

Marcus A. Slater

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[Portfolio](#)

CORE COMPETENCIES

Digital Copywriting | UX/UI Writing | Content Management | E-Commerce | Manuals & Instructions | Copy Editing
| Content Strategy | Content Design | Marketing | Publishing | HTML | CSS | JS

WORK EXPERIENCE

EPAM Systems / Edward Jones

August 2023 - Present

UX Content Strategist

- Consulted on UIs for web apps designed to support financial advisors and their staff. This includes editing content in modules and buttons, determining information hierarchy, and writing copy for buttons, messages, and headlines.
- Consulted on UIs for customer facing web apps (Online Access). This includes editing UX copy for flows in mobile and web apps.
- Collaborated with multiple designers and user-experience researchers to create screens for new flows related to managing financial accounts.

City Storage Systems (Otter) Los Angeles, CA

June 2023 - August 2023

Service Content Writer

- Developed KB article content for the Otter Help Desk as part of a content audit.
- Collaborated with customer service managers to create templates for content designed for different tiers of customer service agents.

NortonLifeLock Culver City, CA

January 2021 - December 2022

Senior UX Writer

Created UI copy for Norton branded products on Windows, macOS, Android, iOS. This work included login flows (with account pickers, SSO, and 2FA), installation/setup flows, partner messaging, onboarding wizards, tooltips, control panel UIs, alerts, notifications, and portals.

- Worked with user experience researchers and designers to modify flows where errors, unclear messaging, or privacy issues affected users.
- Conferred with stakeholders, legal support, and software engineers to clarify objectives and solutions to UX challenges for all projects.
- Completed multiple product design projects, including but not limited to:
 - Multiple flows related to merging, migrating, and updating user account information.
 - Launching the Norton 360 for Gamer's product with specific UI copy and marketing language.
 - Created legally sensitive UIs related to the "Right to be Forgotten" (as per the General Data Protection Regulation) and the Restricted Persons List.
 - Audited and updated 300+ UI alerts in Norton 360 desktop client.
 - Developed strategy for messaging, creating UI templates with design and stakeholders, rewriting all messaging, and addressing outliers (for example: requesting data from users after a crash.)

Seville Classics Torrance, CA

November 2016 - December 2020

Copywriter

- Created marketing copy for all Seville Classics products and brands using comparative analysis of market competition and identifying key advantages before creating the name and product copy.
- Managed all product content across most major ecommerce channels. This included the following vendor portals: Costco.com, Walmart.com, SamsClub.com, Wayfair.com, Amazon.com (Vendor Central and Sellers Central), Target.com, HomeDepot.com, Overstock.com, Staples.com, Quill.com, and Grainger.com.
- Managed all packaging content (assembly instructions, quick start guides, catalogs, shipping marks) for a wide range of housewares and home furnishing.

- Cooperated extensively with product engineers and customer service to make the out-of-box experience feel easier and more thoughtful.
- Managed the creation of marketing and communication content, including catalogs, sales presentations, press releases, VO scripts, advertisements, and email blasts.
- Optimized product pages for search engines (SEO) with tools like keyword planners, Google Analytics, and Amazon Retail Analytics.

Internet Brands El Segundo, CA

August 2016 - November 2016

Freelance Copy Editor

Wrote and edited automotive articles for multiple automotive enthusiast blogs on contract.

Petrol Advertising Burbank, CA

May 2016 - June 2016

Contract Copywriter

Created copy for the Seagate Guardian Series relaunch campaign. This included creating content for brand marketing on their website, ecommerce multimedia content (Amazon A+ pages), catalog content.

Stage3 Agency Los Angeles, CA

October 2015 - November 2015

Freelance Copywriter

Researched and wrote several dealership sales documents for a major automotive manufacturer.

Walt Disney Parks and Resorts Online Glendale, CA

February 2015 - September 2015

Contract Copywriter

- Edited web page copy to WDPRO and AP style standards for the Disney Cruise Lines Port Adventure web pages with a team of copy editors.
- Created inviting, descriptive captions and alt-text for images across Disney Cruise Lines web pages.
- Wrote meta-descriptions for Adventures by Disney web pages.

iDrive Calabasas, CA

February 2013 - March 2013

Freelance Copywriter

Wrote blog posts about digital encryption and cloud-based storage, and XM radio advertising spots.

LA Music Blog Los Angeles, CA

March 2013 - January 2016

Staff Writer/Podcaster

- Co-hosted the LA Music Broadcast.
- Regularly interviewed musicians and industry folk live, both on and off camera.
- Blogged about exciting internet artists and Los Angeles' live music scene.
- Wrote a wide variety of content, including album reviews, music news, top lists and playlists.

Internet Brands El Segundo, CA

January 2012 - February 2015

Automotive Content Editor

- Created enthusiast content (including reviews, features, blog posts, newsletters, social media, graphics) for the following sites: Corvetteforum.com, H4Forums.com, LS1tech.com, Ford-Trucks.com, F150online.com, MBWorld.org, ClubLexus.com, TheMustangSource.com, MustangForums.com, 5series.net, Rennlist.com, Scionlife.com, 6speedonline.com, and ATVConnection.com.
- Created content strategy for rapid creation of technical, accurate automotive articles targeting long-tail keywords. Extracted user-made content (walkthroughs, advice, technical tips, and experiential knowledge) from forums.
- Designed technical content templates (how-tos, diagnostics, brand reviews, upgrade guides, and others) for freelance writers and editors.
- Edited and advised freelance writers and other editors.
- Supervised email newsletter marketing. Wrote subject lines, selected content, scheduled newsletters, ran A/B tests, troubleshooted bounce issues with ExactTarget, incorporated open rate and CTR data into content strategy, and trained email marketing coordinators.

- Wrote, scheduled, and published Facebook and Twitter posts for all blog content.
- Provided support for Photoshop, Wordpress, HTML, CSS, Facebook, Instagram and other technologies to team members and freelancers.

ADDITIONAL EXPERIENCE

Editorial Assistant, ISG Communications

Localization Copy Editor, Nexon of America

EDUCATION

Bachelor of Arts, (BA) English Literature and Cultures

University of California Merced, Merced CA