# Russell C. Smith

**Senior Digital Copywriter/UX Copywriter**

**206. 329.2469**

#### russellcsmithcopywriter@gmail.com (Recent writing samples sent upon request)

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##### Senior Digital Copywriter/UX Copywriter

As a Senior Copywriter with over 19 years’ experience, I write engaging digital marketing content designed to convey an organization’s strategic and creative communications. I’ve created and edited copy for apps, customer purchase paths, UX micro copy, internal communications, UX and UI content, microsites, user interface copy, social media campaigns, email marketing pieces, tag lines and headlines, and many other forms of marketing content and corporate communications. Working collaboratively with creative directors, designers, and project managers, I excel at managing workflow, driving projects forward, and creating impactful integrated digital content. I’ve worked on projects for: T-Mobile, Amazon, Microsoft, Corbis, Citizen, Wunderman, Filter Digital, and Touch Worldwide.

# Senior Copywriter/Selected Contract Projects/Roles

Since the year-long contract at T-Mobile ended, I’ve been consulting on a freelance basis with several long-term local and national clients on writing and editing projects. Locally, I’ve worked with small creative design and content companies and organizations – working with tech companies, artists, business owners, and start-ups.

**T-Mobile/UX Copywriter** on contractby The Garrigan Lyman Group

Seattle, Washington/2016-2017

* Tasked with developing new and revised copy for a T-Mobile Customer Care app across all platforms­­ – for Desktop, Mobile, and App.
* Delivered, revised, and edited customer Purchase Path copy.
* With ease of customer use in mind, created and edited copy for $5 AutoPay option.
* Wrote and revised Landing Page copy for T-Mobile and Gogo Wi-Fi partnership.
* Revised and edited UX team's short form copy for quick turnaround projects.
* Created and edited internal communications pieces for Biometric login, and Device 360 (Shop in the App). .
* Reviewed, revised, and edited website content for T-Mobile’s corporate website (customer facing and internal).
* Reviewed and edited mobile web and print projects for UX team, and teams across T-Mobile.
* Managed and submitted drafts of projects using Jira.
* Provided editorial feedback on drafts of all (such as the year-long Customer Care app) ongoing projects over time, through multiple iterations. Content flow for the mobile experience was always a primary factor in these edits.

**Amazon/Senior Copywriter** on contract by Filter Talent

Seattle, Washington/2016

* Completely revised and edited transactional and promotional emails for Amazon Web Services (AWS). Took email documents that lacked clarity, and added an easy-to-understand content flow.
* Tightened and streamlined language, added direct conversational tone for users, and edited 12 marketing emails for overall consistency.
* Pointed out the benefits of being an APN Partner and moving up in the AWS tier system for global audience of newly registered and current APN Consulting Partners.

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**Getty Images/Senior Copywriter** on contract by Filter Talent

Seattle, Washington/2014-2015

* Developed copy for email campaign with project manager and designer to win back lapsed customers of iStock, and created landing page copy to inform customers of current iStock offerings.
* Working with an in house and remote team of project managers, public relation managers, and designers, wrote campaign email, landing page content, and social media content for Vince Vaughn movie, *Unfinished Business*. The social media campaign went viral for a week and was mentioned on Time, The Wall Street Journal, AdWeek, Forbes, Today, Esquire, Us Magazine, GeekWire, CNET, and BuzzFeed.
* Collaborated with in house and remote team on a promotional campaign to reach the customers of iStock’s competitors— including a landing page, Twitter posts, Facebook posts, and paid social media content.
* Created and edited landing page copy, emails, articles, announcements, and promotions for Getty Images and iStock.

**Citizen/Senior Copywriter** on contract by DevSelect

Seattle, Washington/2013-2014

* Wrote and edited content for AT&T Sponsored Data Content Provider Developer Guide.
* Revised AT&T Sponsored Data Content Provider Quick Start Guide PowerPoint, and AT&T Toll Free Data Preparation and Participation Content Provider User Guider for Citizen’s client AT&T.
* Edited documents for the Marketing and Technical departments of AT&T, so each department could communicate better with each other.
* Edited content for clarity, accuracy, language, grammar, and tone.

**Zum Communications/Senior Copywriter**

Seattle, Washington/2013

* Created and edited introduction for a Microsoft video script on how to effectively communicate with the CEO of an organization.
* Introduced topics such as what the CEO’s primary focus and concerns are, how researching the CEO’s industry is a critical component to giving a customized presentation, how digital megatrends (mobile, cloud, and big data) can effectively be presented by highlighting relevant customer stories.

**Touch Worldwide/Senior Copywriter/Editor** on contract by 24/Seven

Seattle, Washington/2012

* Wrote and edited content for the 2012 Starbucks Leadership Conference Brand Style Guide.
* Created and edited copy to provide clear and concise instructions for users of the 2012 Starbucks Leadership Conference Brand Style Guide.
* Created and revised content for the 2012 Microsoft Worldwide Partner Conference Brand Style Guide & Tool Kit.
* Wrote and edited copy to provide clear and direct information for partners and users of the Brand Style Guide & Tool Kit.

**Catalysis/Senior Copywriter** on contract by Creative Group

Seattle, Washington/2010

* Created e-mail marketing content for Microsoft, a client of Catalysis.
* Wrote a series of marketing e-mails for the Microsoft store’s product launches, new offerings, and seasonal specials, highlighting new features and benefits.

**Education and Experience**

The Art Students League of New York

Chicago Manual of Style, AP Style, and Microsoft Manual of Style for Technical Publications