# Doug Hampton

## Writer | Editor | Manager

Easy-to-read stories about complex topics

Scales efforts to match available time and resources

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## WORK HISTORY

**Copywriter/Editor** (Amazon)                                                                    **Mar. 2022–Dec. 2022**
Edited tool interfaces, Help pages, redesign mocks, marketing copy, video script, user email for clarity, accuracy, consistency, tone as part of Amazon Seller Central site refresh. Creative Circle contract.

**Copywriter** (Amazon)                                                                              **Sept. 2021–Dec. 2021**
Reworked dense wiki process and promo content into energetic sites for Amazon Technical Academy. Edited ATA Brand Book. Wrote "Engineer your future" logo tagline. TEKsystems contract.

**Lead Writer** (Wells Fargo)                                                                        **March 2019–Oct. 2020**
Hit all major deadlines despite big late changes in three-phase rollout of new Contingent Resource System site for hiring managers. Wrote clear, simple HR scenarios, processes, decision tree. Worked with change management, editors, content strategy, SMEs, Legal. Strategic Staffing Solutions contract.

**Copyeditor, Copywriter** (Microsoft)                                                         **Nov. 2012–Aug. 2018**
Caught bad targeting, repetitive copy, typos in production manifests and staged pages on Microsoft home page, Download Center, Microsoft Store, RSS. Sped up turnaround using editorial wireframes to communicate visually. Edited copy as it was being written in OneNote and IM. Wrote high-profile long and short marketing copy, UX copy, banner ads, Facebook ads on tight deadlines. Resolved ESL issues in Microsoft Store Style Guide and Marketing Guidelines. Resources Online contracts.

**Global Writer** (Metia)                                                                            **Nov. 2008–June 2018**
Turned clunky machine-translated text and dull technical facts into compelling Microsoft case studies. Quickly delivered high-quality technical datasheets, webpages, procedures, messaging frameworks, scripts. AT&T liked my developer brochure so much it sent first draft straight to publication unchanged.

**Freelance Writer & Editor** (Creative Circle and others)                             **Nov. 2009–Nov. 2012**
Brought clarity and precision to complex communications, including AT&T developer webpages, API documentation, datasheets, procedures, Microsoft Dynamics white papers, MSDN UX design guidelines.

**Marketing Writer** (BDA)                                                                          **March–May 2010**
Handled the whole slate of writing chores for POWER A Universal Remote product launch, from press kit and reviewer's guide to Apple Store description, mobile pages, email promos, and product packaging.

**Project Editor** (MRM Worldwide/McCann)                                               **Sept. 2004–June 2008**
Delivered volumes of quality content on quick turnaround for finicky Microsoft clients. Teamed with writers, designers, developers, project managers, information architects, and stakeholders to plan and execute high-profile content in fast-paced environments. Introduced editorial wireframes. To wit:

- Microsoft.com Network Advertising site redesign (lead editor, lead writer). Client "thrilled" with site.
- Microsoft People-Ready Business, destination site for $150 million campaign (lead editor, writer). CEOs viewed Microsoft more favorably after visiting.
- MRM Worldwide mission statement (editor, writer). Made music with corporate boilerplate.
- Microsoft Windows "Open Up Your Digital Life" site (lead editor, writer). Super-fast turnaround.

**Acting Editor, Microsoft TechNet** (Resources Online, Volt)                    **March 2003–Sept. 2004**
Increased home page clickthrough. Managed QA of 50,000-page site migration. Edited *TechNet Flash*.

**Lead Writer** (*Destinations* magazine)                                        **Jan.–Dec. 2002**
Added fun-loving voice to travel features, lifestyle columns, blurbs, and teasers for 160,000-circulation WorldMark member magazine. Worked with designers and editors to plan and execute each issue.

**Program Manager, Writer** (Microsoft contracts)                                **Jan. 1996–June 2001**
- **Internet Explorer site*:*** Turned struggling site localization program into a success. Edited, wrote, and coded marketing copy and IE site's first Security area.
- **Microsoft Press:** Wrote first-ever user manual and online help for Microsoft Press Publication Schedule UI. Learned HTML to write help for "Starts Here" CD series.
- **Visual Studio:** Wrote first-ever demos and installation guides for Microsoft Mobile Internet Toolkit.
- **Windows:** Managed first web launches of Windows online help. Globalized Windows Me, Windows 2000, and Internet Explorer site code as Localization PM.
- **Windows Update:** Managed launch of Microsoft's first-ever Arabic and Hebrew bi-directional sites.

## EARLIER WORK

**Textbook Writer (Collegiate Press).** Wrote intro and all case studies for "Management" business textbook. Work used as examples for other writers. "Very special thanks" in book preface.

**Technical Writer (Education Logistics).** Wrote and edited procedures, collateral, and employee newsletter copy for mid-size tech startup. Helped Documentation Department become self-managed.

**UPI Bureau Manager.** Delivered news and sports to 50 Montana radio and TV stations. Managed stringers and staff. Increased national play despite budget and staff cuts. Scooped the world on most-complete *T. Rex* discovery. Served on Montana Supreme Court Fair Trial-Free Press Committee.

**Freelance Writer and Editor.** Covered Northwest vintages for *The Wine Spectator*. Stringer for Reuters. Edited *Montana Law Week.* Filled in as editor of *Montana Lawyer* monthly.

**Newspaper Copyeditor.** Copyedited *Great Falls Tribune* news pages, its nationally recognized farm weekly, and award-winning exposé of charity finances. Copyedited the *Missoulian* and Helena *Independent Record* (Montana) news and opinion pages, wrote weekly wine column, covered the arts.

## TOOLS

**Web:** FrontPage, HomeSite, HTML5, Markdown, Notepad, SharePoint web parts, XML ● **Collaboration:** Communicator, InDesign, Figma, Groove, JIRA, Lync, SharePoint, Skype, Teams, Zoom ● **Images:** Paint, Photoshop, Snip & Sketch ● **Office:** Word, Excel, Outlook, OWA, OneNote, PowerPoint, Project, Visio ● **Publishing:** Microsoft Workflow, PENS, PubWiz, Site Builder, WinHelp, WebMetrix, WebTrends ● **Microsoft internal:** Policheck, Product Studio, Raid, Termstudio, VSS ● **Amazon internal:** Chime, Quip

## EDUCATION & CERTIFICATION
- University of Montana, Journalism, 4+ years; student daily newspaper news editor, co-editor, legislative reporter. Left before graduation to take job as radio news reporter and broadcaster.
- Passed the U.S. English Chicago Style Editing Skills Test (For Writing Professionals).

## AWARDS
- Fifth Place, William Randolph Hearst Foundation U.S. college newspaper editorial writing contest.
- University of Montana School of Journalism scholarship for state legislative reporting.
- *Great Falls Tribune* best color feature layout of the year.