

SUMMARY

Expert in developing an optimal user experience, including the production of technical and marketing materials. Highly accomplished content developer for web and print mediums. Passionate award-winning contributor of quality, well-crafted content.

CONTACT

PHONE:
707-688-1649

PORTFOLIO:
jewellportfolio.com

EMAIL:
allisonjewell.tx@gmail.com

LINKEDIN:
linkedin.com/in/allison-jewell

EDUCATION

**Master of Arts (MA),
Clinical Psychology**
Amberton University

**Bachelor of Science (BS),
Communication Sciences**
Texas Woman's University

AREAS OF EXPERTISE

User Experience
Marketing & Technical Writer
Blogging & Social Media
Online Customer Service
Mobile Applications
Website Creator
Content Liaison
Freelance Content Writer

ALLISON JEWELL

SENIOR UX CONTENT WRITER

Content Strategist | Social Media Contributor | Blogger

WORK EXPERIENCE

Neighborly • Waco, TX (Remote) • Senior Manager, Digital Content Strategy

December 2020 – Present

Providing content strategy for Neighborly and their national brand websites in the United States and Canada.

- Partnering with key stakeholders, including brand leaders and other digital team leads, to build, socialize, and execute a digital content strategy that maintains brand voice, style, and tone across all channels.
- Leading content strategy for blog content, including creating quarterly themes, selecting imagery, and writing copy. Focused on positioning relevant content to each target audience, establishing Neighborly's authority within each respective service category, encouraging multi-brand acquisition, and generating leads.
- Providing digital content as the content strategy SME for the website enhancement/migration project and the new Neighborly mobile app.
- Primary blog writer for Rainbow International and supplemental writer for Neighborly's additional 18 brands in the USA and Canada.
- Reduced the blog budget by 80% in 2021, including reduced costs for content writing and images.

AT&T • Dallas, TX • Senior UX Content Writer/UX Content Strategist

August 2004 – October 2020

Provided UX writing, content strategy, and wireframing for major AT&T initiatives, such as AT&T TV, HBO Max, and Unlimited Your Way.

Produced UX content for product and service marketing, myAT&T mobile application, consumer emails, in-house video scripts, and sales buy flow for desktop and mobile platforms.

- Created website, help/support, and e-commerce content for the online consumer sales group.
- Part of the AT&T Mobile First team, creating content for the AT&T mobile app and mobile versions of the AT&T website including the Easy Access Platform onboarding flow, error messages, and notifications.
- Specialized in large, high-profile waterfall projects but also proficient in working Agile.
- Contributing writer to AT&T's *Techbuzz* blog, resulting in an average of 12% increase in conversion rates for featured products.

Gemini Minds • Cotati, CA/Dallas, TX • Freelance Content Writer

July 2002 – August 2004

Provided content writing and website management to companies such as Anderson Realtors, Fannie Mae, Flycast, HotSpot, Kayem Pipe, NIKU, and Tier 3 Support.

- Early adopter of the 21st-century workspace telecommuting model, helping freelance clients reduce their online marketing costs by an average of 28%.
- Created web and print content for traditional and dot com companies
- Created, redesigned, and maintained websites using Macromedia Fireworks, HTML, and CSS.

ADDITIONAL RELEVANT EXPERIENCE

- **NIKU**
Lead Content Manager | Webmaster
- **Well Engaged**
Technical Writer
- **IMSI**
Technical Writer | Assistant Project Manager

PROFESSIONAL ACHIEVEMENTS

- Received Content Strategy certification in April 2019.
- Recipient of four AT&T individual contributor awards:
 - 2006 – Content writing for AT&T U-verse launch.
 - 2010 – Content writing for the AT&T website redesign.
 - 2016 – Writing and content strategy for the Easy Access Platform.
 - 2020 – Content strategy work for HBO Max.
- Contributing blogger for the WGLB-TV series about GLBT issues on the political blog Daily Kos.
- Graduate of Robert McKee's STORY Screenwriting Seminar.
- Essay on immortality selected to be in the printed version of the first crowdsourced book, *Crowdsourcing Immortality*.

SKILLS

- **Writing:** UX, Marketing, and Technical Writing; Blogging and Social Media Content
- **Software:** Office 365; Figma; MURAL; Adobe Photoshop; Various scheduling and content implementation software
- **Virtual Collaboration:** Zoom; WebEx; GoToMeeting
- **Processes:** Agile; Content Strategy; Wireframing; HTML