

**MARISSA R. DeANGELIS**  
[mdeangeliswriter@gmail.com](mailto:mdeangeliswriter@gmail.com) (516) 509.4308 Los Angeles, California  
Portfolio: [www.mdeangeliswriter.com](http://www.mdeangeliswriter.com)

**PROFESSIONAL PROFILE:** Digital Strategist & Content Marketer specializing in conversational copywriting & UX content across web & mobile. Expert in crafting empathetic, dialogue-driven experiences—from onboarding flows to lifecycle messaging—that increase engagement & trust

**Skillsets:** Conversational & acquisitional copywriting; UX writing & microcopy; content strategy; documentation; promotional copy; SEO/search; A/B testing; marketing best practices; eCRM; app/tech; social media (TikTok, Instagram); project & production scheduling; B2C subscription SaaS-style; UX research; social & community engagement; voice & tone development

**SuperProf.com** **Jan. 2025- Present**  
• Contractual Writing tutor for gifted grade-school students; ghostwriter for entertainer

**Content Designer/Web & Mobile UX Copywriter** **Jul. 2022-Sept.2024**  
**Kaiser Permanente, Remote**  
• Designed and devised content strategy/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; Participated in scrum/agile teams; brainstormed with designers, project managers, product owners, and engineering teams  
• Collaborated with product team to prototype, design and deliver the UI and UX experience with a lean design process; research, design, test, and iterate  
• For an example of how my work at KP directly led to ROI, read this:  
<https://www.beckershospitalreview.com/healthcare-information-technology/ai/22-hours-to-5-ai-reorders-the-inbox-at-permanente-medicine/>

**Copywriter** **Jul. 2021- May 2022**  
**Banfield Pet Hospital, Remote**  
• Developed and created tools and guidelines to create consistent and cohesive content  
• 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** **Apr. 2021-Jun. 2021**  
**Accenture, Los Angeles**  
• Crafted medium-length answers to FAQs & 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 [MyTurnCa.Gov](http://MyTurnCa.Gov)

**Weight Watchers** **Aug. 2012- Mar. 2019**  
**New York, New York**  
**Knowledge Management Administrator, Operations**  
• Developed content protocols, procedures, and policies to develop a knowledge management system for the Weight Watchers call center, assisted with documentation

**Senior UX/Digital Copywriter, Online Content**  
• **Managing editor of e-newsletter:** Wrote and managed content calendar for 5 versions of the women's weekly e-newsletter (audience of 7 million+ readers of members and non-

- subscribers), choosing all content, recipes, images, and writing acquisition copy
- Supervised, trained, and managed junior copywriters and freelance writers
- FAQs:** Project managed the revamping of the entire online FAQ system, going from static to AI/user-generated content, rewriting and categorizing all FAQs on web & mobile
- Web copy:** hover copy, callouts, buttons, banners, and mastheads
- Product Packaging:** Wrote bi-monthly emails to promote consumable and non-consumable products, with considerations for seasonality and current sales
- Added behavioral insights to **weekly member materials**, using behavior-change skills to create content and interactive materials that helped members succeed
- Community:** Reworked community gateway, dedicated emails and News Feed alerts
- Mobile/Signup:** Clarified in-app directions for mobile tracking; added bundle/product offers
- Security:** Added concise error/login/helper copy across entire site
- 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    |
| 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    |

**PUBLISHED WORKS:** *The Binge Watcher's Guide to The Golden Girls*; *(Miss Pamela's Writing School for Electric Ladies* (wrote Intro); *The Book of Everyday Resistance* (political essay); Editor of *Branding for Dummies*

**Education:** University of Maryland, BA in Journalism, minor in Film and Comparative Literature

**Computer Skills:** Microsoft Office: Word, PowerPoint, Excel; ChatGPT, Figma, Google Analytics, Confluence, Jira, Donovan, Marketo, Drupal, Wordpress, Google Sheets & Aprimo