

Allison Gauss

A versatile content strategist and UX writer, adept at communicating technical concepts to diverse users. Contributed to the growth and success of two B2B SaaS startups, advocating for users in both content experiences and product design.

PROFESSIONAL EXPERIENCE

FREELANCE WRITER AND CONTENT CONSULTANT

September 2018–Present

Clients Include: Codeless, The Motley Fool, Sanford Programs, CareerlyLAB, Contentstack, OnlineSOS

- Produced long-form business and technology SEO content for Codeless and The Motley Fool.
- Provided Contentstack product designers with content for in-depth sales demonstration sites.
- Led content production, content strategy, and content design for CareerlyLAB. Managed WordPress blog.
- Wrote email, web, and print content targeting parents and teachers for Sanford Programs at National University. Managed content production in Asana.
- Researched and wrote content on online harassment and cybersecurity for OnlineSOS. Contributed to their first-of-its-kind sector landscape report.

CONTENTSTACK

February 2020–October 2021

Senior Content Specialist

- Produced web content, communicating the value of an API-first headless CMS to enterprise B2B customers.
- Executed multi-channel campaigns with shifting priorities and deadlines, collaborating with product experts.
- Served as UX writer for free trial redesign, providing microcopy and content design to agile product teams.
- Built storyboards, wrote scripts, and project managed the creation of animated product and customer videos.
- Managed the company blog, communicating expectations and feedback to a content agency, as well as designers and partners. Developed information architecture and built wireframes for a blog redesign.
- Owned the newsletter creation process to promote product features and updates.
- Worked with legal and finance teams to complete SOWs and contracts with vendors.

ENCORE CAPITAL

January 2018–September 2018

Copywriter

- Worked with UX designers and web developers to optimize primary payment portal. Wrote portal microcopy.
- Presented campaigns and content to cross-functional teams, collecting feedback and defending decisions.
- Presented and defended content to legal teams in order to mitigate risk in a highly regulated industry.
- Created a comprehensive email nurture campaign and project managed its translation to Spanish.

CLASSY

October 2013–August 2017

Senior Content Writer

- Wrote and edited blogs, ebooks, and social media content. Developed brand's voice and style guide.
- Led content strategy and creation for the company's signature social impact conference, The Collaborative. Wrote and edited remarks for senior leadership.

Associate Content Writer

- Drafted blogs and infographics on nonprofit fundraising, marketing, and management.
- Analysed data and applied SEO best practices to improve content performance.

EDUCATION

UNIVERSITY OF CALIFORNIA, SAN DIEGO

Bachelor of Arts in Literature & Creative Writing

- *Magna Cum Laude*
- *Department Honors*
- *Phi Beta Kappa*
- *Minor in Film Studies*

CODECADEMY

- Introduction to UI and UX Design (using Figma)
- Principles of Data Literacy

UDEMY

- Technical Writing: A Quick Start to Software Documentation

Experience with: monday.com • ClickUp • Confluence • Jira • Canva • Frase • Google Analytics • DocuSign