

Michelle Gray

Senior Content Strategist, Copywriter

Highlights

- 20+ years' experience creating compelling content and transforming complex technical information into easy-to-understand copy. 15+ years' experience collaborating with UX designers, enhancing their visions with clear and concise UX copy.
- 10+ years of data analysis experience using Adobe Analytics, Google Analytics, PowerBI, and SQL.
- 10+ years of content marketing and digital marketing experience for every stage of the customer lifecycle. 5 years' experience leading a digital marketing division at a direct marketing agency.
- Experience developing content and marketing strategies for a variety of industries, including healthcare, telecom, software, hardware, systems security, e-commerce, and nonprofits.
- Associate Degree in Liberal Arts/Journalism from De Anza College, and from October 2019 to September 2020, attended UC Santa Cruz and completed Marketing Management Certificate, specializing in Digital and Social Media Marketing (3.9 GPA).

Summary

I have a way with words. Delivering the right message to the right audience at the right time can be daunting; like solving a mystery or assembling a puzzle. For 20+ years, I've thrived on these types of messaging mysteries, puzzling paragraphs, and content conundrums. Plus, I'm an expert at making technical jargon easy to understand because I've done it for decades.

I create compelling B2C and B2B copy and expertly transform complex technical information into easy-to-understand support articles and UX microcopy for telecommunications, healthcare, software, systems security, and e-commerce. I know when to leverage, but not rely on, GenAI tools to enhance copy. Using design software and marketing automation tools, I launched and led a digital marketing division at a direct marketing agency and developed SEO-optimized B2C and B2B integrated digital marketing strategies.

Technical Skills

GenAI, ChatGPT, Adobe Creative Suite (Photoshop, Illustrator, InDesign, and Dreamweaver), Microsoft Office Suite (Word, Excel, Access, PowerPoint, MS Project, and Visio), Google Suite (Google Sheets, Docs, Slides), Figma, Canva, Content Management Systems / CMS (AEM, WordPress, SharePoint, Drupal, Kentico, TeamSite), Marketo, Eloqua, Salesforce, Google Analytics, Adobe Analytics, PowerBI, Google Advertising, Google Data Studio, Meta Advertising, Optimizely

Professional Certifications

Marketing Management Certificate, UC Santa Cruz, September 2020

Experience

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|---|------------------|
| Senior Content Strategist, Merchandising Studio – AT&T | 9/2022 – Present |
| Content Strategist, Merchandising Studio – AT&T (contract) | 5/2021 – 9/2022 |
- Manage the end-to-end content for support articles and UX copy, ensuring copy always meets our style guide, editorial, SEO, reading level, and accessibility guidelines, and follows the AT&T Brand voice.
 - Craft easy-to-follow instructional articles to assist customers in resolving their wireless and internet issues, resulting in a significant reduction in calls to customer care agents. This enables customers to fix their issues more quickly and reduces the customer care wait time for more complex issues.
 - Enhance workflows using GenAI tools like ChatGPT.
 - Worked with UX designers to build an online case management system where customers could create their own support tickets for the issues they are having. Step-by-step instructions are displayed for the customer.

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If the instructions don't resolve the issue, the customer is placed in the queue to receive a call from customer care. This system reduced the volume of calls to customer care by 35%.

- In conjunction with the AT&T Guarantee launch, I provided the copy for the Outage tracking system which informs customers if there's an Internet or Wireless outage in the area, provides them an estimated time to resolve, provides them with alternative ways to connect (e.g., Wi-Fi hotspot locations). The system informed the customer if they were eligible for an AT&T Guarantee credit for this current outage or any past outages they experienced.
- Provide guidance to other project copywriters to ensure that copy across all channels is consistent with brand and regulatory guidelines.
- Collaborate with project managers, product managers, and UX designers to provide UX copy on design comps using Figma.
- Made data-driven content recommendations and decisions by querying data using Adobe Analytics.
- Coordinate with leads and other writers to keep copy, images, and wireframes consistent across the site.

