

Cameron Rogowski

Content Strategist

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<https://www.cdrogowski.com/>

SUMMARY:

I help brands connect with people through plain language and outstanding user experiences. I manage projects, analyze interactions, and refine customer-facing communication strategies with a focus on self-service. I've also organized and completed three record-breaking fundraisers: Jumping rope for 60 hours, playing hopscotch for 50 hours, and swinging for 125 hours. The events raised over \$10,000 for the Make-A-Wish Foundation of Utah, which led to me receiving their "Young Philanthropist Award."

WORK EXPERIENCE:

LendingClub - Lehi, UT

March 2019 - PRESENT

Senior Content Strategist

- Increased CSAT scores by 20% by using plain language in our member-facing communications.
- Reduced incoming support tickets by 14% MoM by updating content with a focus on self-service.
- Designed and launched six new communication channels allowing more of our members to interact with us on their selected platforms.

Freelance - Orem, UT

June 2017 - PRESENT

Content Strategist

- Secured \$2,000,000 deal by creating a quick-start guide and product positioning assets.
- Grew readership of an esports website by 84% by launching two new profitable categories.

Vivint Smart Home - Orem, UT

August 2016 - August 2017

UX Copywriter

- Raised paid advertising click-through rates by 69% by rewriting content and microcopy.
- Wrote all copy for mobile app which opened a new vertical worth over \$1,200,000 in 2017.
- Standardized all customer-facing copy by creating a company-wide editorial style guide.

EDUCATION:

Mountainland Technical College - American Fork, UT

August 2008 - May 2009

Emergency Medical Technician (EMT-B, EMT-I certifications)