

# Lindsay Myers

CONTENT STRATEGIST & COPYWRITER

Kenmore, WA

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## Experience

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### Amazon Consumer Payments

Seattle, WA

CONTENT STRATEGIST

April 2022 - Present

- Develop copy for a complex, high-impact, confidential payments initiative launching in multiple countries. Scope includes writing copy for onsite and outbound marketing placements, UX alerts, internal and customer-facing customer service content; managing content production workflows and reporting status updates to stakeholders and leadership; sourcing translations for all customer-facing content and routing for native speaker review.
- Own the Consumer Payments Global Naming Playbook, an internal program that guides teams through the process of creating names for payments products, features, and services. Scope includes developing and updating content for the naming process and strategy guide, leading kickoff and brainstorm meetings, developing naming criteria and name candidates, and holding office hours for playbook users.
- Create brand strategy workshops, messaging frameworks, content audits, information architecture diagrams, creative production SOP documents, style guides, and content governance plans for various teams and charters in the Consumer Payments organization.
- Work cross-functionally with marketing, design, and product teams across the Consumer Payments organization, including Amazon Currency Converter, Payments Risk Management, B2B Payments, and North America/EU Payments Acceptance & Experience.

### Amazon Books & Amazon 4-star Specialty Retail Stores

Seattle, WA

COPYWRITER & EDITOR (CONTRACT TO FTE)

February 2020 - March 2022

- Contributed to national creative campaigns for holidays, seasonal changeovers, and special events in partnership with stakeholders from design, marketing, merchandising, and category management teams.
- Developed copy for seasonal and evergreen creative assets, including retail marketing and wayfinding signage, landing pages, marketing emails, out-of-home campaigns, and physical and digital signage for pop-ups and special events.
- Managed content for merchandise and review cards to accompany products in Amazon stores. Scope included program management and development of SOPs for print production and quality assurance.
- Worked with category managers from Books, Devices, and GM teams to ensure merchandise and review cards were accurate, engaging, and reflective of Amazon's paid partnerships, first-party device specs, and customer reviews.
- Developed and maintained brand guidelines, creative tenets, and copy style sheets for the Amazon Books and 4-star brands using customer insights and cross-functional collaboration with other Amazon teams.
- Proofread and edited internal and customer-facing content for accuracy and brand consistency.

### Freelance Consulting & Copywriting, Linden Ipsum, LLC

Remote

COPYWRITER & STRATEGIST

April 2018 - February 2020

- Developed brand and marketing strategies and managed content for startups, small branding agencies, and independent clients in the food and wine, personal wellness, biotech, and crowdsourced technology industries.
- Provided web and UX copy, marketing campaign content, SEO keyword research, proofreading and editing, and social media strategy and account management.
- Created blog content to showcase client products and services, boost organic traffic, and present a holistic brand identity across channels.
- Evaluated and updated client websites to improve UX, information architecture, design, and content strategy.
- Provided naming and branding services including name research, positioning, product and company name proposals, and strategic vetting for recommended names.
- Select clients: Knack, Brand Blocks (Epicycled, Lockstep Network, Moxie Media), States of Matter (Health Perspectives Group, Puget Sound Energy, Globys), Lazar Marketing Consulting (San Francisco Marathon, Kinzer Partners Real Estate), Pulse, Aquatic Culture Events, Institute for Policy Leadership Initiatives Foundation.

## Knack (knackshops.com)

Seattle, WA

COPYWRITER & EDITOR

July 2015 - April 2018

- **Building the Brand**
  - Partnered with the CEO and founder to establish Knack's voice and tone and developed the company's first editorial style guide.
- **Telling the Story**
  - Owned product descriptions for 2,000 SKUS, vendor biographies, UX text, print assets, and landing page content.
  - Researched products, vendor stories, and merchandise trends to help expand assortment and influence brand direction.
  - Edited white papers on special interest corporate gifting topics and national gifting survey reports.
- **Charming the Customer**
  - Wrote and edited weekly marketing emails and long-form blog entries.
  - Created a customer welcome email generated an average of \$66 in revenue per send in the company's first year.
  - Created an abandoned cart customer winback email with a consistent 35-40% success rate in the company's first year.
  - Evaluated content for success using customer engagement and A/B testing metrics.
  - Addressed customer queries by phone, email, and chat to curate gifts, coordinate bulk orders, and troubleshoot the site.
  - Represented Knack at marketing, hospitality, and regional real estate events across the Pacific Northwest.
  - Participated in gift assembly, fulfillment, and shipping during holidays and high-impact gifting seasons.
- **Refining the Details**
  - Edited, fact-checked, and proofread all content from internal and external contributors.
  - Carried out SEO keyword research for product pages and editorial content.
  - Created highly relevant SEO content, including an article that became the top Google hit and rich snippet result.
  - Managed contractors who contributed to blog content, email lead generation, and social media campaigns.

## Leite's Culinaria (leitesculinaria.com)

Remote

SOCIAL MEDIA MANAGER & PRODUCT GIVEAWAY COORDINATOR

October 2011 - June 2013

- Managed social media accounts and giveaways for Leite's Culinaria, a popular hub of food writing, recipes, and culture.
- Created daily content for Facebook, Twitter, Pinterest, Google+, PunchFork, and StumbleUpon.
- Seamlessly matched the founder's voice to give the brand its distinctive wit and sizzle.
- Researched new trends in food media and connected with influencers, food writers, cookbook authors, and national bloggers.
- Wrote and managed daily cookbook and kitchen product giveaways, including multiple concurrent promotions.
- Contributed essays on topics like culinary-themed temporary tattoos and the joys of slow cookers.

## Education

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### Reed College

Portland, Oregon

BA, CLASSICS

2008-2012

- Concentration: Ancient Greek Literature & History