

Michael Dwyer

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Skilled at...

- gathering requirements for and developing content deliverables like help topics, bot copy, UX flows, emails, and how-to documentation.
- using content audits and analysis of end-user feedback to find opportunities to consolidate content and fine-tune messaging.
- creating user-focused content that combines the use of Word-processing tools, HTML and CSS, and complex Content Management Systems (CMS).
- working with colleagues across workstreams and countries to see projects through from beginning to end amid tight deadlines and shifting priorities, and general collaborative chaos.

Experience

Expedia – Content Strategist – August 2016 to Present

- Strategizes, writes, and maintains UX and bot copy, help topics, and emails for global audiences, while maintaining strict standards for brand voice and tone
- Collaborates with UX designers and developers to write effective short- and long-form content
- Tests site functionality, including HTML, contact channels, and UI label placement, to ensure all site components work as expected before launch
- Works with business partners and legal teams to gather information about brand-specific policies and prepare content for publishing
- Gathers content performance metrics (e.g., readership and customer feedback comments) and identifies areas for improvement
- Provides stakeholders with regular status updates throughout the duration of projects and, if necessary, explains why certain requests can't be fulfilled

Expedia – Content Editor, Local Expert – September 2015 to August 2016

- Wrote and edited compelling and descriptive content for Expedia's tours and activities division
- Performed destination research to ensure content was factual and relevant to activities marketed
- Edited fellow Content Editors' content to ensure adherence to in-house style guidelines and stakeholder requests
- Made requested changes to live content with urgency and accuracy, while showing excellent customer service to partners

Amazon – Copywriter and Editor – January 2012 to May 2015

- Wrote subject lines and body copy for web and mobile promotions on behalf of small- and medium-sized businesses
- Ensured adherence to in-house voice and style guidelines, and alignment with SEO principles

- Uploaded content into the CMS with all necessary HTML tags, troubleshooting issues when necessary
- Created and maintained style guides, training documents, and standard operating procedures
- Led bi-weekly team meetings focused on copy improvement, style guide updates, and revisions to best practices

Marchex – SEM Campaign Manager – July 2010 to January 2012

- Wrote SEO-friendly content for Google AdWords and Bing campaign landing pages
- Edited content written by both in-house and overseas writers
- Used Photoshop to clean up and alter images to be fit for use in campaigns
- Acted as content lead for a team that managed campaigns for the division's highest-revenue advertisers

Owen Media – Account Coordinator – November 2009 to July 2010

- Wrote and revised media briefing books for use at conferences and client events
- Researched and evaluated trade show speaking opportunities for clients
- Pitched potential speakers and topics to event organizers
- Created detailed reports organizing and evaluating client news coverage

The Daily Evergreen Newspaper – Contributing Writer – December 2005 to February 2006

- Researched and wrote stories for the "News" and "Life" sections
- Worked alongside the Editor to ensure stories were fit for print, meeting both spacing guidelines and branding policies

Education

University of Washington

Web Development Boot Camp – In Progress

University of Washington

Certificate in Professional Technical Writing

Washington State University

Bachelor of Arts (BA) in Communication, Minor in English