

FLORRIE BYRD

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[LinkedIn profile](#)

[Portfolio](#)

CAREER SUMMARY

I am a San Francisco-based content creator and strategist with over a decade of experience writing for B2C websites. I have substantial experience working in an agency setting, crafting creative copy for websites, ad campaigns, email communications, packaging, and social media. I'm highly organized and proficient at juggling and prioritizing multiple projects. I thrive on a deadline and work best in collaborative environments.

WRITING & EDITING EXPERIENCE

Ancestry | San Francisco, CA

Apr 2018 - Present

Senior UX Writer | Apr 2018 - Present

- In this role I partner with UX designers and PMs to create compelling and consistent user experiences across the suite of Ancestry products. My team monitors performance through analytics and user research and constantly evolves the product to give the user the best possible experience. My day-to-day work also involves working on user flows and writing microcopy.
- I'm also responsible for managing a small staff of freelance content creators. Day-to-day responsibilities include making assignments, copyediting, and ensuring all content conforms to Ancestry's style and inclusivity guidelines.
- In my first year at Ancestry I spearheaded efforts to modernize Ancestry's style guide and establish a friendlier and more conversational tone across the site. I was also involved in the creation and implementation of inclusivity guidelines for Ancestry content.

WebMD | Atlanta, GA and San Francisco, CA

Feb 2004 - Apr 2018

Freelance Contributor | Aug 2009 - Apr 2018

- On a weekly basis I wrote a variety of wellness- and condition-oriented digital newsletters, including Women's Health, which reached 1.3MM subscribers daily.
- I also authored features, medical reference content, quizzes, and slideshows and provided editing expertise for health and wellness verticals.

Programming Manager | Feb 2004 - Mar 2008

- In this role I programmed daily content for WebMD's homepage, which is viewed by 74MM unique visitors each month. Day-to-day responsibilities included collaborating with designers and PMs to program compelling and timely content that met traffic goals and drove CTR.
- I also developed and managed WebMD's monthly features calendar, assigning stories to freelancers, line editing and consistently meeting or exceeding PV goals.

Florence Byrd Consulting | Atlanta, GA and San Francisco, CA

Jun 2009 - Present

Freelance Copywriter and Blogger

- I wrote blog posts, articles, ad copy, and social media copy for health- and wellness-oriented startups including Molekule, Ava, and Tuck Sleep.
- I also did contract copywriting for agencies including Hotwire Digital Brand Labs in San Francisco and Sol Design and VML in Atlanta. Worked on content strategy and creation for The Michael J. Fox Foundation, Kimberly-Clark, Coca-Cola, and Emory Healthcare.

ADDITIONAL EXPERIENCE

Freelance Restaurant Critic | *Creative Loafing* | Atlanta, GA

Jul 2004 - Nov 2006

City Editor | *CitySearch.com* | Atlanta, GA |

Nov 2000 - Jan 2004

EDUCATION

Bachelor of Arts in Comparative Literature, Minor in Italian | Vanderbilt University