Alex Wagner

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Objective

Director of Content

Selected Experience

Content Lead/Community Lead

sobol.io, November 2021 - June 2022
Created and executed content and community strategies.
- Created community engagement plan from scratch and executed. Hosted weekly Twitter Spaces with known cryptocurrency accounts.
- Created content calendar and regularly published short- and long-form blog content.
- Hired and managed a team of six "community contributors" to assist in writing grants proposals, blog and video content, and operations processes for the Sobol community
- Launched, managed, and ran the Sobol community Discord server

Growth Lead/UX Copywriter

dexible.io, June 2021 - October 2021
Creating growth strategy and designing growth experiments for crypto trading tools for institutional investors.
- Apply customer research techniques from UX copywriter expertise to "get the world" of Dexible's users, and then present to stakeholders and apply those insights.
- Draft weekly agenda for growth meetings.
- Research competitors to generate new ideas for growth experiments.
- Write user-driven copy as needed. Utilize customer research insights in writing this copy.

Content Strategist

meld.com, June 2021 - September 2021
Writing 1-2 press releases per week for pre-launch cryptocurrency product built on the Cardano network.
- Draft weekly press releases based on prompts from manager and revise accordingly. Press releases are drafted to generate earned press, educate and activate MELD community, and to increase brand equity.

Content Strategist

noah.com, June 2021 - Current
Writing blog posts for pre-launch crypto app aimed to be the "digital banking stack" for those in emerging markets.
- Work closely with the founder and his team to draft long-form blog articles that accurately reflect brand and brand story, and that engage users and potential investors.

UX Copywriter

autocfo.com, March 2021 - May 2021
Lead complete redesign of home page and re-wrote numerous email sequences.

- Conducted "Voice of Customer"(VoC) research project to mine review data and generate insights on customer pain points, desired outcomes, motivations, and anxieties.
- Applied VoC research to generate a list of new potential Unique Value Propositions, and then consulted with client to pick the best one for their target segment.
- Using insights and copy swipes from VoC research, wrote new home page for client and worked with them to revise until it accurately reflected the brand.
- Applied VoC research to re-write several email sequences to improve acquisition, activation, and retention of new users.

UX Copywriter
productgym.io, February 2021 - March 2021
Lead complete redesign of home page.
- Conducted "Voice of Customer"(VoC) research project to mine review data and generate insights on customer pain points, desired outcomes, motivations, and anxieties.
- Applied VoC research to generate a list of new potential Unique Value Propositions, and then consulted with client to pick the best one for their target segment.
- Using insights and copy swipes from VoC research, wrote new home page for client and worked with them to revise until it accurately reflected the brand.

UX Copywriter/Content Strategist
sendwithscout.com, March 2020 - Feb 2021
Running direct mail and omnichannel marketing campaigns for clients of Scout.
- Managing small team to research, create, and ship postcard campaigns, landing pages, data enrichment.
- Writing sales letters, landing pages, and all manner of copy for solar pay-for-performance partnerships.
- Ran three-month community building experiment that included research, outreach, and community management.
- Writing blog posts and standard operating procedure documentation.
- Sync'ing daily with Founder/CEO of company to brainstorm company direction and growth strategy.

UX Copywriter
Equeum, March 2020 - July 2020
Go-to writer for documentation, site copy, and UX writing for pre-launch Fintech company.
- Created analysis and plan for CEO to categorize and optimize error messages for product. Worked with devs to implement.
- Edited and re-wrote user guides and existing help documentaiton.
- Worked side-by-side with designer to generate and ship new copy for product.
- Worked with head of marketing to refine and optimize marketing plan.

References available upon request.