

## 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

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## 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

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## 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

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## 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.

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## University of Idaho Press

### Editorial Intern > Line Editor > Managing Editor

1992 – 1995

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

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

**Tools** Microsoft Office, Figma, InVision, Miro, SharePoint, Azure DevOps, Confluence, etc.