

Jeffrey A. Williams

Content Strategy | Content Marketing

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Highlights

- Clients and companies include Expedia, Amazon, Google, Microsoft, Zillow, Concentrix, SAP Concur, Holland America, Gates Foundation, MSNBC.com.
 - 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.
 - Doubled MSNBC.com Travel-section page views in four months.
- Author of 30+ children's books.

Recent Work

2012-Present: Co-Founder | 320 Sycamore Studios. Business design, brand, merchandising, marketing, project management, art direction, writing (40+ books), and more for children's book publishing startup.

1/19-5/20: Sr. Copywriter, Content Strategist | Gravity Payments. Content-marketing strategy and execution, brand messaging, go-to-market strategy, copywriting, and marcomm for payment processing company.

2/16-1/19: Copy Director | Yesler. As copy director: Developed Yesler's story-based approach to copywriting; created Coffeewriters blog and resource library; developed copywriter culture. As writer/strategist: Nurture email strategy, demand generation, brandwriting, and copy for ads, sales emails, video scripts, infographics, ebooks, blogs, social media, and more. Clients: Microsoft, Google, Zillow, Amazon, SAP Concur, Concentrix, and Pitney Bowes.

9/15-2/16: *Copywriter* | *POP*. Copywriting and content strategy for clients such as Microsoft, VMware, Trident Seafoods, Target, and Starbucks.

2013-Present: *Founder* | *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.

Previous Work

Expedia, Inc. Senior Writer. Strategy and execution for customer service website and email content. Developed and executed company news policy. Marcomm for senior management.

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 the 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.

Holland America Line. Copywriter. Developed and executed strategy for revising all destination and customer service content.

Education

- Master of Science: University of Utah
- Bachelor of Arts: University of California, Irvine.
- Certificate: Business Administration: University of Washington.