

ALLISON JEWELL

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CONTENT DESIGNER

Increase brand affinity with compelling and narrative content

Performance-driven marketing for higher CTR and ROI

Content governance, creating consistent workflows, permissions, and quality standards

Expertise in user experience, digital storytelling, and performance-driven marketing. Empathic understanding of user context, emotions, and motivations. Drive measurable user engagement by merging behavioral insights with design thinking. Clarify design and decision processes to stakeholders. Increase conversion rates and build customer loyalty with cross-channel narratives. Collaborate with marketing teams, product managers, and developers.

EXPERTISE

UX Writing | User Psychology | Technical Writing | Digital Marketing | Artificial Intelligence (AI)

PROFESSIONAL EXPERIENCE

DIRECTV, El Segundo, CA

2022 – 2026

Lead Digital Content Strategist

Spearheaded UX content strategy for high-impact sales and acquisition flows. Bridged gap between complex business requirements and intuitive user journeys.

- Ensured seamless and scalable customer journeys, designing digital growth strategies by optimizing user-centric content for DIRECTV STREAM and satellite product lifecycles.
- Improved impact of web marketing, online sales, interface, and microcopy content by utilizing behavioral research and performance analytics.
- Personalized DIRECTV.com messaging by incorporating dynamic content blocks for different user segments.
- Devised processes for ethical use, prompting, and fact checking of AI-generated content from AI tools including Copilot, ChatGPT, and Claude.

NEIGHBORLY, Waco, TX

2020 – 2021

Senior Manager, Digital Content Strategy

Drove brand cohesion and lead generation as strategic lead and Subject Matter Expert (SME) for digital content.

- Improved customer experience and brand voice standards by collaborating with key digital stakeholders and building scalable content roadmaps.
- Increased Neighborly's brand authority through quarterly thematic content pillars and curated visual assets.
- Created user-centric narratives for large-scale web migration and launch of integrated mobile app.
- Provided content support for 19 service verticals across United States and Canada including Lead Content Architect for Rainbow International.
- Reduced editorial spending 80% by streamlining procurement for copywriting and visual assets.

AT&T, Dallas, TX

2004 – 2020

Senior UX Content Writer/UX Content Strategist

Coordinated end-to-end content design and UX writing for flagship AT&T product launches, including HBO Max and AT&T TV. Used proprietary CMS applications, delivering high-fidelity content for mobile applications, omnichannel marketing, and conversion-centered buy flows.

- Designed high-conversion website, help/support, and e-commerce content for online consumer sales, improving digital customer experience through end-to-end user journeys.
- Optimized microcopy, interface, system notification, and error messaging content, creating user-centric narratives for myAT&T app and Easy Access Platform through collaboration within AT&T Mobile First team.
- Integrated diverse delivery frameworks, including high-stakes, enterprise-level waterfall initiatives and high-velocity sprints within Agile product squads.
- Validated content efficacy through continuous A/B testing cycles, utilizing behavioral insights, refining messaging, and enhancing user engagement across omnichannel marketing campaigns.
- Facilitated 12% lift in conversion rates for featured products through high-performance editorial content for AT&T's Techbuzz.

EDUCATION

- **Master of Arts (MA)**, Clinical Psychology, Amberton University, Garland, TX
- **Bachelor of Science (BS)**, Communication Sciences, Texas Woman's University, Denton, TX

PROFESSIONAL DEVELOPMENT

- STORY Seminar, Robert McKee
- Content Strategy Certification, LinkedIn Learning
- Building a Generative AI Tech Strategy, LinkedIn Learning
- Content Strategy in the Age of AI, LinkedIn Learning

SKILL PROFICIENCIES

- **Writing:** User Experience, Artificial Intelligence, Microcopy, Marketing, Technical
- **Software:** Adobe Acrobat, Jira / Asana, Figma, Infor, Office 365, SharePoint, Workday, CMS
- **AI Tools:** Copilot, ChatGPT, Claude
- **Virtual Collaboration:** Teams, Zoom, WebEx
- **Processes:** Agile, Content Strategy, Wireframing, HTML

PUBLISHED WORKS

- *Bear Witness*, Author (Novel), 2026, Kindle Direct Publishing
- *A Year in the Love*, Author (Poetry Collection), 2026, Kindle Direct Publishing
- *Shattered: Poems for the Brokenhearted*, (Poetry Collection) Author, 2025, Kindle Direct Publishing
- "Love's Armor" *Encounters with Jane Austen*, Invited Author (Poem—Collective Works), 2024, pg. 214