

Austin Macdowell

austmacd@gmail.com
678-863-2942
Atlanta, GA, US / Remote

EXPERIENCE

UX Content Strategist @ Expedia Group

DEC 2019 - PRESENT

- Content Lead for Chat Components, Voice Interface, & Identification
- Wrote accessibility guidelines used in company-wide training
- Piloted A/B testing of content and use of message arrays in chat
- Simplified my team's internal review process → time-saver

Social Media Manager @ Microsoft (JeffreyM Consulting)

APR 2019 - NOV 2019

- Social Lead (CSEO) at Ignite 2019; Influencer program ↑ 200% YOY
- Creative direction: revamp of social brand identity
- Piloted a system for real-time reporting data → no more email threads

Community Manager @ Microsoft (JeffreyM Consulting)

APR 2018 - APR 2019

- Drove the use of social listening tools for audience research
- Wrote social brand voice guidelines for Office, Office 365, and Office SMB
- Identified niche SMB customer segments & created custom campaigns

Content Strategy Intern @ Unmutable Creative

AUG 2017 - DEC 2017

- Established the brand voice, design, and target audience of 2 local clients
- Designed a responsive website for 1 client using WordPress

PORTFOLIO

Site:

austinmacdowell.com

LinkedIn:

in/austinmacdowell

EDUCATION

B.A. Communication Studies

@ University of Georgia

MAY 2017

CERT German/Sustainability

@ Goethe-Institut Freiburg

SUMMER 2017

SKILLS

content design, UX writing, inclusive design, voice UIs, systems thinking, Agile, Figma, Jira, Github, copywriting, editing, branding, social listening & analytics, self-starter, time management, leadership