

Amanda Wintenburg

Creative Content Strategy & Copy

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EXPERIENCE

Senior UX Content Designer | Google

DECEMBER 2018 - PRESENT | SAN FRANCISCO, CA

- Created and manage Global Apps editorial tracker for **~1.6k annual content pieces** to achieve ambitious OKRs
- Manage external agency relationship and **\$XK annual budget** to create 2k+ content strings; onboarded **9 agency Vendors**
- Serve as day-to-day FTE Google Stakeholder for **4 Vendors** (2 Editorial Associates, 2 Editorial PgMs)
- Pitch, test, and write content for third-party editorial program, uplifting **underrepresented voices** and **priority partner content**

Special project: Play Merchandising DEI

- **Co-founder** of Play Merchandising DEI workstream (2020)
- Created and maintain **repository of vetted content** for x-PA partners to self-serve and highlight underrepresented voices
- Led or consulted on **18 Play DEI campaigns** from 2018-present

Manager, Content Strategy & Multimedia | Sutter Health

JULY 2017 - NOVEMBER 2018 | SAN FRANCISCO, CA

- Provided **leadership** and **professional development** for five writer/editors, one web editor, and three multimedia specialists
- Oversaw **creative strategy**, planning, and production – including web, radio, TV, and out-of-home – for **integrated marketing campaigns** and in consultation with Sutter's world-class care team

Health Writer/Content Strategist | Jawbone

FEBRUARY 2016 - JULY 2017 | SAN FRANCISCO, CA

- Wrote copy, plus designed editorial and content features for UX/UI of Jawbone's **award-winning** UP App, select web campaigns, and social platforms
- Collaborated with Product Management, Data Science, and User Research to develop **500+ tailored insights** and behavioral interventions via a powerful CMS

Copy Manager, Enhancements | macys.com

JANUARY 2013 - FEBRUARY 2016 | SAN FRANCISCO, CA & NEW YORK, NY

- Collaborated in **20+ cross-functional lean development labs** to experiment with new features and enrich the customer journey
- Created clear, customer-friendly copy and executed **nearly 100 site improvements** in partnership with cross-functional teams

Sr. Content Strategist/Copywriter | Triad Retail Media

APRIL 2010 - DECEMBER 2012 | TAMPA, FL

- Researched and developed custom content strategies for Triad's wealth of clients, including: **CVS, eBay, Shutterfly, and Walmart**
- Ensured brand awareness and style-guide adherence in **\$XM-dollar campaigns** for CPG giants, such as: Kraft, L'Oréal, P&G, PepsiCo, and Unilever

EDUCATION

B.A. Mass Communications | University of South Florida

Concentration in Magazine Journalism; Minor in Women's Studies

SKILLS

- AP Style
- CMS
- Content strategy
- Copyediting & proofreading
- Copywriting
- Diversity, equity & inclusion ally
- Editorial calendars
- GSuite
- HTML & CLiPS
- MS Office Suite
- People management
- Process optimization
- Product roadmaps
- SEO
- Social media strategy
- UX/UI writing

AWARDS

- ★ Google Platforms & Ecosystems Awards: Team (2)
- ★ Google Play Merch Racial Justice Champion
- ★ Google Play Inclusive Culture Awards: Individual
- ★ Macy's Awards: Teamwork
- ★ Macy's Awards: Mobile Team
- ★ Macy's Awards: Customer Engagement (2)
- ★ Macy's Awards: Innovations & Ideas
- ★ Ad 2 Nationals: 1st Place Public Service
- ★ Triad Retail Media: Rookie of the Year
- ★ Regional ADDY: Silver Award (2)
- ★ Local ADDY: Gold Award
- ★ Local ADDY: Silver Award
- ★ Alpha Omicron Pi: Sister of the Year
- ★ Alpha Omicron Pi: Senior of the Year
- ★ Panhellenic Association: Pi Chi of the Year
- ★ GSUSA: Gold Award