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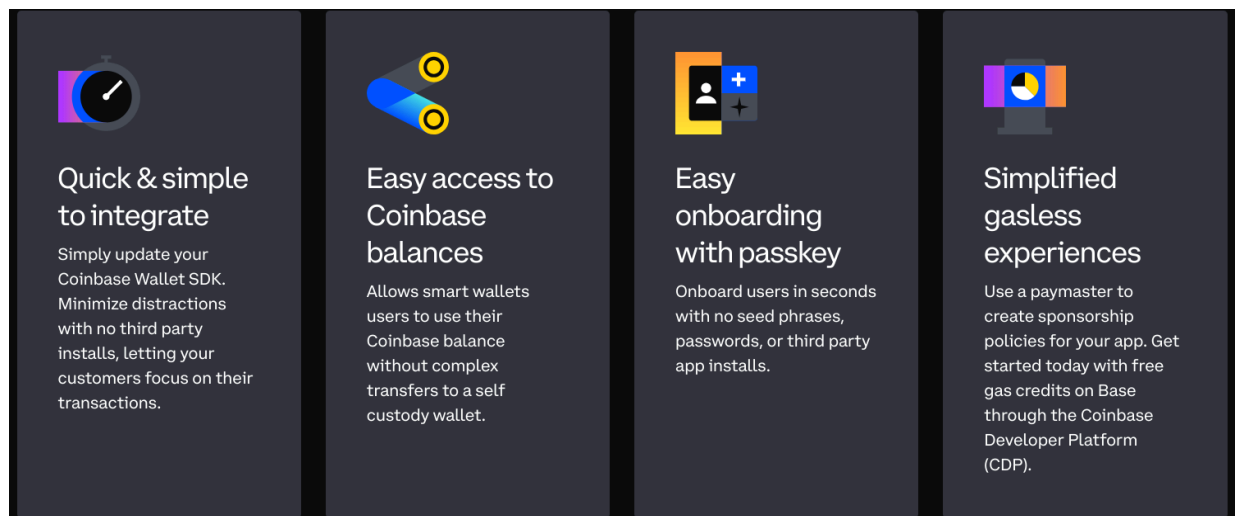
Writing Samples

GENERAL

- [Measuring customer-facing content effectiveness](#)
 - Effective content strategy requires balancing the demands of product and feature launches with ongoing improvement efforts. To pinpoint high-impact opportunities for enhancement, it's crucial to establish clear KPIs that measure content effectiveness. In this case, the existing customer-facing help content lacked a direct correlation between content and its impact on user experience. This proposal addressed that gap by establishing measurable connections between content and customer outcomes, ensuring that improvements could be quantified and aligned with user needs.

MARKETING / FEATURE PAGE

- [Introducing smart wallets](#) (landing page)
 - When Coinbase [introduced smart wallets](#), a new landing page and content were needed to announce the launch and highlight the effortless onboarding process and simplicity of using passkeys - eliminating the need for seed phrases, passwords, or third-party app installations.



UX WRITING

- [Calls to action in self-service help content](#)
 - Amazon Help (help.amazon.com) is a task-based support platform focused on enabling self-service for users. Despite this, a portion of users who initially engage with self-service content still contact customer service for assistance in completing their tasks.

IMDb.COM

- [Manage your personal details](#)

- IMDb launched a range of customization features enabling IMDbPro members to manage personal details such as age and gender. These new functionalities represented a significant addition to the user experience, necessitating the development of comprehensive self-service support content. This content was crucial to support the rollout of the new features and assist users in effectively navigating these updates.
- [Which IMDbPro Subscription is right for me?](#)
 - IMDbPro introduced a tiered subscription model, offering exclusive features and options to the IMDbPro Premium tier. To assist users in selecting the most suitable membership level for their needs, comprehensive support content was developed. This content guided users through the different subscription options and clarified the benefits associated with each tier.

AMAZON.COM

- [Track your package](#)
 - Order tracking frequently ranked high among customer escalations. By analyzing these escalations, I identified recurring patterns where self-service options were not utilized before reaching out for support. To address this, I developed support content designed to promote and highlight these self-service options, aiming to reduce escalation rates and empower customers to resolve issues independently.
- [Unknown charges](#)
 - Customers frequently contact Amazon support regarding unrecognized credit card charges, which often relate to recurring subscriptions or authorizations. To address this, there was a need for self-service support content that would help customers identify and understand the source of these charges. Developing this content aimed to empower users to resolve such issues independently and reduce the volume of support inquiries.

COINBASE.COM

- [Create a Coinbase account](#)
 - The process for creating a Coinbase account differed slightly between mobile and desktop platforms. To address this, support content was developed to clearly outline the steps for each platform, aiming to reduce user confusion and minimize escalations by providing comprehensive guidance tailored to both mobile and desktop experiences.
- [Identity verification troubleshooting](#)
 - Identity verification is a crucial step in the Coinbase onboarding process and is where users often face difficulties. To address these challenges, support content was developed to identify and resolve common issues, providing users with clear instructions and solutions to ensure a smoother onboarding experience.