

Cameron Rogowski

Content Leader and Strategist

cdrogowski.com

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SKILLS

UX copywriting, editing, content production, UX content strategy, cross-functional collaboration, project management, team management, content management, project scoping, HTML, SEO

EXPERIENCE

Tesla, Austin, TX

Senior Content Manager - Mar 2023 - Present

- Redesigned the Tesla Insurance support content experience leading to a 93% increase in pageviews and 3 percentage point decrease in incoming support contacts.
- Manage the life cycle for all post-purchase vehicle support content including writing, editing, localization, CMS work, and ongoing maintenance.
- Work cross-functionally with stakeholders in product, support, and legal to ensure copy is accurate, advocate for content design best practices, and manage all post-purchase projects.

Content Manager - May 2022 - Mar 2023

- Designed all post-acquisition content for multiple product launches including Safety Score, Loot Box, Autopilot updates, and the Extended Service Agreement program.
- Launched and maintained localized content globally in 49 locales.
- Increased organic support page viewership by 23% by updating content to target high-volume keywords on our most visited pages.

Amazon, Arlington, VA

Content Editor - Oct 2021 - May 2022

- Stood up a new editorial team supporting brand protection product teams and initiatives.
- Advocated cross-functionally with localization, legal, compliance, and product teams to define timelines and ensure human-centric content design.

Robinhood, Menlo Park, CA

UX Content Strategist - Nov 2020 - Oct 2021

- Performed complete Help Center audit and combined the findings with in-app customer journey data to identify actionable, high-impact improvement opportunities.
- Created style guide and publishing standards for Help Center content including an on-page redesign of the articles' visual presentation and information hierarchy.

LendingClub, Lehi, UT

Senior Content Strategist - Aug 2020 - Nov 2020

- Updated content strategy for 17 different customer-facing communication channels, including multiple email, chat, SMS, and social media teams.
- Cut average project completion time by 50% by redesigning our request intake process, creating new prioritization and project management processes.
- Secured 36 new answer boxes for high-traffic brand-agnostic keywords.

Content Strategist - Sept 2019 - Aug 2020

- Increased CSAT scores by 20% in 2019 by rewriting over 2000 customer-facing canned responses allowing all our support teams to provide clear, actionable responses.
- Reduced incoming support tickets by 14% MoM by expanding our self-service content and updating all Help Center articles to focus on simple, actionable steps.
- Launched 6 new customer-facing support channels, including LendingClub's first support-focused social media channel.

Support Content Writer - Mar 2019 - Sept 2019

- Wrote over 2100 pieces of customer-facing support content spanning all written support channels including articles, emails, chat macros, SMS, and social media responses.
- Organized and moderated cross-functional focus groups with team members from each support channel to identify and fill content gaps.

Vivint Smart Home, Orem, UT

UX Copywriter - Dec 2016 - Aug 2017

- Raised paid advertising click-through rates by 69% by working with the content testing team to test, rewrite, and update all our ad content and microcopy.
- Collaborated with writers on the customer experience team to create a company-wide editorial style guide which standardized all customer-facing copy.

Boostability, Orem, UT

Copywriter - Jan 2016 - Aug 2016

- Led entire site rewrites for small businesses focused on long-tail keyword SEO strategies.
- Trained new team members on internal style and on-page SEO techniques.
- Performed keyword and competitive analyses to inform customers' SEO strategies.

AWARDS AND HONORS

- Two times Values Boss award recipient for "acting like an owner" (LendingClub, 2019)
- Guest lectured an upper division course on content creation (Utah State University, 2018)
- Three times "Top Copywriter" (Boostability, 2016)