, Grand Valley State University (2013-2017)

SKILLS INCLUDE

Human-centered design
Applying style & standards
Cross-functional collaboration

Content strategy
Editing/proofing
Accessible content

SEO
Research
Figma/Ditto