

## SUMMARY

Expert in developing optimal user experiences, including the production of technical and marketing materials. Highly accomplished content developer for web and print mediums. Passionate award-winning contributor of quality, well-crafted content.

## CONTACT

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## EDUCATION

**Master of Arts (MA),  
Clinical Psychology**  
Amberton University

**Bachelor of Science (BS),  
Communication Sciences**  
Texas Woman's University

## AREAS OF EXPERTISE

User Experience  
Marketing & Technical Writer  
Blogging & Social Media  
Online Customer Service  
Mobile Applications  
Website Creator  
Content Liaison  
Freelance Content Writer

# ALLISON JEWELL

## SENIOR UX CONTENT WRITER

Content Strategist | Social Media Contributor | Blogger

## WORK EXPERIENCE

### **DIRECTV • Dallas, TX (Remote) • Lead Digital Content Strategist**

February 2022 – February 2026

Overseeing content strategy from UX perspective and investigating how design and copy shape the DIRECTV customer experience.

- Overseeing all UX content for sales and acquisitions on sales flows and special projects for DIRECTV STREAM and satellite products on DIRECTV.com.
- Developed and delivered UX copy and microcopy to support website experiences, ensuring clarity, usability, and alignment with overall product and brand voice.
- Working within a collaborative team with UX designers to confirm strategy and copy needs, coordinate with UX producers, product owners, scrum masters, development, and implementation teams to deliver fully developed and approved copy.
- Supporting the work of copywriters and furnishing them with applicable research and marketing data and resources to help them to deliver copy that meets content strategy requirements.
- Collaborating with UX designers to develop strategies that balance the needs of design and copy for each particular project.
- Recipient of three Spotlight awards for outstanding achievement in the Digital Sales experience.

### **Neighborly • Waco, TX (Remote) • Senior Manager, Digital Content Strategy**

December 2020 – December 2021

Providing content strategy for Neighborly and their national brand websites in the United States and Canada.

- Partnering with key stakeholders, including brand leaders and other digital team leads, to build, socialize, and execute a digital content strategy that maintains brand voice, style, and tone across all channels.
- Leading content strategy for blog content, including creating quarterly themes, selecting imagery, and writing copy. Focused on positioning relevant content to each target audience, establishing Neighborly's authority within each respective service category, encouraging multi-brand acquisition, and generating leads.
- Providing digital content as the content strategy SME for the website enhancement/migration project and the new Neighborly mobile app.
- Primary blog writer for Rainbow International and supplemental writer for Neighborly's additional 18 brands in the USA and Canada.
- Reduced the blog budget by 80% in 2021, including reduced costs for content writing and images.

## **AT&T • Dallas, TX • Senior UX Content Writer/UX Content Strategist**

August 2004 – October 2020

Provided UX writing, content strategy, and wireframing using customized content management system for major AT&T initiatives, such as AT&T TV, HBO Max, and Unlimited Your Way. Produced UX content for product and service marketing, myAT&T mobile application, consumer emails, in-house video scripts, and sales buy flow for desktop and mobile platforms.

- Created website, help/support, e-commerce, and microcopy for UX team, crafting clear, user-centered messaging that guided users through key interactions and enhanced overall usability and engagement.
- Part of the AT&T Mobile First team, creating content for the AT&T mobile app and mobile versions of the AT&T website including the Easy Access Platform onboarding flow, error messages, and notifications.
- Specialized in large, high-profile waterfall projects but also proficient in working Agile.
- Participated in A/B testing to determine which website, email, or other digital content performed better.
- Contributing writer to AT&T's *Techbuzz* blog, resulting in an average of 12% increase in conversion rates for featured products.

## **ADDITIONAL RELEVANT EXPERIENCE**

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- **Gemini Minds**  
Freelance Content Writer | Webmaster
- **NIKU**  
Lead Content Manager | Webmaster
- **Well Engaged**  
Technical Writer
- **IMSI**  
Technical Writer | Project Manager

## **PROFESSIONAL ACHIEVEMENTS**

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- Earned Content Strategy certification in 2019.
- Recipient of four AT&T individual contributor awards.
- Contributing author for political blog Daily Kos' LGBTQIA+ series.
- Graduate of Robert McKee's STORY Seminar.
- Recipient of three DIRECTV Spotlight awards.

## **SKILLS**

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- **Writing:** UX, Marketing, and Technical Writing; Blogging and Social Media Content
- **Software:** Adobe Photoshop; Asana; Figma; Infor; JIRA; Office 365; SharePoint; Workday; Various scheduling and content management/implementation software
- **Virtual Collaboration:** Zoom; WebEx; GoToMeeting
- **Processes:** Agile; Content Strategy; Wireframing; HTML