

Jen Ambrose

UX Writer | Content Designer | Content Strategist

Contact

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Objective

Executive-level communicator with award-winning writing skills and passion for user experience and the design thinking process seeks role contributing as a UX writer, content designer and content strategist.

- Fluent in Agile methodologies and collaboration tools like Asana, Miro, Jira and Confluence.
- Competent in web accessibility guidelines and prototyping tools like Figma and Adobe XD.
- 3 years on a SaaS development team writing documentation and user assistance resources.
- 10 years at in-house agencies providing copywriting, web content and strategy, creative direction.

Experience

April 2003 - PRESENT

Self-Employed, Remote - Freelance Writer, Editor, Content Designer & Strategist (Intermittent projects completed on a part-time basis.)

- Gathering market research and map user experience to define and refine content strategies.
- Writing microcopy on buttons, push notifications and error messages for e-commerce clients.
- Conducting accessibility audits and develop strategies to improve WCAG compliance.
- Creating user interface design and content for mobile app prototype.
- Past projects:
 - Copyedited science fiction novel, creating a style guide for consistency in worldbuilding.
 - Developed outreach content and subject matter expertise for sustainability non-profits.
 - Designed websites, helped 20+ clients move products and services online in early 2000s.

September 2017 - June 2022

Santa Fe College, Gainesville, FL - Director of Marketing & Communications

- Provided leadership for in-house creative agency, giving conceptual and technical direction to design and content teams. Based operations and project management on Agile methodologies.
- Responsible for user experience design and content strategy on website, news site and apps, mapping all aspects of the student/customer journey — from application to graduation.
 - Brought 2000+ page web property into 508/WCAG compliance in one year, addressing challenges in workflows, content management, SEO and information architecture.
 - Involved in architecture, navigation, content design and copy decisions on a daily basis.
 - Met weekly with stakeholders to evaluate notifications and messaging in registration and application systems. Edited microcopy as needed, based on user experience research.
 - Evaluated site usability and landing page performance using SiteImprove, HotJar and Google Analytics, implementing heatmaps, A/B testing, and conversation mining.
 - Integrated site with third-party chatbot/virtual assistant and Salesforce forms/ecosystem.
- Met enrollment and advancement goals with strategic use of owned, paid and earned media.
 - Raised applications by 40% in 2020, amid 18% drop in U.S. college enrollment.
 - Organized content audits, researched target markets and developed user personas.
 - Designed award-winning news site and produced the college's first podcasts
 - Contributed copywriting for social media, radio and video scripts, and digital ads.
 - Won gold award for *Best Digital Marketing Campaign* at the 2021 National Council on Marketing & Public Relations.

- Established a centralized marketing model for the first time in the college's 55+ year history.
 - Authored, designed and published college's first online style guide and branding toolkit.
 - Pioneered use of a growth mindset writing style for recruitment and retention messaging.
 - Developed a brand anchored in human-centered storytelling and authentic photography.
 - Rebranded *Communications & Creative Services* team into *Marketing & Communications*.

February 2013 - August 2017

University of Florida College of Engineering, Gainesville, FL - Public Relations Specialist

- Developed content strategies to translate groundbreaking engineering research into impactful stories, driving donor engagement with ad copy, blogging, social media and video production.
- Crafted copywriting for successful \$300M campaign, securing private and public funding for cybersecurity, sustainability, IoT and AI research, and helping to position UF as a top 5 university.
- Helped plan and promote events hosted by the Institutes for Engineering Entrepreneurship and the Institute for Engineering Leadership, including *Women In Engineering Leadership*.
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January 2012 - May 2017

University of Florida College of Journalism, Gainesville, FL - Adjunct Lecturer

- Taught Writing for Mass Communications to undergraduate advertising students. Curriculum emphasized copywriting, copyediting, fact checking and using AP Style.

August 2000 - March 2003

DataCore Software, Fort Lauderdale, FL - Technical Documentation Specialist

- Worked with cross-functional teams to develop, test and improve user assistance resources and technical documentation embedded in a virtual storage software as a service (SaaS) product.
- Worked with engineering subject matter experts (SMEs) to author and edit conceptual overviews, document and animate procedures, and design and maintain networking diagrams with Visio.
- Pioneered original content design for in-product, online help system. Mapped out and built information architecture for 500-pages of interactive content using RoboHelp.
- Collaborated with the technical support team to research user experience. Designed a streamlined troubleshooting guide, published technical bulletins, and improved error messaging.
- Won the APEX award for Best Hardware and Software Manual in 2003.

Education

University of Florida, 2000

Bachelor of Science in Journalism; specialization in Magazine Journalism

Bachelor of Arts in English; specialization in Professional Communications

- Florida Bright Futures Academic Scholar (full-tuition scholarship, 4 years)
- President, Florida Magazine Student Association

Certificates

Digital Marketing Institute, 2021

Certified Digital Marketing Professional (IE-DMI100330)

Udemy, 2022-PRESENT

User Research and Testing for UX Writing

Figma UI UX Design Essentials

UX Writing in Practice: Documentation & Processes

Building Design System in Figma from Scratch - UI UX Mastery

Skills

UX writing, copywriting, content design, content strategy, accessibility, documentation, prototyping.