

# JOANNA REDMOND

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## WRITER | EDITOR | STRATEGIST

Over 5 years of experience driving content strategy across all channels. Conceptualized and maintained style guides for enterprise and small business clients. Increased digital money transfers by 39% after spearheading content changes in response to COVID-19.

Office | AP, Chicago | Figma | JIRA, Mantis | Google Workspace | WordPress

UX and Content Strategy | B2B and B2C Writing | Blogs and Articles | Email

## EMPLOYMENT

**FREELANCE**, Remote

**05/2013- Current**

### Writer | Editor

Writer and editor for clients, keeping communication open and delivering on time against all commitments. My expertise includes finance and the outdoors.

- Help clients reach readership goals by providing relevant, easy-to-digest content.
- Implement user-focused content-building for B2B and B2C companies.
- Contributor, content writer, proofreader, and copy editor for emails, blogs, articles, landing pages, and other online content.
- Recognized strategist for online SEO-optimized content.

**NARRATIZE**, Remote

**11/2023- Current**

### Senior UX Writer

Writer and strategist for a new generative AI app.

- Led content strategy for in-app and email campaigns.
- Developed and edited AI-generated text to fit business and customer needs.
- Led project to define and update style and voice and tone guides.
- Drafted product and business emails converting sales.

**UNTOLD**, Remote

**1/2023- 3/2023**

### Content Designer

Content strategist for a new healthcare app.

- Owned strategy and copy for the entirety of the customer journey, including first-time users, while adhering to the style guide.
- Support Untold by helping clients reach delivery goals by creating on-brand, accessible content.

**INTUIT**, Remote

**1/2022- 8/2022**

### Senior Content Designer

Content strategist for the indirect and direct tax space.

- Led content strategy for QuickBooks SE while collaborating closely with design partners.
- Developed copy for a variety of screens and flows for QuickBooks.
- Developed a new workflow that helps small business owners prepare for tax time.
- Analyzed user behavior data and made content improvements based on customer and business needs.

**WESTERN UNION**, San Francisco, CA

**11/2015- 11/2020**

**Senior Content Strategist**

Content strategist and Subject Matter Expert (SME) for a team of writers across 5 global regions.

- Led redesign to implement new transfer flow resulting, in a 39% increase in digital transfers.
- Spearheaded project to define and update style and voice and tone guides.
- UX content writer for agile cross-functional teams locally and globally.
- Created and maintained an updated digital content training guide for new team members, easing the learning process.

**GOOGLE**, Mountain View, CA

**03/2015- 06/2015**

**Contract Help and User Education Writer | Editor**

Developed and edited multiple help center content, making it more user-friendly and reaching thousands of readers.

- Determined new best practices based on user experience tests and working with cross-functional teams in a cross-functional organization.
- Analyzed user behavior data and made content improvements based on metrics.
- Contributed to the monthly editorial newsletter.

**ZUBERANCE**, Burlingame, CA

**02/2014- 05/2014**

**Copy Editor | Quality Assurance Manager**

Editor and proofreader of all B2B client deliverables, I worked closely with the UX team ensuring cross-collaboration and user-friendly, relevant content.

- Performed functionality testing on landing pages, ensuring consistent user experience.
- Furnished project management assistance and creative direction for new projects.

**EDUCATION**

Expression College for Digital Arts, Emeryville, CA

**Bachelor of Applied Science, Sound Arts**

Sonoma State University, Rohnert Park, CA

**English, Journalism**