

# Michael Gurliaccio

Senior UX Writer and Content Strategist

## EXPERIENCE

2021 - present

### SENIOR UX WRITER/CONTENT STRATEGIST – WONGDOODY

#### T-Mobile via WONGDOODY (present)

- + Collaborating with designers, user researchers, and stakeholders to create entirely new digital experiences for two of the company's leading initiatives.
- + Creating content for all necessary components of both end-to-end user experiences.
- + Developing strategy and establishing processes to improve efficiency and quality based on content strategy best practices.

#### Google Cloud TVC via WONGDOODY

- + Writing scripts for videos and creating content for assets used in countries all over the world.
- + Developing content strategy and best practices for creating and maintaining global content.
- + Establishing a consistent and compelling brand voice to be translated into different languages and cultures.

2018 - 2021

### SENIOR WRITER/CONTENT STRATEGIST – Digital Foundry Anthem Remote

- + Created content for award-winning digital properties, internal communications, executive presentations, and engaging videos.
- + Worked remotely with a distributed team of engineers, designers, business leaders, researchers, product managers, and UX experts.
- + Helped build the company's first design system, *Motif*.

2015 - 2017

### CONTENT MANAGER/WEB DEVELOPER – PSA Healthcare Atlanta, GA

- + Built and frequently updated content on two internal training websites.
- + Created new content for our company's consumer-facing website.
- + Provided new content for a mobile application nurses and managers use.

2014 - 2015

### SENIOR COPYWRITER – Denmark Advertising Atlanta, GA

- + Wrote several speeches for executives leading initiatives on brand-realignment and customer experience.
- + Brainstormed and created copy for presentation materials, videos, and event collateral.
- + Crafted internal messaging and digital campaigns in support of enterprise-wide efforts.

2009 - 2014

**SENIOR COPYWRITER – Sur la Table E-commerce Stores** Seattle, WA

- + Worked with creative and IT teams to gather requirements, write, and maintain copy for two multimillion dollar/month e-commerce websites.
- + Conducted chef interviews and wrote copy for nationwide culinary school's website, plus copy for their promotional emails and newsletters.

2007 – 2009

**COPYWRITER – Wunderman Thompson** Seattle, WA

- + Conducted stakeholder interviews and wrote copy for websites, landing pages, and print ads for several award-winning Microsoft projects.
- + Wrote copy for two award-winning Expedia websites, radio spots, print ads, and email campaigns.

Way Back – 2007

**JUNIOR COPYWRITER POSITIONS**

**HMH Advertising and Public Relations** Charlotte, NC

**SJ&P Advertising and Public Relations** Jacksonville, FL

**Grey Worldwide** Atlanta, GA

**EDUCATION**

2015

**WEB DEVELOPMENT BOOT CAMP – General Assembly** Atlanta, GA

2001 – 2003

**COPYWRITING – The Creative Circus** Atlanta, GA

1989 – 1993

**BACHELOR OF ARTS, PHILOSOPHY – University of Georgia** Athens, GA

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