**Marcus A. Slater**

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**CORE COMPETENCIES**Digital Copywriting | UX/UI Writing | Content Management | E-Commerce | Manuals & Instructions | Copy Editing | Content Strategy | Content Design | Marketing | Press Releases | HTML | CSS | Wordpress | Magento

**WORK EXPERIENCE**

**NortonLifeLock** Culver City, CAJanuary 2021 - December 2022

**Senior UX Writer**

Created UI copy in products on Windows, macOS, Android, iOS using Zeplin, Figma, and InVision. 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.
  + Systematically revised 300+ UI alerts in Norton 360 desktop client by consolidating alerts, developing 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.
* Published 200+ new and revised assembly instructions for a wide range of housewares and home furnishing, including airLIFT electric standing desks, UltraHD storage cabinets, UltraSlimline tower fans, and Seville Classics NSF steel wire shelving.
* 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 Blogcast.
* 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, CAJanuary 2012 - February 2015

**Automotive Content Editor**

* Created enthusiast content (including reviews, features, blog posts, newsletters, social media, graphics) for the following sites: Corvetteforum.com, HDForums.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, troubleshot 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