

Ellen Claire Brown

Contact

Chicago, IL
ellenclaire.brown@outlook.com
[in/ellen-c-brown](https://in.ellen-c-brown)

Portfolio

ellenclairebrown.com
Password: ecb24

Skills & tools

Data-informed content iteration • Mindful stakeholder collaboration • Persistent user advocacy • Product storytelling • Focused discussions with leadership • Adaptive problem solving • Inclusive team spirit • Figma, FigJam, Sketch, Miro, InVision • Content management systems: Contentful, WordPress, Drupal, Squarespace • Microsoft 365: Excel, PowerPoint, Outlook, Word, SharePoint • Power BI, Power Automate • Pivotal Tracker, Jira, Trello, Slack, Teams

Experience

MICROSOFT Windows & Devices

NOV 2021 - OCT 2024

Content Designer II

Atlanta, GA (Remote)

- Shaped cohesive experiences for key touchpoints of the Windows user lifecycle, focused on promoting system updates through new PC upgrades
- Led content design for the Windows Backup app and strategy for affiliated promotional messaging online and in-product
- Wrote and aligned messaging for a Windows 10 end-of-support campaign that exceeded the projected volume for engagement, driving 54 million clicks to open the Backup app out of 1.27 billion total impressions
- Coordinated messaging for a multichannel Microsoft 365 campaign that resulted in 62.4 thousand subscriptions added within the fiscal quarter (+50% MoM)
- Crafted intuitive, delightful content for core OS functionality to boost customer satisfaction and retention in Microsoft's ecosystem, from the Start menu and desktop to AI features and more
- Managed voice/tone coherence in the Settings app; built an automated system for tracking requests to nurture teamwork and minimize churn (triaged 10+ projects per month)
- Led UX writing for the Microsoft Photos app and planned support documentation strategy for awareness about the Photos Legacy transition
- Utilized design system patterns, brand voice principles, and numerous style guides to create a consistent end-user experience while adhering to privacy, accessibility, and legal requirements
- Created internal style guidance for new features to produce consistency across products

THE HOME DEPOT Home Services CX

OCT 2018 - OCT 2021

Digital Copywriter

Atlanta, GA (Hybrid)

- Led content strategy for a full redesign of Pro Referral's website—conducted content audits, market research, and moderated user testing to optimize usability and information architecture
- Partnered with design, marketing, engineering, and leadership to write and build web pages for The Home Depot's national in-home services
- Measured and maintained success through metrics like lead submission and conversion, form drop-off, heat map data, and bounce rates
- Wireframed flows in Sketch to simplify user interfaces, like branched sign-in for customer and pro audiences
- Collaborated with subject matter experts to translate complex topics into effective educational content
- Developed a communication framework to re-engage customers with texts and emails throughout their journey
- Managed content publishing schedules for seasonal marketing campaigns

THE ABM AGENCY

MAR 2018 - OCT 2018

Content Writer

Atlanta, GA (On-site)

- Responsible for B2B and B2C content creation for national clients spanning landing pages, service pages, blog posts, educational articles, marketing emails, web ads, and PR announcements. Incorporated SEO strategy with keywords, backlinks, and link building. Managed freelance writers to deliver quality articles to clients on a publishing schedule.

Education

UNIVERSITY OF GEORGIA BA, English

JAN 2014 - DEC 2016