



Dirk Pieterse

UX/Marketing Copywriter –
Technical Writer – Marketing
Copyeditor – Technical
Copyeditor

pieterse.dirk89@gmail.com

www.linkedin.com/in/dirk-pieterse/
[dirkpieterse.journoportfolio](#)
[dirkpieterse.upwork](#)

About Me

With over 7 years of combined experience in e-commerce and the computer software industry, I am a versatile and skilled copywriter and copyeditor who can craft and edit clear, engaging, and user-friendly copy for various platforms and audiences.

I work with marketing, UX, service design, and technical writer teams to write, edit, and proofread web interface text, mobile interface text, blogs, social media copy, and emails, ensuring continuity with brand messaging and improved user experience. I also collaborated across departments to execute strategy and messaging for strategic projects, anticipate customer needs, and explore innovative solutions. My goal is to use my communication, UX writing, SEO, and ICT skills to deliver high-quality content that meets the needs and expectations of both the business and the customers.

Employment History

Xsolla (xsolla.com) (As an independent contractor)
2022 – 2024 (Remote)

Marketing, UI & UX Copywriter + Technical Copyeditor/Marketing Copyeditor

- Writing, editing, and proofreading clear, simple, and streamlined copy for marketing, UX, service design, product, and technical writer teams, including web interface text, mobile interface text, and transactional emails
- Editing documentation written by international offices or outside vendors to ensure continuity with brand messaging and ways of communicating with users
- Analysing the user experience and making recommendations for optimization
- Collaborating across departments to execute strategy and messaging for strategic projects
- Anticipating customer needs based on their objectives and exploring innovative solutions
- Working with designers, product teams, and researchers to craft language systems across a variety of contexts, including UI components, to editorial content, and help text
- Delivering editorial notes to help authors improve technical details, explanations, clarity, and quality of writing
- Using business requirements and customer research to assist in developing scenarios, use cases, and high-level requirements
- Creating user-centered solutions by considering market segment analysis, customer feedback, site metrics, and usability findings
- Sharing knowledge to help colleagues improve their writing skills
- Assisting in the creation of style guides, educational sources, and writing/terminology standards

Developer Express (www.devexpress.com)
2017 – present (Remote)

Marketing Copyeditor/Technical Copyeditor

- Writing and editing technical, UI/UX, and marketing copy
- Contributing to the creation and maintenance of software product documentation, APIs, SDKs, and SaaS products
- Delivering editorial notes to help technical writers improve technical details, explanations, and quality of writing in each tutorial
- Providing technical and non-technical feedback to other editors
- Assisting with maintenance of the current library: updating older articles, adding additional information to current articles, etc.

Skills

UX Writing

UI/UX Design

Search Engine Optimization (SEO)

Copywriting

Technical Writing

Copy Editing

Content Strategy

Agile Project Management

HTML, CSS & JavaScript

Education

City and Guilds of London Institute
(2009-2014), United Kingdom

2014 – Level 3 Diploma: ICT
Professional Competence
(501/1788/9)

2012 – Level 3 Certificate: ICT Systems
and Principles for Armed Forces
(500/3476/5)

2010 – Level 2 NVQ: Communication
Technologies - Practitioners
(100/4755/4)

Employment History Continued

- Learning about system administration, DevOps concepts, and software development
- Evaluating writing samples and proposed tutorial topics for interest to the open-source community, including topics that teach readers how to code at different levels of technical difficulty
- Developing relationships with authors to encourage repeat contributions
- Publishing tutorials about real-world projects in the areas of software development, system administration, and DevOps
- Developing standard documentation methods and tools to produce high-quality documents efficiently
- Encouraging effective and constructive feedback mechanisms within the team and across teams to consistently improve and reach higher levels of efficiency
- Reviewing in-process documentation to identify shortcomings/areas of improvement
- Evaluating documentation, review, sign-off, and publication processes and identifying areas where new or improved processes should be implemented
- Involved with processes and handoffs among writing, editing, audio, and print for internal product teams
- Conducting quality assurance edits to ensure consistency, coherence, and brand alignment across all communications

The Hut Group (www.thg.com)

2016 – 2016 (United Kingdom)

International Customer Experience Advisor, Netherlands

- Working within the International Customer Service team responding to client queries via telephone, chat, and email
- Providing support and comprehensive product/service information to customers
- Building relationships with customers and assisting customers in making purchasing decisions
- Utilising cross-selling opportunities to increase individual purchase value and overall sales
- Identifying opportunities to enhance customer experience
- Handling overflow contacts from the UK, US, and AUS
- Assisting with quality scoring

Certifications

- **2021** – Google Data Analytics Professional Certificate (Google)
- **2021** – The Strategy of Content Marketing (University of California, Davis)
- **2020** – UI/UX Design Specialization (California Institute of the Arts)
- **2020** – Search Engine Optimization (SEO) (University of California, Davis)
- **2020** – Programming Foundations with JavaScript, HTML, and CSS (Duke University)
- **2020** – Agile Development Specialization (University of Virginia)
- **2019** – Technical Writing (Moscow Institute of Physics and Technology)
- **2019** – Academic Literacy (Moscow Institute of Physics and Technology)
- **2019** – Google IT Support Professional Certificate (Google)
- **2010** – Apprenticeship for IT & Telecoms Professionals

Employment History Continued

British Army (www.army.mod.uk)

2008 -2015 (United Kingdom)

Aviation Communications Specialist

2011 - 2015

- Supervising and managing a team of up to 6 members
- Surveying and analysing terrain on various exercises and in different environments to determine optimum equipment placement and use
- Maintaining 100% accountability of all assigned equipment
- Implementing and executing daily/weekly/monthly equipment maintenance and inspection schedules on military communications platforms
- Delegating tasks to the team and improving efficiency
- Ensuring the team had the right equipment for their tasks and that the equipment was in a serviceable condition

Flight Operations Assistant

2010 - 2011

- Providing airspace management and real-time support for military and civilian aircraft
- Ensuring safe and efficient coordination of the movement of military aircraft
- Obtaining documents, clearances, and approvals from military and civilian aviation agencies
- Actively supporting flying operations from Regimental Flight Operations by continuously updating flight publications, flight information boards, navigation charts, and maps
- Utilising state-of-the-art technology to update aeronautical and meteorological data and providing information for the mission to assist aircrew with flight planning
- Analysing departmental documents for appropriate distribution and filing

Radio Operator and Maintainer

2008 - 2010

- Sorting and routing incoming military correspondence and messages
- Effectively communicating urgent orders and directions to other units
- Responsible for regular maintenance and checks of various military communications platforms and operating communications systems as part of a team while on operations and exercises
- Established command posts and setting up communication operations