

# Amir Friedlander

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## **Content Specialist and Copywriter | Atlassian | 2024**

- Wrote scripts for international product launch videos, including Rovo AI, Jira Product Discovery, and Atlassian Cloud Enterprise; provided storyboard guidance and recorded scratch voiceover.
- Wrote copy for paid social and display ads, SEO landing pages, email campaigns, brand awareness campaigns, global events, white papers, product knowledge initiatives, OOH creatives, UI and push notifications, UX documentation, and more.
- Collaborated with the VP of Marketing to maintain branding.

## **Sr. Copywriter | Media.Monks | 2020-2023**

- Created email and website content, short-form social media assets, video scripts, technical integration guides, direct mail material, long-form SEO articles, and other user-facing or internal content for LinkedIn and Google clients; mocked up digital assets for graphic designers using Figma and Photoshop; developed content strategy with account directors and designers.
- Developed promotional and educational copy for LinkedIn product launches, including LinkedIn Talent Hub and LinkedIn ATS Integrations; wrote product launch emails that resulted in 1.8% CTR; created social media assets that resulted in a 135% increase in unique member engagement YoY; increased open rates on various campaigns by 9% above benchmark.
- Curated AI-generated content and developed prompts for the Media.Monks AI copywriting tool.

## **Sr. Content Marketing Manager | Vungle | 2018-2020**

- Created, edited, and strategized content for blogs, case studies, landing pages, emails, social media channels, internal communications, and external sales collateral; developed the content calendar and coordinated with teams to deliver timely campaigns.
- Created tone of voice guidelines and best practices for Vungle's rebrand; wrote promotional content to announce Vungle's rebrand and acquisition.
- Created and executed email campaigns for monthly newsletters, product announcements, and rewarded promotions; wrote copy for in-dashboard notifications.
- Managed WordPress site, social media presence, and SEO.

## **Content Marketer | Chartboost | 2016-2018**

- Doubled the number of blog pageviews with original content; increased social media engagement organically by 15%; boosted the marketing site's SEO rankings.
- Created and edited content for blogs, email campaigns, and in-app messaging; developed Chartboost's voice and brand; created campaigns for lead nurturing, product updates, and new releases; ghost-wrote cross-channel material for management; created graphic assets with Photoshop and Illustrator.
- Designed and managed the Chartboost help site using UX/UI research; significantly increased customer satisfaction with documentation; created landing pages to educate users on Chartboost's main offerings and new features; wrote how-to documentation.
- Used Google Analytics and other third-party tools to gather metrics and determine the effectiveness of content; created a custom polling widget to gather customer feedback from the help site.

## **Content Writer | Genentech | 2013-2016**

- Created and edited educational and promotional material for app adoption campaigns; created and edited supplemental technical documentation for various groups.
- Designed and managed Genentech's online resource for Google Apps support at the company; promoted the Google brand through website copy and graphics; created training sites using HTML and CSS; managed content databases; customized database search gadgets using SEO research.
- Moderated social media communities to provide announcements and information; collected end user feedback to develop better adoption strategies; resolved customer tickets regarding software functionality and in-house app integration.
- Trained Genentech employees to use the enterprise Google Apps suite; provided customer service and tech support to new Google Apps users.
- Created and edited images and videos using Photoshop, Camtasia, and Snagit; created training videos and provided voiceovers.
- Assisted in company-wide cloud migration projects; participated in UX testing.

## **Copywriter | Google | 2011-2013**

- Copyedited Google's official playbook for mobile enabling in business.
- Composed and proofread promotional copy for the Google Maps API showcase.
- Copyedited FAQs and Success Stories for Google AdWords.
- Created holiday email campaigns for YouTube.
- Collaborated with the Google Brand Team to create original content.

## **Content Strategist | Care2 | 2011-2012**

- Managed all social media accounts and social media marketing creative.
- Grew Facebook and Twitter followers by over 600k; promoted content that maximized viral sharing and brand awareness; wrote copy for Facebook Ads and developed simple Facebook apps.
- Monitored CTR and conversion metrics using Facebook Insights, Google Analytics, and Adobe Omniture; created and monitored tracking URLs for various social media campaigns.
- Wrote press releases and content for email campaigns; copyedited articles, blogs, editorials, newsletters, and executive reports using WordPress and HTML.
- Composed promotional copy for product managers; created and edited simple graphics with Photoshop; assisted in SEO research; monitored trends in the zeitgeist.

## **Content Writer and Reporter | Bay Area News Group | 2010-2011**

- Featured writer in multiple issues of *On the Menu* magazine; boosted brand awareness for local restaurants.
- Covered local events for *Milpitas Post* and *San Jose Mercury News*.
- Created and organized content for MediaNews apps.

## **Education**

**Master of Fine Arts, Creative Writing**, UC Riverside  
**SEO and Photoshop**, AcademyX, San Francisco