

MARISSA R. DeANGELIS

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Portfolio: www.mdeangeliswriter.com

PROFESSIONAL PROFILE: UX copywriter with 8+ years of professional writing experience across multiple industries; digital, user experience, social media, radio, video, and print work, owning the entire creative process from concept to execution.

Skillsets: Digital copywriting; ad agency experience; UX writing; print advertising; promotional copy; communications; SEO, content optimization, marketing best practices; editing

Content Designer/Web & Mobile UX Copywriter

Kaiser Permanente, Remote

Jul. 2022-Present

- Designed and wrote the copy/flow for the user experience for websites and the mobile app with expertise in Information Architecture, Interaction Design, User Interface Design, User Research, and Usability Engineering
- Collaborated with product team to prototype, design and deliver the UI and UX experience with a lean design process; research, design, test, and iterate
- Responsible for creating and editing content with brand under the direction of senior staff, and align requirements with industry standards
- Devised content strategy; participated in scrum/agile teams; brainstormed with UX designers, project managers, agile product owners, and engineering teams

Creative Copywriter

Banfield Pet Hospital, Remote

Jul. 2021- May 2022

- Developed and created tools and guidelines to create consistent and cohesive content
- Wrote, to improve UX copy for onboarding flows
- Wrote app updates for the App Store, as well as site prompts, banners, and confirmations
- Conducted qualitative and quantitative research, such as surveys and A/B testing, to create copy that's human, supportive, and resonates with the audience

Social Media Copywriter/Animation Writer

Accenture, Los Angeles

Apr. 2021-Jun. 2021

- Crafted easy-to-understand, medium-length answers to FAQs, canned comment responses for community managers
- Wrote 2 animated, tv scripts, one for 15 seconds, one for 30 seconds, describing California's vaccine progress and services via the myturn.ca.gov website
- Provided tweets and other posts, medium-length content and social media responses

Weight Watchers

New York, New York

Aug. 2012- Mar. 2019

Knowledge Management Administrator, Operations

- Developed content protocols, procedures, and policies to develop a knowledge management system for the Weight Watchers call center
- Supported different departments, while implementing a new KM vendor

Senior Digital Copywriter, Online Content

- **Managing editor of e-newsletter:** Wrote and managed 5 versions of the women's weekly newsletter that included 5 versions (audience of seven million+ readers with a target audience of subscribers and non-members), choosing all content, recipes, images, and

working closely with marketing, and all stakeholders

- **Supervised, trained, and managed junior copywriters and junior staff in operations**
- **FAQs:** Project managed the revamping of the entire online FAQ system, going from static to user-generated, rewriting and categorizing all FAQs on web & mobile.
- **Web copy:** hover copy, callouts, buttons, banners, and mastheads
- Co-strategized web content for microsites, while working closely with project managers
- **Product Packaging:** Wrote bi-monthly emails to promote consumable and non-consumable products, with considerations for seasonality and current sales
- **Weight Watchers for Diabetes:** Wrote flexible pricing offer pages, switch emails and required copy describing our alternative diet health plan
- **Community:** Reworked community gateway, dedicated emails and News Feed alerts
- **Mobile:** Clarified in-app directions for mobile tracking
- **Security:** Added concise error/login/helper copy across entire site
- **Signup:** For visitor pages, added bundle/product offers to signup
- **For Online Store:** Wrote banners, site microcopy and product headlines
- Strategized promos/winbacks, based on seasonality, and current market research
- **eCRM:** Created and mapped content for daily and weekly member emails
- Created copy decks for multiple projects, while coordinating with IA and design

Perm. Positions	Industry	Title	Time Period
Kaiser Permanente	Healthcare	UX Copywriter	7/22-Present
Banfield Hospital	Pet Care	Creative Copywriter	7/21-5/22
Weight Watchers	Health & Fitness	Senior Digital Copywriter	2012-2019
Time Warner Cable	Telecomm.	Marketing Copywriter	2008-2010
Doremus BOA	Finance/Banking	Copyeditor	2006-2007
Terry Hines & Assoc.	Film Marketing	Proofreader	2004-2005
Freelance	Industry	Title	Time Period
Accenture	Data/Healthcare	Copywriter	4/21-6/21
PDB Perfumes	Fragrance	Project Manager	Feb.- 2021
Blackfin	Entertainment	Temp. Actor	Jan. 2020
CBS	Broadcasting	Exec. Assistant	Oct. 2019
Proximity	Finance	Marketing Assistant	Aug. 2019
Comcast	Tech Manual	Digital Copywriter	4/12-6/12
McGraw Hill	Children's Pub.	Content Editor	2/12-4/12
The Daily	Fashion/Magazine	InDesign Editor	Feb. 2012
Doremus	Finance	List Editor	1/12-2/12
Thomas Publishing	Manufacturing	Online Copywriter	10/11-11/1
Macy's Inc.	Retail	SEO Copywriter	9/11-10/1
Estee Lauder	Cosmetics	Proofreader	Mar. 2011
World Almanac	Publishing	Copyeditor	Apr. 2011
Spiff For Men	Beauty Services	Online Copywriter	5/10-3/11
Lehman Brothers	Finance	Proofreader	Feb. 2008
Pokemon	Toys & Games	Proofreader	Jan. 2008
Synergy Graphix	Hedge Funds	Copyeditor	5/07-9/07
Triumph Learning	Publishing	Assistant Editor	2/06-5/06
The Romann Group	Restaurant	Proofreader	Jan. 2006

AUTHOR: *The Binge Watcher's Guide to the Golden Girls* **Animated Scriptwriter:** MyTurnCa.Gov;
Education: University of Maryland, BA in Journalism, minor in Film and Comparative Literature;
Computer Skills: Microsoft Office: Word, PowerPoint, Excel; Confluence, Jira, Donovan, Marketo, Drupal, Wordpress, Google Sheets, Aprimo

