

WORK EXPERIENCE

2023-PRESENT

UX WRITER (CONTRACT), GENERAL MOTORS

- Lead writer for mobile and web product onboarding flows, collaborating with product designers and development partners to produce simple, intuitive customer experiences
- Lead writer for product-related crisis communications, delivering critical information to our customers as quickly as possible
- Lead writer for our notifications platform, overseeing the UX governance process for notifications and ensuring our customers receive clear, relevant, and timely information via their smartphones and email inboxes
- Lead writer for vehicle software updates, collaborating with product, legal, engineering, and software development partners to give customers crucial and jargon-free information about how their vehicles are functioning
- Partner with other writers and leaders in high-level philosophy building, creating a framework for how we communicate with our customers
- Develop both product-level and enterprise-wide UX writing standards, namely for our software update communications and customer notifications

2021-2023

UX CONTENT DESIGNER, ALLY FINANCIAL

- Planned user flows and wrote for authenticated Ally Auto experiences (web and app) including payments, SMS journeys, vehicle payoffs, lease-end experiences, and more
- Took voice-of-customer feedback and collaborated with UX designers, usability specialists, and product owners to analyze user needs and develop solutions
- Reviewed and updated Ally Auto servicing communications (email, SMS, push notifications) to lead with both clarity and empathy
- Reviewed and updated existing content to maintain consistency with Ally's brand voice
- Served as part of the Ally Tech blog editorial team
- Contributed to the maintenance and development of Ally's style guide
- Identified, brainstormed, and executed ways to streamline writing and design operations in the Auto LOB as well as enterprise-wide

2019-2021

SENIOR COPYWRITER, MERKLE (FORMERLY HELLOWORLD)

- Led the content strategy and messaging/copywriting for Merkle's ACUVUE CRM campaign, both consumer and B2B
- Wrote for promotional website flows, from registration to FAQs, including microcopy and transactional emails
- Served as creative/UX lead for copy on several brand accounts, including Dunkin' and Mondelez (Nabisco, OREO, CHIPS AHOY!)
- Assisted with UX assessments and brainstormed improvements
- Served as a formal leader & mentor for junior writers

2016-2019

COPYWRITER, HELLOWORLD - SAMSUNG ACCOUNT

- Conceptualized, wrote, edited, and helped launch Samsung Elite training app, including user flows, microcopy, error scenarios, and push notifications
- Developed messaging toolkits & brand guidelines for Samsung Services (Pay, Rewards, Health, Bixby, Galaxy Store)
- Reviewed and approved all copy for the account
- Wrote and executed daily activity content and promotional material for Samsung Elite

2011-2016

YOUNG & FREE MICHIGAN SPOKESPERSON / SOCIAL MEDIA SPECIALIST, MICHIGAN FIRST CREDIT UNION

- Wrote and planned content for Michigan First's social channels
- Served as primary videographer, video editor, and photographer for Michigan First

ACADEMIC BACKGROUND

M.A. COMMUNICATIONS, NEW MEDIA & MARKETING

Southern New Hampshire University
Graduated 2017

B.S. MEDIA COMMUNICATION

Lawrence Technological University
Graduated 2010

SKILLS // EXPERTISE

- Writing for a user's journey from start to finish, using everything from external media (point of sale materials, advertisements) to CRM (email/push/SMS) to the website (design/layout/info hierarchy)
- Partnering with legal, engineering, and business partners to ensure all writing is both legally sound and technically accurate
- Using site architecture, microcopy, information hierarchy, and design principles to clearly communicate desired actions
- Switching between day-to-day writing and high-level user experience theory with ease
- Incorporating academic and research-based principles into writing practice
- Working hand-in-hand with development and product teams to find quality solutions to user problems
- Writing for experiences that adhere to rigorous accessibility standards but still tell an engaging story
- Bridging the gap between internal teams, such as design and business, to effectively meet objectives and deadlines
- Mentoring junior teammates on everything from process and writing to corporate culture