

Over 11 years' experience as a content strategist, conversational designer for AI-driven chatbots, and UX writer, specializing in fintech, eCommerce, social media, and technology, with a knack for delivering clear, concise copy. Lead in-app writer for Samsung's Bixby team. E-learning curriculum developer. Chatbot writer. Well-versed in Slack, Google Docs, Salesforce, Pardot, Adobe, SharePoint, WordPress, HubSpot, Google AdWords, AirTable, Figma, Ada and others. Prompt engineering for ChatGPT coursework and certification.

Professional Experience

UX, User Education Writer, Pinterest (contract) Dec 2021 to Present

- Helped create Pinterest's chatbot. Conversational designer for Ping, Pinterest's AI-driven chatbot. Responsible for writing scripts (intents and quick replies) and uploading them to Ada. Responsible for answer training, completing research to find which intents and answers chatters most want in the bot; reviewed and edited scripts for optimal performance.
- Achieved a cost savings of over \$500,000 in Q3 from ticket deflection. There was a 14.4% decrease in tickets due to chatbot on the biggest ticketed item, moving the item from #1 most ticketed to #4.
- Authored over 700 scripts for the chatbot.
- Functioned as a content strategist to create and maintain articles on Pinterest's Help Center.
- Wrote macros and dynamic content in Zendesk.
- Wrote, edited, and proofread educational content consistent with Pinterest's voice and writing standards.
- Regularly audited and updated content to ensure accuracy and currency.
- Enhanced self-serve capabilities for users of all experience levels, regardless of product familiarity.
- Collaborated with support, product, localization, engineering and partnerships teams to enhance content quality.
- Incorporated analytics feedback to continuously evolve Help Center content.

Product Writer, Mozilla (contract) July 2021 to Jan 2022

- Created content requirements and content deliverables for critical projects (content audits, strategy and planning documents, microcopy, taxonomies, nomenclature and style guidelines, copy decks, release notes).
- Collaborated with UX colleagues, product management, engineering, localization, and legal to define and measure success. Ensured content met requirements and was production-ready.
- Contributed to content design practices by following existing guidelines, proposing new guidelines, and sharing insights and best practices within and outside the product team.
- Ensured consistent language across products by providing feedback to team members.
- Leveraged Firefox research and data to surface insights that helped solve business and user challenges.
- Partnered with designers and researchers to focus on copy and content design issues.
- Led a team of writers and researchers for a new Mozilla shopping project; developing UX content for a mobile and desktop app. Used AirTable to organize workflow. Oversaw daily writing goals, proofread and edited writers' work, helped craft tone and voice. Focused on the discovery and search phases of the customer journey.
- Authored SUMO documents, which were support articles that acted as trusted teammates to users. These self-help documents ensured there was no need for users to reach out and contact a rep.

Education Content Writer, Google, Grow with Google (contract) Nov 2020 to Mar 2021

- Contracted with Google to write assessment questions for their Project Management Certification course.
- Wrote assessment questions, incorporated feedback from subject matter experts, and beta tested materials.
- Edited transcripts, updated subtitles in Coursera, and published content on the site.

Freelance, Contract UX Copywriter, Content Strategist Dec 2009 to Dec 2022

- Contracted with Microsoft; helped the AI chatbot team with writing UX and microcopy, editing, and keyword searches, improving the customer experience. Followed the Microsoft brand style guide. Conversational designer, wrote chatbot dialogue flows and performed testing.
- Wrote Smart Solutions (chatbot intents and answers) for Airbnb.
- Helped 3MM create messaging, digital content, webpage content, and more for their new

healthcare product.

- Authored a comprehensive Women's Online Safety Guide for Facebook's Community platform that provided practical tips and valuable insight to help women stay safe online. Conducted interviews with community leaders to enrich the content.
- Created 'call and response' or 'instant answers' copy for Microsoft chatbot.
- Wrote SEO and UX content for clients in industries such as finance, tech, and eCommerce; helped clients, such as Mizerak Coaching, get found on Google.
- Developed a campaign for Nature's Select, Natural Pet Food Delivery. Wrote web copy for Effisoy.
- Proofread and edited client copy, including novels, blogs, white papers, social and web content.
- Wrote proposals and grants for clients. Worked with affiliate marketing.
- Actively managed clients' social media accounts (updating content and placing ads with LinkedIn, Google, Facebook); helped maintain Google presence. Conducted research to keep content relevant.
- Wrote long- and short-form copy for social and the web, direct response copy, product descriptions, press releases, white papers, and more. Experience writing for industry verticals.
- Collaborated with developers of a startup travel app; wrote and edited copy.
- Wrote online curriculum for the University of Phoenix and George Washington University.
- Crafted SEO-optimized content to enhance Pacific Lutheran University's website visibility.
- Wrote and edited social content for Henry the Health Hound's online health and fitness business. Managed their Facebook page, ZenDesk, and WordPress accounts; corresponded with customers.
- Fostered strong relationships by liaising with clients' advertisers, affiliates, and authors, enhancing communication and collaboration.
- Authored impactful e-books for client's email list, driving engagement and value delivery, while also developing compelling B2C marketing emails.
- Volunteered with Cocktails & Chemo; crafted engaging social content for Facebook and Instagram.

