

# Marcus A. Slater

Long Beach, California

B.A. English Literature & Cultures - University of California, Merced

## Connect

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## Competencies

Digital Copywriting, UX/UI Writing, Content Management, E-Commerce, Manuals & Instructions, Copy Editing, Content Strategy, Content Design, Marketing, Press Releases, HTML, CSS, WordPress

## **Senior UX Writer, NortonLifeLock**

January 2021 - December 2022

Created UI copy in NortonLifeLock products on Windows, macOS, Android, iOS using Zeplin, Figma, and InVision. This work included login flows (with account pickers, SSO, and 2FA), installation/setup flows, partner messaging, onboarding wizards, tooltips, control panel UIs, alerts, notifications, and portals.

Worked with user experience researchers and designers to modify flows where errors, unclear messaging, or privacy issues affected users.

Conferred with stakeholders, legal support, and software engineers to clarify objectives and solutions to UX challenges for all projects.

Completed multiple product design projects, including but not limited to:

- Multiple flows related to merging, migrating, and updating user account information.
- Launching the Norton 360 for Gamers product with specific UI copy and marketing language.
- Created legally sensitive UIs related to the "Right to be Forgotten" (as per the General Data Protection Regulation), and the Restricted Persons List.
- Systematically revised 300+ UI alerts in Norton 360 desktop client by consolidating alerts, developing strategy for messaging, collaborating on UI templates with design and stakeholders, rewriting all messaging, and addressing outliers.

## **Product Copywriter, Seville Classics**

November 2016 - December 2020

Created marketing copy for all Seville Classics products and brands. This required comparative analysis of market competition and identifying key advantages before creating the name and product copy.

Managed all product content across most major ecommerce channels. This includes the following vendor portals: Costco.com, Walmart.com, SamsClub.com, Wayfair.com, Amazon.com (Vendor Central and Sellers Central), Target.com, HomeDepot.com, Overstock.com, Staples.com, Quill.com, and Grainger.com.

Published 200+ new and revised assembly instructions for a wide range of housewares and home furnishing, including airLIFT electric standing desks, UltraHD storage cabinets, UltraSlimline tower fans, and Seville Classics NSF steel wire shelving.

Cooperated extensively with product engineers and customer service to make the out-of-box experience feel easier and more thoughtful.

Managed the creation of marketing and communication content, including catalogs, sales presentations, press releases, VO scripts, advertisements, and email blasts.

Optimized product pages for search engines (SEO) with tools like keyword planners, Google Analytics, and Amazon Retail Analytics.

## **Freelance Copywriter Internet Brands** | August 2016 to November 2016

Remotely edited automotive articles, managed writers, and wrote new pieces for Ford-Trucks.com and other sites.

## **Contract Copywriter Petrol Advertising** | May 2016

Created copy for the Seagate Guardian Series relaunch campaign. This included creating content for brand marketing on their website, ecommerce multimedia content (Amazon A+ pages), catalog content.

## **Freelance Copywriter Stage 3 Agency** | November 2015

Researched and wrote several documents for Toyota dealerships. Mainly created pro/con specification sheets comparing their models against competitors.

## **Contract Copywriter Walt Disney Parks and Resorts Online**

February 2015 to September 2015

Edited web page copy to WDPRO and AP style standards for the Disney Cruise Line Port Adventure web pages with a team of copy editors. Created inviting, descriptive captions and alt-text for images across Disney Cruise Line web pages. Wrote meta-descriptions for Adventures by Disney web pages.

## **Freelance Copywriter iDrive** | February 2013 to March 2013

Wrote blog posts about digital encryption and cloud-based storage, and XM radio advertising spots.

## **Staff Writer/Podcaster, LA Music Blog**

March 2013 - January 2016

Co-hosted the LA Music Blogcast.

Regularly interviewed musicians and industry folk live, both on and off camera.

Blogged about exciting internet artists and Los Angeles' live music scene.

Wrote a variety of content categories, including: album reviews, music news, top lists, playlists and contests.

## **Automotive Content Editor, Internet Brands**

February 2012 - February 2015

Created enthusiast content (including reviews, features, blog posts, newsletters, social media, graphics) for the following sites: Corvetteforum.com, HDForums.com, LS1tech.com, Ford-Trucks.com, F150online.com, MBWorld.org, ClubLexus.com, TheMustangSource.com, MustangForums.com, 5series.net, Rennlist.com, Scionlife.com, 6speedonline.com, and ATVConnection.com.

Supervised email newsletter marketing. Wrote subject lines, selected content, scheduled newsletters, ran A/B tests, troubleshooted bounce issues with ExactTarget, incorporated open rate and CTR data into content strategy, and trained email marketing coordinators.

Created content strategy for rapid creation of technical, accurate automotive articles targeting long-tail keywords. Extracted user-made content (walkthroughs, advice, technical tips, and experiential knowledge) from forums.

Designed technical content templates (how-to's, diagnostics, brand reviews, upgrade guides, and others) for freelance writers and editors.

Edited and advised freelance writers and other editors.

Wrote, scheduled, and published Facebook and Twitter posts for all blog content.

Provided support for Photoshop, Wordpress, HTML, CSS, Facebook, Instagram and other technologies to team members and freelancers.

## **Editorial Assistant, ISG Communications**

July 2011 - November 2011

Researched and wrote 15 to 20 email newsletter stories weekly.

Discovered relevant content on the web for newsletter items.

Wrote articles, product descriptions, and news sections for both Soil Erosion and Hydroseeding, and Irrigation & Green Industry magazines.

## **Localization Copy Editor, Nexon of America**

May 2011 - July 2011

Localized game text for Mabinogi and Dungeon Fighter online games.

Extracted, corrected, and replaced mistranslated text from in-game copy.

Wrote product descriptions, achievements, and blog material for online PC games.

## **Intern, Red Hen Press**

August 2010 - May 2011

Published ePUB and MOBI versions of Lift, House Arrest, Ludlow, and other novels and books of poetry.

Established and managed e-book distribution network, including Nook and Kindle bookstores.

Implemented an ad-hoc computer backup solution including a dozen workstations and two laptops for the lowest cost possible.

Coordinated major fundraising event securing more than \$30,000. This included scheduling talent, preparing email advertisements, scheduling invite and talent, and coordinating with hosting venue.

Digitally published books of poetry for print using InDesign.

## **Assistant Manager, Harry and David**

August 2010 - February 2011

Provided highly personalized, friendly, and comprehensive customer service.

Responsible for closing stores, counting registers, and preparing deposits.

Offloaded and organized shipments of Moose Munch, pears, and other goods into storage.

Operated registers using a point-of-sale service system.

Regularly lifted over 40 lbs. without incident.