

Heidi Kenyon

Versatile, data-driven content expert with 19 years of professional writing experience. Articulate teammate with a passion for collaboration. Meticulous grammarian; guardian of brand guidelines.

206.307.6254
writeheidiwrite@gmail.com
linkedin.com/in/heidikenyon
writeheidiwrite.com

Microsoft Research Foundry99

via Allovus Creative Services | 2020 – present

Senior UX Copywriter / Editor

Sole writer for Foundry99, a startup incubator team nurturing Microsoft Research projects into products.

- Write and edit UX/UI copy for mobile and web apps; collaborate on complex user flows and logic
- Write copy for public-facing and Microsoft-internal websites; edit and write for a lay audience on complex topics such as machine learning and cryptography
- Write and oversee sends on marketing emails, push notifications, and in-app notifications. For one project, marketing email sends resulted in a 5% overall increase in product adoption.
- UX research: collaborate on research plans; write and edit user surveys; conduct user interviews
- Work with cross-functional teams including design, engineering, and research to ideate, refine, and build products and communications

Microsoft 365 Brand Studio

via Rational Interaction | 2017 – 2019

Senior Copywriter

Part of the Relationship Marketing team. Wrote copy for emails, blog posts, and in-product messaging.

- Wrote Office 365 newsletters (B2C and B2B) with a combined reach of >9.7 million users monthly
- Worked with localization team to facilitate translation for dozens of markets
- Recommended A/B tests and strategies
- Mentored and guided junior writers and designers
- Developed a system of tagging images with alt text for consistency and to avoid repetition of work
- Presented directly to internal stakeholders and leadership

Toolhouse

a full-service digital agency | 2012 – 2016

Copywriter / Content Strategist

As the agency's sole copywriter, wrote copy for websites, mobile apps, videos, emails, social media, and print. Determined project strategies and tactics using data from A/B tests, analytics, and usability studies.

- Managed a pharma brand Facebook community for a patient group. In 2014, increased page likes by 56%, daily page reach by 17%, and average daily page engaged users by 75%
- Researched, referenced, and annotated copy documents for pharmaceutical review boards
- Concepted, executed, and implemented Intuit's first-ever Vine video marketing campaign
- Assisted with website transitions to Adobe Experience Manager (AEM)
- Presented directly to clients at Intuit, Novo Nordisk, and Phonak

Freelance

2010 – present

Copywriter / Content Strategist

Clients include Bluetooth, Salem Five Bank, Rivkin Center for Ovarian Cancer, Windstar Cruises, YWCA, and many more.

- Improved Farmstead's landing page conversion from 14% to 77% in 2 weeks with user testing
- For The Swinery, a butcher shop, developed social media marketing program and earned the company a story in *T*, the *New York Times* style magazine, by attracting the reporter's attention on Twitter
- Wrote newsletter and managed calendar for Microsoft US One Commercial Partner
- Created initial marketing concepts/taglines for DermTech, a medical test maker; developed brand messaging (fully referenced and annotated in AMA style), brand story, and product elevator pitch
- Developed brand voice and tone guidelines for the Information Architecture Institute

Culinary Communion

a cooking school | 2001 – 2009

Marketing Director; Co-Founder / Owner

Developed all messaging, branding, and marketing strategy. Managed all marketing; conceived and wrote all content for web, email, print advertising and collateral, trade shows, and B2B campaigns.

- Grew the company from an unfunded startup to \$650K+ in annual revenue
- Developed email marketing program; grew list to over 7,500 subscribers
- Managed European culinary tours with \$30K budgets
- Managed staff of up to 9 including hiring/firing and scheduling
- Concepted, strategized, and managed trade show booths at events such as "Seattle Cooks!" and "Taste Washington," plus in-store promotions, farmers market demonstrations, etc.
- Conceived, organized, and ran Rusty Chef (2002–2004), an amateur cookoff which raised a total of ~\$150K for charity beneficiary FareStart
- Developed teambuilding for orgs including Microsoft, Amazon, Expedia, and *Gourmet Magazine*

University of Idaho Press

1992 – 1995

Editorial Intern > Line Editor > Managing Editor

Copiedited and proofread scholarly texts; worked with authors on manuscript development.

EDUCATION

Bachelor of Arts, English, University of Idaho, cum laude. 1993.