

PROFILE

Turning complex tech jargon into compelling branding and relatable content. Known for questioning the status quo to deliver innovative solutions and translating technical speak into engaging, user-friendly language. Quickly masters new technologies, often becoming the go-to messaging expert for clients' own products. Builds long-term client relationships on trust, integrity, empathy and humor. Guided by curiosity, precision, and a commitment to clarity and authenticity. Instills authentic humanity into every project, making even the driest topics feel like a chat with an old friend. Specializes in freelance and contract roles, consistently delivering high-quality work across a very wide range of tech industries.

EXPERIENCE

SENIOR COPYWRITER & CONTENT STRATEGIST | 1997 - present

Freelance

Overview

Design compelling brand narratives and strategic messaging that resonate in the fast-paced tech landscape. Deliver exceptional branding and creative support, making complex tech topics accessible and engaging. Work with ad agencies, design firms, and internal marketing teams to craft and execute innovative content strategies. Develop digital and print content that supports market launches, enhances user experience, and drives engagement. Collaborate with cross-functional teams—marketing, product development, and creative—to deliver high-impact content solutions.

Notable Clients & Projects

Note: This is just a selection of impactful technology marketing projects and partnerships. I've done so much more, but let's keep it short and sweet.

Freelance Senior Copywriter | SecondSight.ai | 2022 - 2023

- » Crafted compelling brand story and messaging that established SecondSight.ai as a category pioneer in digital risk telemetry for cyberinsurance.
- » Developed brandable nomenclature for product features, which was adopted company-wide to provide clarity and structure.
- » Created all written content for the V1 website and marketing materials, enhancing market presence and engagement.
- » Collaborated with Chief Product Officer to improve UX with branded onboarding experiences and comprehensive customer support content.
- » Launched and evolved Userflow implementation with animated explainers and a dedicated resource center that enhanced user understanding and engagement.

Freelance Senior Copywriter | Silvernest | 2019 - 2021

- » Partnered with the VP of Marketing on all branding, product messaging, and customer lifecycle marketing content.
- » Helped drive 60% increase in memberships and 30% improvement in retention, supporting growth through Series A funding and eventual acquisition.

SKILLS

Copywriting
Branding
Content Strategy
AI Product Marketing
Software & Tech Jargon
UX Writing
Audio/Video Scriptwriting
Technology Voiceover
Digital Content Creation
Brand Storytelling
Strategic Messaging
SEO Best Practices
Creative Concept Development
Project Management
Cross-functional Collaboration
Audience Analysis
Brand Voice Development
Thought Leadership
Demand Generation Content

Freelance Senior Copywriter | Phunware | 2014 - 2018

- » Anchored start-up content team, creating 100s of thought leadership, demand generation, sales enablement and integrated campaign elements.
- » Collaborated with the VP of Marketing to establish and evolve brand voice and solution messaging across all verticals.
- » Contributed directly to help the organization exceed marketing and sales milestones required to achieve public offering in 2017.

Freelance Senior Copywriter | Whole Foods Market | 2016 - 2017

- » Drove value proposition and brand messaging for new store concept (365 by Whole Foods Market), establishing a distinctive brand voice that seamlessly bridged with the parent brand.
- » Led brand translation across digital platforms including the website and blog, supporting an agile team throughout program launch.

Freelance Senior Copywriter | Spredfast (now Khoros) | 2013 - 2016

- » Collaborated with leadership to launch the company's first demand gen/content marketing initiative.
- » Delivered compelling and engaging digital content that helped Spredfast break through to dominate the emerging social media management space.

Freelance Senior Copywriter | Kolar Advertising (now Proof) | 2006-2006, 2011

- » Developed creative campaigns and digital content for Dell, 3M, Baylor University, Subway Restaurants and more.

Additional Experience includes many, many more copywriting and content freelance projects – and stints as a professional singer, band manager, and voice actor. Call me so we can share playlists.

TECHNOLOGY CLIENT EXPERIENCE

SecondSight.ai
Trovo.ai / Job.com
Anaconda
Spredfast/Khoros
Phunware
Dell
3M
AMD
Motorola

ADVERTISING & MARKETING AGENCY CLIENTS

People Productions
Sherry Matthews Group
Schaefer Advertising Co.
WICK Marketing
Asterisk
Masonry
gotomedia / gotoresearch
HCB Healthcare
GSD&M
Proof Advertising
CreativePickle
Tocquigny Advertising & Marketing
VML/Y&R
Tracy-Locke/DDB Needham

EDUCATION, REAL ESTATE, INSURANCE, PUBLIC SECTOR CLIENT EXPERIENCE

Texas Department of Transportation
Texas Department of Health and Human Services
Scott & White Health Plan
Texas Mutual Insurance
American Campus Communities
Trendmaker Homes
Pardee Homes
Crown Communities
Qualico
Baylor University