Marketing Specialist / Content Strategist – Splashtop (contract) 5/2020 – 1/2021

- Responsible for Digital Marketing initiatives at all stages of the customer lifecycle for the high-profile unicorn round of funding.
- Authored, edited, and managed copy across all channels and platforms and defined and implemented content strategy for the unicorn round of funding.
- Created and managed Google and Bing display and video advertising, and paid search keyword management.
- Compiled and created reports and analysis of KPIs and other campaign analytics using Google and Bing advertising in combination with Salesforce and PowerBI.
- Collaborated with localization teams to enhance our global presence on paid search and social media campaigns.

Senior Content Strategist – Verizon (contract) 6/2019 – 10/2019

- Defined the content strategy for Verizon's developer portal of technical information and help materials.
- Authored UX microcopy and conversational chatbot microcopy to help website visitors navigate the Verizon website.
- Created and updated REST API documentation in Markdown and SOAP API documentation in XML for Verizon's ThingSpace Internet of Things (IoT) developer portal.

Senior Content Strategist – Automation Anywhere (contract) 1/2019 – 6/2019

- Developed and implemented the content strategy and standards for the Automation Anywhere website, as well as marketing materials.
- Wrote all UX microcopy and conversational chatbot scripts.
- Utilized Marketo extensively for marketing automation.

Senior Content Strategist / UX Writer / Content Designer – eBay (contract) 5/2018 – 10/2018

- Defined content strategy and standards and authored UX microcopy for desktop and mobile using Sketch, product copy, blog, email, help desk, FAQ, instructional, onboarding video content, and friendly, conversational chatbot scripts.
- Collaborated with designers and the User Experience Research (UER) team to ensure UX copy was easy to understand and follow, resulting in consistently positive user experiences and the successful launch of new selling processes, adding over 250K catalog items in first 24 hours after launch with less than 10 help desk tickets.
- Partnered with legal, PR, and other stakeholders to ensure content compliance and consistency.

Content Strategist and Writer – Humane Society Silicon Valley 12/2015 – 4/2018

- Defined content strategy and standards and authored UX microcopy, email, FAQ, and friendly, conversational chatbot scripts.
- Wrote, edited, and published UX microcopy and long-form web copy with SEO optimization.

Los Angeles, CA 90045

(408) 876-3059 | michellegraywriter@gmail.com

LinkedIn: www.linkedin.com/in/michellegray09/

Portfolio: michellegraywriter.com

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- Ensured copy was easy to understand, resulting in consistently positive user experiences for donors and adopters.
- Managed Google Analytics and reporting. Utilized Optimizely for A/B testing. Analyzed the resulting data to make content and marketing strategy recommendations and then implemented those strategies.
- Created Salesforce-based digital marketing campaigns and applications.

Content Writer / Strategist – Lynx Software Technologies 12/2013 – 10/2015

- Designed, updated, and maintained all aspects of the Lynx Software website using Adobe Experience Manager (AEM), including defining content strategy and standards, writing UX microcopy, product, and marketing copy with SEO optimization. Also managing social media marketing and company blog.
- Created sales collateral and sales training materials.
- Authored, designed, and executed HTML emails, integrated with Salesforce, for press releases, article publications, and other company announcements.

Content Writer / Strategist – California Society of CPAs 7/2012 – 11/2013

- Wrote, edited, and published UX microcopy, marketing materials, and technical documentation.
- Defined and implemented copy standards and content strategy based on organizational goals and website analytics data.
- Managed Google Analytics, Ad Tracking, Marketo, and reporting.
- Facilitated usability testing sessions and focus groups.

Content Writer/Strategist and Data Analytics Manager – Kohl's 10/2006 – 7/2012

- Authored long-form copy, UX microcopy, and engaging product descriptions for kohls.com.
- Grew the Direct Ship Project from 50 to over 500 vendors to dramatically increase online sales and SKUs available on kohls.com from 40,000 to over 500,000.
- Supported the business' data mining and data analysis needs by developing reports based on documented requirements and design specifications, utilizing Business Objects, Crystal Reports, and MicroStrategy.

Digital Marketing Director – Proven Direct (direct marketing agency) 7/2001 – 10/2006

- Launched and led a Digital Marketing Services division at a direct marketing agency, offering full-service integrated digital marketing management for over 50 client companies in a variety of industries.
- Services provided included content creation and strategy, website creation, SEO, SEM, and social media and email campaigns.

Education

De Anza College: AA Degree in Liberal Arts / Journalism

UCSC Extension: Marketing Management Certificate, specialization in Digital and Social Media Marketing