

# Jeffrey A. Williams

## Content Marketer | Copywriter

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### Highlights

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- Clients and companies: Expedia, Amazon, Google, Microsoft, Zillow, Concentrix, SAP Concur, Holland America, Gates Foundation, MSNBC.com, and numerous Seattle startups.
- Created brand messaging and content strategy for Gravity Payments.
- Developed copywriting brand at Yesler (a top 5 B2B agency).
- Created the customer service voice of Expedia.
- Led content project that saved Amazon \$3 million/year.
- Revamped travel section at MSNBC.com. Page views doubled in four months.
- Author of 30+ children's books.

### Recent work history

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#### 1/19-present: Senior Copywriter, Content Strategist | Gravity Payments

Content-marketing strategy and execution. Brand messaging. Go-to-market strategy. Copywriting (all marketing communications content).

#### 2/16-1/19: Copy Director | Yesler

*As copy director/writing SME:* Developed Yesler's story-based approach to copywriting; created Yesler Coffeewriters blog and resource library to reinforce the Yesler copy brand; developed copywriter culture.

*As writer/strategist:* Nurture email strategy; demand generation; brandwriting; and copy creation for ads, sales emails, video scripts, infographics, ebooks, blogs, social media, and more. Clients included: Microsoft, Google, Zillow, Amazon, SAP Concur, Concentrix, and Pitney Bowes.

#### 9/15-2/16: Copywriter, POP

Copywriting and content strategy. Microsoft, VMware, Trident Seafoods, Target, and Starbucks.

#### 2013-Present: Principal, Acme Content.

Develop and execute copy and content strategy for startups and growing companies, including Tech Strat, Lakeside School, and Capelli's. Duties include: messaging, lead generation, strategy, blogging, PR, retention campaigns, and ebook creation.

#### 2012-Present: Principal, 320 Sycamore Studios.

Founder and author for children's book publishing company.

## Early career

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### **Expedia, Inc. Senior Writer.**

Developed and executed strategy for customer service website and email content. Developed and executed company news policy. Created communications materials for senior management. Managed, produced, wrote, and edited Expedia's 10th anniversary magazine.

### **MSNBC.com. Writer.**

Created and executed strategy for MSNBC.com Travel section that led to a doubling of page views in 4 months. Created story packages, wrote and edited stories on sports, travel, entertainment, and the arts.

### **Amazon. Customer Service Editor.**

Led content project that saved company more than \$3 million per year. Earned prestigious Door Desk award. Maintained customer service content for more than 40 internal business customers.

### **Bill and Melinda Gates Foundation. HR Writer.**

Created new-hire materials optimized for print and Web.

### **Holland America Line. Copywriter.**

Developed and executed strategy for revising all destination and customer service content.

## Education

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Master of Science: University of Utah

Bachelor of Arts: University of California, Irvine.

Certificate: Business Administration: University of Washington.