

# Michael Gurliaccio

Senior UX Writer and Content Designer

Let's talk about crafting elegant experiences, improving lives with technology, and why an engaging storyteller is more important than ever before.

## EMPLOYMENT

2021 - present

### SENIOR UX WRITER/CONTENT DESIGN – 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.

2013 - 2014

**FREELANCE SENIOR COPYWRITER – Creative Circle** Seattle, WA

- + Placed on the Verizon Wireless team, I created web page content for new products and services.
- + Supported Verizon website updates with email campaigns.
- + Conducted research interviews and wrote copy for the F5 Networks B2B website rebranding and relaunch.

2009 – 2013

**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 – J. Walter 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.
- + Created several pitch decks to support business development.

2006 – 2007

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

- + Wrote copy for websites, brochures, and sales sheets for Freightliner trucks.
- + Developed copy for a Bank of America Corporate Fitness Program initiative.

2004 – 2006

**JUNIOR COPYWRITER – SJ&P Advertising and Public Relations** Jacksonville, FL

- + Wrote copy for Clearwire print ads, sales sheets, and email campaigns.
- + Wrote copy for Acuvue Contacts sales kits and print ads.

2003 – 2004

**FREELANCE COPYWRITER – Grey Worldwide** Atlanta, GA

- + Wrote copy for BellSouth and Southern Electric print and web ads.
- + Wrote copy for the American Intercontinental University website.

## EDUCATION

2015

**WEB DEVELOPMENT IMMERSIVE – General Assembly** Atlanta, GA

2001 – 2003

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

1989 – 1993

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

## ASK ME ABOUT

**I'M A HUGE FAN OF STAND-UP COMEDY.** I'm wild about Steven Wright, Nate Bargatze, David Letterman, George Carlin, Chris Rock, Joan Rivers, Richard Pryor, Lenny Bruce, Robin Williams, and so many more.

[gurliaccio.us](http://gurliaccio.us) | 404.457.1496 | [gurliaccio@gmail](mailto:gurliaccio@gmail.com)

**I WAS BORN TO TRAVEL.** Time to discuss Rome, Amsterdam, Prague, Rhodes, Berlin, Sorrento, Athens, Sardinia, Costa Rica, Venice, Playa del Carmen, Cinque Terre, and your favorite.