Digital Marketing Specialist, Fintech
Tampa, FL (left position to move to Seattle)

Nov 2017 to June 2018

- Researched, planned, executed, and measured the success of marketing campaigns and direct response copywriting; increased unique clicks to over 24% in just one month (growing clicks by over 10%).
- Created and managed an editorial calendar mapped to business objectives, key announcements, and events for multiple distinct audience segments and campaign programs.
- Wrote internal communications; worked on policy change and development. Helped provide guidance to bring about policy change; communicated changes and need for them to staff.
- Built go-to-market strategies for new product releases; executed a 'Core Principles' campaign to improve company morale.
- Grew social media presence; increased impressions on LinkedIn by 3,000 with my first 2 articles in just 2 weeks. Increased impressions on Facebook and Twitter by 20% within the first 2 weeks.
- Wrote white papers, client stories, press releases, pitch decks, blogs, and case studies.
- Collaborated with managed partners on marketing efforts.
- Designed and produced company collateral, copy decks, webinars, and marketing materials.
- Designed wireframes for new company website; worked through the user experience, from beginning of the journey through purchase. Worked with in-house designers.

Lead In-App, Conversational designer, UX Writer for Samsung, SDL (contract) Mar 2016 to Nov 2017

- Promoted to team lead within a month, given project management duties; managed a team of 12 writers, assigned tasks, ensured work was completed on time, answered questions, facilitated meetings, and participated in international calls with Samsung Korea, India, and SDL Italy weekly.
- Wrote UX and UI microcopy for Samsung's AI app, Bixby. Implemented feedback from Samsung.
- Collaborated with engineers and designers in Korea to write UX content.
- Ran QA checks for style and grammar.
- Designed Excel spreadsheets for Samsung and SDL team members; highlighted feedback received from Seattle and London. Conducted research and presented findings to stakeholders.
- Conducted weekly parameter checks to ensure all variables were present and all strands of content were correct. Completed A/B testing on the app.
- Helped hire and train new writers. Conducted one-on-one sessions to train new writers on best practices, how to write on-brand, and how to utilize SDL programs and software.

- Worked on a project to help inject personality into Bixby's voice.
- Assisted the chatbot team with conversation flows for the NLP-based chatbot (natural language processing).

Copywriter and Content Strategist, Nicopure Labs
Trinity, Fl

Nov 2015 to March 2016

- Freelance role. Wrote compelling headlines, press releases, body copy, and calls-to-action for company's blog and partner sites. In my 1st month of writing for the blog, the articles went from a distant page 3 to page 1 in Google searches.
- Wrote B2C/B2B copy; in the 2nd week, my copy helped to generate measurable sales (taking a product which had been selling at #49 and shooting it up to #10 on the company's sales list).
- Helped drive sales to the highest they had ever been during 'Black Friday Week'; wrote copy that helped bring in sales of over \$200,000.
- Directed a team of 5 freelancers; edited copy and directed revisions.
- Collaborated with the art department to come up with weekly artwork for blogs and emails.
- Conducted interviews for articles.
- Collaborated with the legal team to ensure all copy was accurate and met company standards.
- Developed new topics, conducted research, and found ways to put a unique spin on topics.
- Adapted tone/voice across 4 brands.

Remote E-learning Curriculum Developer and Instructor, Universal Class Dec 2009 to June 2018 Tampa, Fl (left position to move to Seattle)

- Wrote e-curriculum and microlearning curriculum for several courses, including an SEO writing course.
- Researched key topics to help keep the courses relevant and content fresh.

Education and Certifications

- Nova Southeastern University, Fort Lauderdale, Florida **Master of Science in Education**
- Rollins College, Winter Park, Florida **Bachelor of Arts in English Literature**
- California State University, **Technical Writing Certification**
- LinkedIn Learning Certifications in copywriting, UX writing, marketing, SEO, and more
- **Google AdWords certified**
- General Proofreading: Theory and Practice™ (**proofreading certification**)
- Proofreading 101: The Art of Proofreading™ (**proofreading certification**)
- Certified to teach Pilates, yoga, Spinning, and aerobics classes. Former certified personal trainer
- UX Content Collective, The Microcopy Course (non-certification course)
- Former certified English and ESOL teacher, State of Florida
- Prompt Engineering for ChatGPT certification, Vanderbilt University (additional prompt engineering coursework)