

Samantha Saenz



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Professional Experience

RetailMeNot, Austin, Tx – 12-11-17 – 4-27-2018

Contract UX Copywriter

- Shaped RetailMeNot product experiences by creating useful & meaningful content that helped users to understand and complete tasks for a low friction, high-value experience
- Used empathy, logic and hard data to make informed content choices that targeted user needs and supported business objectives
- Integrated user feedback and test results to optimize copy and language
- Wrote copy with a deep understanding of how different devices (mobile vs. tablet vs. desktop) impact the content experience

Indeed, Austin, Tx – 08-28-17 – Present

Contract Content Writer

- Contribute 2-4 blogs per month in the Indeed B2B tone of voice
- Write on various topics that include hard data/numbers while keeping the human aspect in mind

Freelance Copywriter, Content Creator & Social Media Consultant, Austin, TX – 2014 – Present

- Write and concept content for digital publication
- Aid clients with SEO optimization & website design
- Help clients brand their business and develop monthly social media campaigns

Razorfish, Austin, Tx – 01-23-17 – July 2017

Copywriter

- Collaborated with creative team members to determine the conceptual and copy direction of branding and advertising initiatives
- Worked with Creative/Art Directors, Editors, and Designers to ensure copy & content tone and style was consistent with visual tone and style
- Translated creative direction and copy points from creative briefs into engaging and effective copy concepts
- Assisted with monthly planning of client (USAA) eNewsletter
- Wrote, edited and published editorial pieces for USAAstories.com

Austin Monthly Magazine, Austin, TX – Oct. 2015 – May 2017

Digital Writer

- Was responsible for concepting, researching and writing online editorial pieces for AustinMonthly.com

Golfsmith International, Austin, TX – Oct. 2015 -- September 28, 2016

Copywriter

- Conceptualized and wrote marketing material for email, print advertising, direct mail, social media and store visuals
- Partnered with art directors and web designers to make concepts stronger and copy approaches the best possible
- Assisted with proofreading and approval of all creative jobs
- Assisted with writing of retail products, promotions, collateral materials and other department projects as assigned

Momentum Factor, Austin, TX – 2-17-2015 -- 6-19-2015

Social Media Specialist

- Was responsible for daily content development, creation, and management for 3 of 6 clients
- Ensured that all creative development aligned with client creative campaigns and compliance standards
- Fostered and monitored growth and subscribership on all clients' Social Media channels

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Samsaenz.com

Education

Texas State University, San Marcos,
Texas

Bachelor of Arts, Major in Psychology
Minor in Business Administration,
8/2012

Skillcrush.com

HTML & CSS 101

WordPress Developer Blueprint

Key Skills

- ✓ Art Directon
- ✓ Blog Writing
- ✓ Communication
- ✓ Creative Direction
- ✓ Concepting
- ✓ Editorial Writing
- ✓ Digital Copywriting
- ✓ HTML & CSS
- ✓ Photography & Photo Editing
- ✓ Project Management
- ✓ Social Media Development & Management
- ✓ SEO Writing
- ✓ UX Writing
- ✓ Website Building
- ✓ Wordpress