

JULIANNE ANDERSEN

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WRITER: Marketing, Business, Technical, and UX

Delivering excellence in copy and content to achieve business goals and accomplish great things for clients and their communities. Established skills in copywriting, copy editing, content managing, production logistics, technical and process documentation, UX and social writing, and project management. Versatile word veteran with experience spanning multiple business sectors, content types, and writing disciplines.

SKILLS & STRENGTHS

- Storytelling
- Creative concept development
- Multi-team collaboration
- Meeting client objectives
- Project and production logistics
- Digital marketing and strategy
- Brand voice and style
- Process and training documentation
- Digital, web, and mobile app content
- Case studies and testimonials
- Blogs, eBooks, and white papers
- Social media content and campaigns
- RFPs & new business opportunities
- Proofreading and copy editing

EXPERIENCE

JULY 2021 – PRESENT

SENIOR COPYWRITER/UX WRITER | DESIGNIT

Copywriting across the full spectrum of marketing, business, and UX content — from app banners to compact social posts to long-form eBooks.

BEST BUY

- UX writing & content design for Best Buy's mobile app growth initiatives
- Produced copy & supported UX design for over 45 projects, including 3 feature launches
- Resolved 40+ backlogged project tickets and completed 80+ new project tickets

MICROSOFT

- Copywriting & content management for 12+ eBooks for Microsoft Azure, Teams, Xbox, Retail, Healthcare, and Education lines of business
- Crafted copy for social campaigns, videos, and websites for Microsoft CAN, Viva, Women in Tech
- Delivered three blog series, average 4 blogs per, for Microsoft CAN, Finance, and Education lines of business

New Business Opportunities

- Collaborating with and supporting creative and business teams in developing, building, and writing persuasive and comprehensive Requests for Proposals (RFPs) and pitches for winning new business
- Won new business with Pluralsight, IBM, and Microsoft

APRIL 2020 – JULY 2021

SEPTEMBER 2010 – DECEMBER 2012

COPYWRITER & EDITOR | KONTENT PARTNERS

Produced, managed, wrote, and edited all company reference, marketing, and client-facing materials and documents. Collaborated with leadership toward best messaging, brand voice & tone, and downstream content production management for company and clients.

- Strategized, developed, and wrote process and production documentation to include white papers, policy and procedure materials, and site maps
- Wrote and edited company suite of client-facing resource and reference materials to include 1-sheets, FAQs, and multiple case studies — routinely producing or updating 12 assets per month
- Collaborated with video producers and clients to write and revise video storyboards and scripts
- Wrote weekly newsletters and routinely refreshed website copy

FEBRUARY 2016 – MARCH 2020

EDITORIAL DIRECTOR | ZP CHALLENGE FOR WALMART

JANUARY 2013 – FEBRUARY 2016

LEAD COPYWRITER | ZP CHALLENGE FOR WALMART

Developed, managed, and wrote editorial and testimonial content for B2B Wellness program in multiple channels in multiple formats. Produced over 2,000 unique stories, tips, profiles, and how-to's per year. Owned creative strategy, production logistics, and marketing tactics for rapidly expanding company. Created, conveyed, and reinforced brand voice and tone.

- Launched in 3 Midwest US markets (approx. 150k prospective program participants) and scaled to national US + Puerto Rico Walmart employee-base (approx. 1.3m + families) over first 3 years
- Crafted compelling, real-life profiles for testimonial-based marketing; interviewed 50+ program participants per year; captured data; and wrote stories for multiple and various content needs
- Scaled program and marketing material production; increased publication of program booklets (print & digital) from annual to quarterly, and from 12 pages to 24 each
- Scaled 24-page booklet production (print + digital) from two to eight editions per year
- Scaled weekly app content production from 90 posts to 120 posts on a six-month timeline
- Created and utilized templates and conventions for maintaining consistency and accuracy; reduced editorial team hours by 33%
- Managed a five-person editorial team by recruiting, onboarding and training talent; created and maintained deadlines, schedules, and timeline; provided direction, mentoring, support, and advancement opportunities
- Collaborated with and supported creative partners, sponsors, client teams, program participants, and subject matter experts
- Coordinated logistics and support materials for multiple creative teams' purposes, including video, photo, and event production
- Project managed team deliverables, including the creation and maintenance of data and tracking documentation; created and maintained document templates; and produced internal business communications

EDUCATION

University of Washington; B.A. Art History, Journalism minor