

BLYTHE E. JEWELL

SUMMARY

Versatile writer/editor
Supportive mentor and leader
Flexible, collaborative, empathetic
Solution-focused, forward-thinking

EDUCATION

Bachelor of Arts, History (Art History)
University of Texas at Austin
December 2004
Graduated with honors

CONTENT CHOPS

UX/CX

Emails, UI content, microcopy
Style guides and standards
User journeys and personas
Editing and peer reviews
Heuristics and user testing
WCAG2 and inclusive language

Marketing

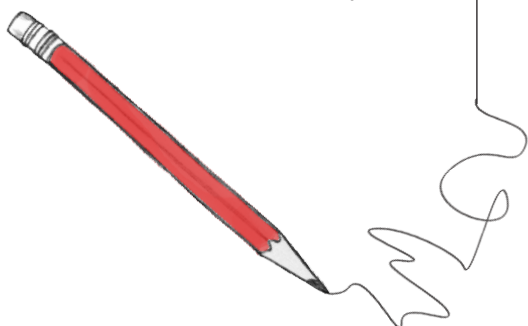
Copywriting/editing
Names and narratives
Strategy and SEO

Technical

User guides / online manuals
Single-source, topic-based writing
Peer reviews and coaching

Creative

Blogs and social media
Manuscript edits
Author development



WRITING | EDITING | STRATEGY

AUSTIN, TX | BEJEWELL@YAHOO.COM | (512) 773-7456
SOCIAL: [LINKEDIN.COM/IN/BEJEWELL](https://www.linkedin.com/in/bejewell) | WEB: BEJEWELL.ME

"No matter what people tell you, words and ideas can change the world." - Robin Williams

EXPERIENCE

Principal Content Designer/Squad Leader | Dell Technologies
Round Rock, Texas (remote) | February 2019 to present

- *Work with design, research, and product teams to create exceptional end-to-end user experiences*
- *Review and approve all UX content*
- *Manage content squad's development process, workloads, and message strategy; evolve as needed*
- *Define content standards, manage the style guide, deliver UX writing trainings*
- *Train, mentor, and support UX writers*

Writer, Editor, Consultant | Freelance
Austin, Texas (remote) | January 2008 to February 2019

- *Delivered UX content, marketing copy, product names/narratives, and content strategy*
- *Ghostwriting, coaching and self-publishing consults, and full manuscript edits for independent authors*

Marketing Content Manager | SANS Institute
Bethesda, Maryland (remote) | June 2018 to February 2019

- *Wrote/edited marketing content, web/UI copy, emails, blogs/social media, instructor bios, course catalogs, and more*
- *Defined content standards and strategy, and collaborated across business units to ensure content quality*

Senior Product Content Specialist | Luminex Corporation
Austin, Texas | May 2013 to June 2018

- *Wrote user guides and other user-facing content*
- *Performed editorial reviews of translations and content work*
- *Trained and mentored other writers*
- *Helped plan and manage the team's transition to a single-source content strategy—and wrote a new, topic-based style guide that's still in use today*

TOOLS

Figma	Microsoft Office	Adobe Creative Cloud
Miro	Google Suite	Slack/Zoom/Teams
Salesforce	JIRA	Perforce
Trello	Whimsical	Azure