

Amir Friedlander

Senior B2B Copywriter, Content Designer, Marketing Manager

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Founder, Content Engineer | Whippet Studio | Sep. 2025 - Present

- Provide content and design guidance to Fortune 500 talent at a stealth AI startup.
- Manage websites, email content, and inbound traffic for local small businesses; use Google Workspace Studio to automate operations.
- Build and manage custom AI agents for content creation, client management, finance tracking, fitness tracking, and regional news.
- Create, edit, and manage digital assets using Gemini, ChatGPT, Claude, Photoshop, Firefly, ElevenLabs, CapCut, and Figma; research and test new AI workflows.

Sr. Copywriter & Content Designer | LinkedIn | Mar. 2025 - Sep. 2025

- Edited new microsites that educate and encourage content creators to post on LinkedIn; helped streamline existing digital experiences to improve engagement.
- Edited video scripts for flagship feature releases; created dynamic UI content for experimental, segmented campaigns that drove more content creation.
- Wrote push notifications, account updates, and UX copy to boost engagement; collaborated with designers in Figma on critical assets.
- Created and edited interactive, on-platform ad assets that nudged users toward premium LinkedIn services; wrote digital email copy for drip campaigns and critical announcements.
- Developed persona messaging to guide AI-powered engagement campaigns; drove traffic for moonshot projects like LinkedIn Games; contributed to LinkedIn's natural language search project by compiling and predicting user queries.

Sr. Brand Writer & Content Designer | Atlassian | Apr. 2024 - Dec. 2024

- Spearheaded international digital product launch videos for Rovo AI, Jira Product Discovery, and Atlassian Cloud Enterprise, resulting in almost 200k views.
- Provided storyboard guidance and UI visual reviews in Figma; recorded scratch voiceover.
- Managed paid social ad creation, display ad copy, SEO landing pages, email campaigns, brand awareness campaigns, global events, white papers, and UX microcopy.
- Collaborated with the VP of Marketing to maintain branding across all digital experience channels.

Sr. Copywriter & Content Strategist | Monks | Apr. 2020 - Dec. 2023

- Managed client meetings and pitched concepts to executive stakeholders.
- Created email and website content, short-form social media assets, video scripts, UX microcopy, and OOH assets for LinkedIn and Google clients; managed client meetings and presented concepts to stakeholders.
- Mocked up digital assets and UI layouts 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 content for social media ads that resulted in a 135% increase in unique member engagement YoY.

- Curated AI-generated content and developed prompts for the Monks AI copywriting tool.

Sr. Content Marketing Manager | Vungle | Oct. 2018 - Apr. 2020

- Created, edited, and strategized digital content for blogs, case studies, landing pages, emails, and ad space collateral; developed the content calendar and coordinated with teams to deliver timely campaigns.
- Created tone of voice guidelines and UI best practices for Vungle's rebrand; wrote promotional content to announce Vungle's rebrand and acquisition.
- Managed social media and SEO; used Figma to review UX flows for web assets.
- Created and executed digital email campaigns for monthly newsletters; managed ad creation strategies for rewarded promotions; wrote copy for in-dashboard notifications.

Content Manager | Chartboost | Jan. 2016 - Sep. 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 digital content for blogs, email campaigns, and in-app UI messaging; developed Chartboost's voice and brand.
- Created ad campaigns for lead nurturing, product updates, and new releases; ghost-wrote cross-channel material for management.
- Created digital graphic assets and UX mockups with Photoshop, Illustrator, and Figma.
- Designed and managed the Chartboost help site using UX/UI research; significantly increased customer satisfaction with documentation.
- Created digital landing pages to educate users on Chartboost's mobile ad space offerings and new features; wrote how-to documentation.
- Used Google Analytics to optimize content; created a custom polling widget to gather customer feedback from the help site.

Content Manager | Genentech | Jun. 2013 - Dec. 2015

- 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 | Dec. 2011 - Feb. 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 Manager | Care2 | Sep. 2011 - Nov. 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 | Bay Area News Group | Jan. 2010 - Mar. 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