

# Jocelyn Baird

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## Summary

Portfolio: <https://www.jocelynbaird.com/>

Writer, editor and researcher with a passion for grammar and a capability to adapt to a variety of writing styles and voices. I am currently working as a Sr. Content Writer on the UX Development Team at Delta Dental of California. I believe good web content should be accessible to everyone and have developed a passion for accessible web content.

Prior to this, I served as Associate Editor for NextAdvisor.com, a leading consumer research website. My work has been featured in publications such as The Huffington Post, and I have been a guest on several radio shows nationwide. In addition to writing and editing, I am well-versed in social media management, email marketing, compliance, style guide creation and e-commerce copy writing.

My special interests include accessibility, personal finance (esp. credit cards, credit management, and financial education), cybersecurity, information security, popular culture, anthropology and sociology, science and technology, and history.

## Experience

### Senior Content/UX Writer

Delta Dental Ins.

Jul 2020 - Present (2 years +)

- Write and develop customer-focused, ADA-compliant, mobile-friendly content for multiple business-critical webpages and products.
- Contribute to the content strategy of new projects, ensuring the needs of stakeholders and customers are addressed.
- Collaborate closely with designers, UX researchers, project managers, developers, and SMEs to deliver content that is aligned with business and customer needs.
- Created Accessibility section of the internal UX Style Guide.

### Web Content Writer

Delta Dental Ins.

Sep 2019 - Jul 2020 (11 months)

- Produce written web content for B2C and B2B external audiences, adjusting tone and voice for different audiences.
- Utilize my excellent writing, editing, and proofreading skills to achieve a high level of creative consistency and brand adherence.
- Develop web content and UI copy, paying special attention to UX principles, SEO best practices, and mobile-first focus.
- Collaborate and build relationships with stakeholders across the whole enterprise to improve projects and meet individual department needs.

- Work on multiple projects simultaneously, communicating with my team members as needed to meet short- and long-term deadlines.
- Organize and run meetings with stakeholders and fellow team members to discuss project progress and deadlines.
- Perform competitor analysis research to develop content that is in-line and competitive with similar brands.
- Balance special project work with additional assignments from the Brand + Creative team.

## **Assistant Manager**

### Spirit Halloween

Aug 2019 - Sep 2019 (2 months)

Seasonal retail position. Duties include cash register operation, merchandising, customer service, and helping to manage a team of associates.



## **Associate Editor**

### NextAdvisor

Mar 2016 - May 2019 (3 years 3 months)

As an Associate Editor for the NextAdvisor content team, I inhabit a hybrid role which encompasses almost every aspect of our content production process. In addition to many of the duties described below from my Content Writer position, I also work closely with writers to edit their work and help them become stronger communicators and ensure that what gets published is accurate, reader-friendly and fits our overall tone while still keeping their unique voice. I also assist with side projects, including compliance requests from advertisers and affiliates, managing our social media channels, and maintaining and growing our email marketing.



## **Content Writer**

### NextAdvisor

Oct 2013 - Mar 2016 (2 years 6 months)

Cover multiple content categories on NextAdvisor.com, quickly gaining expertise in each area. Test and research products and services, as well as write original feature articles for the company blog related to those categories. Other duties include keeping existing content current and updating as needed for accuracy, answering reader questions, and performing QA, editing and proofreading for content produced by other members of the content team. I also create weekly newsletter email campaigns and maintain social media.



## **Copywriter**

### Robert Half

Jul 2013 - Sep 2013 (3 months)

Provided freelance copywriting, editing and proofreading to clients on contract basis. In the Essex Property Trust job, I was tasked with writing engaging, accurate descriptions of apartment communities throughout the west coast. I worked with the client to ensure that my new copy adhered to the updated tone they desired, and also assisted with proofreading and editing work submitted by other freelancers.

Clients: Essex Property Trust

## **Copywriter/Editorial Assistant**

Virtucom Group

Aug 2010 - May 2013 (2 years 10 months)

- Create content for web publication according to the predetermined specifications, paying attention to retail client style guidelines, writing procedures and industry standards, and synthesizing information provided by manufacturers.
- Assist with copy editing, proofreading and fact-checking all content written for the client, ensuring correct grammar, punctuation and spelling as well as stylistic consistency, logic and organization.
- Produce consistent, accurate and grammatically correct content within daily/weekly production expectations and deadlines.
- Work in collaboration with copy creation, editorial and acquisition teams to develop and maintain style guidelines and achieve scheduled tasks.
- Researched and wrote multiple product style guides for new clients.
- Received "Taxonomer of the Week" award in September 2012 for performance on the Walmart.ca taxonomy initiative.

## **S** **Editorial Assistant/Intern, Acquisitions**

Syracuse University

Jun 2009 - May 2010 (1 year)

Began as summer internship, then was hired as a work-study student for the 2009-2010 academic year.

Corresponded professionally with authors, editors and other staff via email and postal mail.

Created marketing memos and publication proposals for circulation within Press, as well as completed some in-house manuscript reviews.

Organized and helped upkeep department file system and manuscript room.

## **Education**

### **S** **Syracuse University**

Bachelor of Arts, Anthropology, Writing

2006 - 2010

Publication in 2010 Intertext Magazine

## **Skills**

Copywriting • Copy Editing • Social Media • SEO • Proofreading • User Experience Writing • Web Content Accessibility Guidelines (WCAG) • Digital Content • Content Design • Microcopy