

DAMIEN DENNIS

Copywriter | UX Writer

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EXPERIENCE

USAA

San Antonio, TX

Senior UX Copywriter

January 2024 - Present

- Spearheaded content strategy and UX writing for multiple insurance product lines, refining messaging to optimize user experience and align our brand voice across all channels.
- Devolved a new streamlined content workflow using Figma that was implemented by several departments, effectively scaling our processes and management for thousands of content files, and reducing production time by 30%.
- Collaborated closely with cross-functional teams including design, product, and development to deliver clear and compliant copy for several different insurance products.
- Led efforts to improve teams UX writing practices, resulting in better collaboration between design and content teams and increasing overall productivity.

THE AD COUNCIL

New York, NY

UX Copywriter

June 2023 - September 2023

- Created 300+ instances of interface copy for more than 30 screens of a public-facing literacy platform.
- Spearheaded communication and copywriting strategy for the platform; advised stakeholders on enhancing the design, user experience, accessibility, and SEO via copy.
- Researched target user behavior, as well as national education & literacy data; used data-informed language and content to communicate effectively with users.
- Applied effective Agile project management and collaboration skills by ensuring all deliverables, revisions, and feedback for the design team consistently stayed ahead of stakeholder deadlines.

BUDDYBOSS

Dubai, UAE

Senior Copywriter

October 2022 - May 2023

- Led a team of mid-level copywriters in building multiple company resources in a short space of time. Ensured cohesive communication across marketing, sales, design, and development teams.
- Collaborated with cross-functional teams, including design, technical writing, user experience, and event planning; fostered effective teamwork and synergy to achieve project goals and deliver multiple successful projects within a short time.

Selected Project Experience

- **Knowledge Base Overhaul**
 - Directed 3 copywriters to rewrite and restructure 50+ articles in the company knowledge base; resulted in 22% fewer monthly support tickets, a 10% increase in self-service resolution rates, and a 5% increase in 5-star customer service reviews via Survey Monkey.
 - Conducted user research to identify pain points and optimized the knowledge base accordingly, leading to 20%+ reduction in time spent trying to solve their issue via Hotjar.
- **Brand and Style Guide Project**
 - Managed a team of 3 copywriters in developing a 30+ page interactive style guide to be used internally by more than 100 employees and contractors.
 - Implemented a more efficient content process for our team, which shortened content creation times.

ARIZONA STATE UNIVERSITY**Tempe, AZ****Copyeditor****September 2022 - June 2023**

- Strategized on web copy and edited 40+ articles for a nationwide museum advocacy resource; managed writing submissions for over 30 artists, 50+ articles, and a multi-page website.
- Demonstrated strong project management abilities to keep workflow on track ensuring the successful delivery of high quality content.
- Consulted project leaders on messaging and tone via brainstorming sessions; iteratively refined and enhanced the project's content to meet our objective of being an intuitive educational resource.

BUCK**Los Angeles, CA****Freelance Copywriter****May 2022 - August 2022**

- Copywriting & story consulting for Fortune 500 & enterprise-level clients, brands, and platforms.
- Wrote blogs, headlines, newsletters, ad copy, microcopy, and social media copy.
- Collaborated with the design team and clients to meet project goals; delivered data-driven copy that resonated with target audiences.
- Contributed to content strategy and development, consistently meeting or exceeding client expectations by delivering high-impact, results-driven copy.

LOOP MOBILITY, INC.**Austin, TX****Lead Copywriter****November 2021 - May 2022**

- Launched a successful email newsletter within two weeks, resulting in an impactful 37% increase in open rates.
- Delivered a workload of 5-10 weekly pieces of written content, including blog, newsletter entries, advertisements, web copy, landing pages, social media copy, and more.
- Redesigned the previous career page's copy and user experience, leading to the recruitment of 18 new hires within a three-month period (30% increase in staff).
- Assisted with UX writing for landing pages and microcopy in the insurance app, contributing to better overall functionality and a 10% increase in 5-star feedback.

SYMBIO HUSH**San Antonio, TX****Brand Copywriter****April 2018 - August 2021**

- Directed the team's branding and marketing strategy and oversaw the execution of all messaging projects.
- Successfully managed a portfolio of more than 50 marketing and branding clients; gained clients an average ROI of 10%.
- Crafted 40+ proposals and secured more than \$500,000 in contracts for the agency.
- Produced and edited a wide range of content including videos, articles, newsletters, social copy, and ads.

Selected Project Experience

- The Down Market Digital Magazine
 - Coordinated more than 10 diverse and successful events, including streetwear showcases, poetry nights, unique Halloween gatherings, classy dinner events, and creative brunches.
 - Maintained strategic relationships with over 200 vendors and influencers; successfully attracted over 5,000 attendees to events, and increased engagement across all platforms by an average of 20% over 3 years.
 - Leveraged various platforms, including Squarespace, Eventbrite, and Splash, to create captivating event landing pages and manage guest communications, optimizing the event experience.

EDUCATION

SOUTHERN ADVENTIST UNIVERSITY

Journalism Major

Collegedale, TN

2012-2015

DIGITAL CREATIVE INSTITUTE

Digital Marketing Apprentice

San Antonio, TX

2017-2018

ADDITIONAL INFORMATION

- Certifications: Google Ads & Analytics Certified (2018, 2019), Hubspot CRM Certified (2018), Google UX Design Certification