

Heidi Kenyon

Versatile, data-driven content expert with 20 years of professional writing experience. Articulate teammate with a passion for collaboration. Meticulous grammarian; guardian of brand guidelines.

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Microsoft Modern Work Customer Co-Innovation contract via Allovus Creative Services | Oct 2020 – present

Senior UX Content Strategist

Sole writer/content strategist for a new team responsible for creating proofs of concept for enterprise-level customers synthesizing their technology with that of Microsoft. Responsible for content strategy deliverables, all project UX/UI writing, product and content design, and all internal and project marketing communications.

- Plan and write in-app copy for pilots of future Microsoft 365 products.
- Collaborate with engineering team to write all product messaging: errors, confirmations, notifications, etc. Developed a one-stop shop for messaging content with unique IDs for messages and links to design files
- Assist with user research planning, creation of discussion guides and surveys; conduct user interviews
- Write internal team communications including website, launch announcements, etc.

Microsoft Research Foundry99 contract via Allovus Creative Services | April – Oct, 2020

Senior UX Content Strategist

Sole writer/content strategist for Foundry99, a startup incubator team nurturing research projects into products. Responsible for UX, product design, and all marketing communications.

- 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
- Develop and maintain taxonomies and style guides
- 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
- Conduct 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 contract 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

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 – 2021

Copywriter / Content Strategist

Clients: Bluetooth, Salem Five Bank, Rivkin Center for Ovarian Cancer, Windstar Cruises, YWCA, etc. Highlights:

- 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

Culinary Communion

a cooking school | 2001 – 2009

Marketing Director; Co-Founder / Owner

Developed all messaging, branding, marketing, and content strategy. 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
- Invented, organized, and ran an amateur charity cookoff which raised a total of ~\$150K

University of Idaho Press

1992 – 1995

Editorial Intern > Line Editor > Managing Editor

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

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

Tools Microsoft Office, Figma, Azure DevOps, InVision, etc.