

# KATHLEEN L. RICHARDS

## COPYWRITER AND EDITOR

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## PROFILE

Creative, collaborative, and results-oriented digital copywriter and editor who specializes in innovative digital marketing, airtight content and project management, and communicating complex topics in simple, welcoming ways.

## SKILLS

- Digital copywriting
- Copy and content testing
- Brand voice and style
- Developmental editing
- UX and content strategy
- SEO

## EXPERIENCE

### Marketing Communications Specialist

Microsoft

2020–present

Currently:

- Drawing on deep understanding of Microsoft brand voice and style guidelines to craft creative, effective technical marketing copy for Azure and other Microsoft brands.
- Contributing to brand voice development and definition for flagship Microsoft brands and products.
- Collaborating with product stakeholders, designers, and company executives to ensure that copy is properly vetted and meets the customers' needs at every stage of the marketing funnel.
- Helping the Microsoft content studio grow and function at scale by defining best practices and processes, contributing to research initiatives, and delivering training.
- Managing and editing the work of a team of contract marketing copywriters.

### Senior Copywriter

Projectline Services for Microsoft

2019–2020

Wrote engaging, on-brand web pages and emails to promote Microsoft brands and products and generate SEO traffic. Performed copy testing to determine best practices and copy recommendations.

### Freelance Writer

Aquent for Amazon

2019

Wrote resource center articles and tutorials covering both creative and technical topics for the Amazon Associates and Influencer programs.

### Copywriter

Capital One Investments

2018–2019

Audited and updated a large collection of long-form marketing collateral and white pages covering various 401(k) investment topics. Increased conversion for all social media landing pages to over 10% and boosted incoming leads from the Spark 401k home page with fresh, friendly, and informative copy.

### Writer and Social Media Manager

Amazon–Woot.com

2015–2018

- Wrote daily product listings, web copy, videos, blog posts, marketing campaigns, social media posts, and more—all in Woot's quirky, fun, and distinctive brand voice.
- Managed Woot's presence on Facebook, Instagram, and Twitter. Grew Instagram follower count by 5,000 users and increased average engagements by 51%. Increased Twitter engagements by 51% and Facebook engagements by 116%.
- Managed multiple successful creative marketing campaigns from concept to completion.
- Wrote and produced videos that generated hundreds of thousands of organic views and shares on Facebook and Twitter.

## EDUCATION

MA, Comparative Literature, The University of Georgia, Athens, GA  
BA, English, Southern Illinois University, Carbondale, IL