

NATHAN UMOH / CONTENT SPECIALIST

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CAREER SUMMARY:

Experienced copywriter with domain expertise in content, social media, and educational and promotional content. Skilled at writing with the appropriate brand tone of voice, referencing, and developing style guides. Also brings team leadership and sales experience. Has served clients in marketing, consumer packaged goods, technology, education at mature technology, and marketing agency startups in US and Mexico. Skilled at doing quality control on own work as well as working remotely and with remote teams. Fully bilingual in English and Spanish.

WORK EXPERIENCE:

UX Writer

TVH | August 2022 - Present

- Use UX writing best practices to create user-focused microcopy for large scale website redevelopment project across 3 different e-commerce platforms with over 44 million parts references.
- Collaborate with UX designers, product managers, and other stakeholders to ensure copy is both consistent with brand tone of voice and clear for end users.
- Assist in the development of support content for customers based in Europe and the Americas.
- Help develop the organization's first style guide to set internal writing standards for writers contributing branded content.
- Work with cross-functional teams in an Agile system to create digital and print content.

Staff Writer

Envato | February 2020 - June 2022

- Crafted video scripts, screen casts, voice overs, and appeared on camera for Envato Tuts+ YouTube channel with over 1,400,000 subscribers.
- Optimized website content, including 500+ articles and 200+ tutorials for page titles, meta descriptions, SEO, and more leading to maintaining high organic search rankings for a website with close to 6 million monthly page views.
- Received positive feedback, earned viewership for videos, leading the channel to grow in the sponsored business video category.
- Asked to continue to provide these services to Envato after ending employment.

Copywriter

121 Corp | April 2019 - February 2020

- Contributed copy to marketing campaigns, video scripts, and translations for global brands such as Kinder, Air Wick, Mucinex, and more.
- Composed and contributed to case studies, design rationales, and client presentations.
- Wrote articles on behalf of the agency's CEO for industry publications like CEO World, Young Upstarts, and other publications.
- Coordinated social media posts for the organization and executive business accounts on LinkedIn, Facebook, and Instagram.
- Translated copy, thoughts, and ideas from Spanish to English for a variety of organizational uses.
- Led to agency earning more marketing copy work from longtime clients.

WORK EXPERIENCE (CONTINUED):

Social Media Specialist

Feeding America West Michigan | May 2017 - June 2018

- Ran social media component of large-scale fundraising campaign strategy, helping to secure 180,000 meals for community members in need over the course of one month.
- Managed organization's social media presences on Facebook, Instagram, and Twitter.
- Engaged with volunteers, farm owners, and other stakeholders to create accurate, compelling stories for social media and organization's blog.
- Handled on and off-site photography to share on organization's social media platforms.
- Hired to continue social media management after completing internship.

EDUCATION:

2013 - 2017 | Grand Valley State University

Bachelor of Arts - Advertising and Public Relations

SKILLS:

- Content Strategy
- UX Writing
- Article and Blog Writing
- Editing
- Research
- Brand Tone of Voice
- Keyword Research
- SEO and SEO Tools
- CMS Tools
- Confluence
- Jira
- Figma