



Heather Campbell

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Profile

In my career writing, editing, and managing projects, I have learned that a mixture of hard work, insatiable curiosity, persistence, careful planning and a playful sense of humor can conquer any task. I make experiences clear, concise, useful, and human.

Experience

SENIOR CONTENT DESIGNER, MICROSOFT, REDMOND, WA – 2022-PRESENT

I work on the CSE Content Design team for the Microsoft 365 admin center, collaborating every day with researchers, designers, engineers, project and product managers, leaders, and my fellow content designers. I develop new and improve existing features, centered on making customers jobs-to-be-done easier.

My responsibilities include:

- Working as member of the Copilot v-team to imagine, troubleshoot, and write content for Copilot purchase flows starting with the Early Access Program, through the product license GA, to the current iterations of pay-as-you-go billing for Copilot agents
- Experimenting with AI agent-building to fully understand functionality and limitations, then creating agents to expand our content support
- Using prompt engineering to refine agents' voice and tone, and to refine responses
- Learning from AI appropriate reliance researchers and creating content guidance to incorporate their knowledge into content design work processes
- Collaborating on Secure Future Initiative security updates to make sign-up flows safer and simpler for organizations of all sizes
- Leading crits to help content designers solve tricky design problems with help and feedback from their peers
- Owning prioritization of content design project requests for each quarter based on my discussions with Commerce leadership
- Building, running, and analyzing user research studies for work-in-progress projects, to refine content and design in the iterative cycles before launch

CONTENT DESIGNER - COMMERCE , MICROSOFT, REDMOND, WA – 2021-2022

My responsibilities included:

- Writing text for apps, mobile web, and desktop with an eye to accessibility and localization
- Understanding each team's business goals to center my work on their objectives and key results
- Collaborating with my fellow content designers to expand and refine our brand voice, tone, and terminology

UX WRITER , CONTRACT AT MICROSOFT WITH STEYER CONTENT, SEATTLE, WA – 2020-2021

I worked with a team of UX writers, designers, project and product managers, on the Exchange admin center, Commerce, and FastTrack products. I researched and created text for features and tools that was warm and relaxed, crisp and clear, and let users know we're ready to lend a helping hand to them efficiently finish their work.

COPYWRITER, E-COMMERCE AND MARKETING, ALASKA AIRLINES, SEATTLE, WA – 2016-2020

I collaborated with SEO specialists, web producers, developers, UX/UI designers, and project/product managers across several teams to create content to make flying simple and delightful.

My responsibilities at Alaska Airlines included:

- Wrote compelling copy for website pages, sections, design workflows, apps, and blogs across the e-commerce division
- Defined digital content style, voice, and tone, and reinforced them by building a shareable style guide
- Completed content audits to find and fix issues with site structure and address them with content and SEO updates
- Researched and interviewed stakeholders to understand their needs before writing began
- Solved project confusion by mediating discussions between stakeholders, leaders, and creators
- Collaborated with customer care teams to get feedback on how to improve policy on the website and clarify traveling for guests

E-COMMERCE COPYWRITER CONSULTANT AT ALASKA AIRLINES, 110 CONSULTING, SEATTLE, WA – 2015-2016

I collaborated with Alaska employees across several teams to create and update content for e-commerce features and sections, airfare sales, and the early 2016 brand refresh.

EDITOR, IMDB.COM, A SUBSIDIARY OF AMAZON.COM, SEATTLE, WA – 2002-2014

My roles and responsibilities at IMDB included:

- Manager of the editorial calendar, assigning and ensuring team assignments were prioritized, completed and deadlines met
- Homepage editor, including daily original feature writing, coordination/implementation of sales campaigns, and scheduling content using our CMS system
- Writer, copyeditor and proofreader of customer-facing text, internal documentation and press releases using HTML within our CMS system
- Producer of film festival, award season, and Comic-Con coverage
- Curator of our internal style guide to maintain and build on our authentic IMDb editorial voice
- Photo editor, adding images to site features, live event photo harvesting and gallery curation

EDITOR - THE ELECTRONICS AND CELL PHONES STORES, AMAZON.COM, SEATTLE, WA – 1999-2002

My responsibilities at Amazon included writing editorial product reviews and descriptions for a wide range of products, creating and maintaining website sections for electronics and wireless accessories, and copyediting and proofreading.

Education

Lawrence University, Appleton, WI – Class of 1995, BA in Fine Arts, English and Theater

Skills

Writing; content strategy; AI prompt engineering; generative AI; agent building; computer ethics; editing; user experience design; user research studies; SEO; Agile methodology; HTML; ADO, Content Symphony; CMS; JIRA, Workfront, and Version One project management systems; Getty Lightbox; Google Analytics; Amazon Data Warehouse

Certifications

Career Essentials in Generative AI by Microsoft and LinkedIn

Microsoft Global Hackathon 2021

Microsoft E+D Divisional Fix Hack Learn (FHL) 2024

Accessibility in Action