

Heidi Kenyon

Versatile, data-driven content expert with 20+ years' experience using words to drive business impact and improve the user experience. Articulate teammate with a passion for collaboration.

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Microsoft

Content Designer

August 2021 – present

The Modern Work Customer Co-Innovation team operates like an incubator, working directly with Microsoft's top customers to envision, build, and pilot net-new prototypes on the M365 platform, such as Teams apps and Word and Outlook add-ins.

Help balance customers' digital transformation needs with the realities of what can be built in a six-month pilot. Drive pilot participation customer-side and within Microsoft. Mentor and coach junior teammates. Responsible for product content strategy, UX copy, pilot marketing communications, and team-related internal comms.

- Strategize collaboratively cross-discipline, cross-organization, and with customers on complex user flows, logic, and functionality
 - Write all product-related UX copy including error messages, confirmations, notifications, etc.
 - Develop and maintain project-specific lexicons and style guides
 - Lead and execute the comms strategy/efforts for customer pilots
 - Responsible for producing the monthly team newsletter and creation/maintenance of the internal team website, including content strategy, copy, and cross-discipline coordination
 - Assist with marcom efforts including storytelling, video, etc., like this Microsoft AI for Business [blog post](#)
- Co-inventor on 6 pending patents
 - Winner, Spring 2022 Hackathon "Best Microsoft Core Values Hack"

UX Content Strategist

contract, via Allovus | April 2020 – April 2021

Sole writer/content strategist for Microsoft Research Foundry99 (April – October), then the Modern Work Customer Co-Innovation team (October – April). Both teams envisioned and built new product prototypes. Responsible for content design and all project marketing communications.

- Collaborated on user flows and functionality and wrote all in-product copy for product prototypes including mobile and web apps, Outlook add-ins, etc.
- Wrote and oversaw 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
- Assisted with user research planning, creation of discussion guides and surveys; conducted user interviews
- Strategized and wrote copy for public-facing and Microsoft-internal websites; edited and wrote for a lay audience on complex topics such as machine learning and cryptography
- Developed a new system for managing error/confirmations with unique message IDs and direct links to design files so developers always had the most up-to-date copy and in-situ examples
- Worked in an agile environment across disciplines including design, engineering, and research

Senior Copywriter

contract, via Rational | January 2017 – July 2019

Part of the Microsoft 365 Brand Studio 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 new system of tagging images with alt text for consistency and to avoid repetition of work

Toolhouse a digital agency

Copywriter / Content Strategist

2012 – 2016

As the sole copywriter/content strategist, 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 migrations to Adobe Experience Manager (AEM)
- Presented directly to clients at Intuit, Novo Nordisk, and Phonak

Freelance

Copywriter / Content Strategist

2010 – 2021

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

Marketing Director; Co-Founder / Owner

2001 – 2009

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. Managed staff of 10.

University of Idaho Press

Editorial Intern > Line Editor > Managing Editor

1992 – 1995

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, InVision, Miro, SharePoint, Azure DevOps, Confluence, etc.