

Cameron Rogowski

Content Strategist

385-268-8832

1362 N. 1230 W.

Orem, UT 84057

cdrogowski@gmail.com

EXPERIENCE

LendingClub - 2019 - Present - *Support Content Writer*

- Manage the support-focused knowledge base which averages 200,000 views and \$250,000 in conversion per month
- Develop and execute a content strategy focused on helping customers feel empowered to help themselves
- Create and maintain over 1500 pieces of customer-facing support content spanning all written support channels including articles, emails, chat macros, texts, and social media responses

Freelance - 2017 - Present - *Online Content Writer/Copywriter*

- Served as lead writer for a complete rebranding which included an overhaul of online content, web pages, and physical assets
- Presented on stage at MozCon's Ignite Session 2017
- Guest lectured at Utah State University on esports journalism

Vivint Smart Home - 2016 - 2017 - *Content Writer/Copywriter*

- Created content that increased our PPC and native advertising rate of sale by over 69%
- Developed workflow and content strategy for company's resource section and blog
- Work with copywriters and brand managers to create a unified company voice and writing standards

Boostability - 2015 - 2016 - *Online Content Writer/Copywriter*

- Recognized as the "top copywriter" for three straight months
- Trained our new team member on copywriting techniques such as using active voice and word choice
- Copy was regularly named the content team's "site of the week"

Esports Edition - 2016 - *Online Content Writer*

- Created and launched both Street Fighter and Super Smash Bros. sections of website and grew readership from 0 to over 1,000 per month. Both sections were profitable within a month of launching
- Recognized for producing the most viewed article in any category or section in September of 2016