

# ALYSSA MORRISON

Portfolio: [abmorrison.com](http://abmorrison.com)

## CONTACT

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📍 SLC, UT 84108

## EDUCATION

### Colorado State University

Graduated 2011

B.S. in Business Administration

## SKILLS

- Figma
- Adobe Creative Suite
- Sketch
- Google Analytics
- UX Product Writing
- Creative Ads Writing
- Content Writing
- SEO and Keyword Optimization
- Usability and Accessibility
- Copywriting and Editing
- User Testing and User Research
- UI and UX XFN Collaboration
- Wireframing and Prototyping

## PROFILE

I'm a content designer and product writer with 10+ years of experience creating content and telling stories in several industries and in many different forms. I write the words and help design the experiences that guide users through their online journeys. This usually requires a very discerning eye and a keen understanding that less is more. I have experience collaborating with product designers, working alongside engineers, and crafting user-focused content for apps, creative ads, web products, etc.

## WORK EXPERIENCE

### CONTENT DESIGNER

#### Meta - Facebook App

*January 2022 - January 2023*

- Managed and executed on content design needs for the Facebook Events product team.
- Collaborated with XFN partners to design and write for a new and improved 'lightweight' Facebook Events experience. The goal was to create a more user-centric and efficient experience.
- Worked closely with product designers to develop designs and content for the redesign.
- Managed multiple work streams simultaneously while adhering to strict deadlines for content needs.
- Provided constructive feedback to other CDs on cross-team content work, fostering a collaborative environment focused on continuous brand alignment and growth.

## WORK EXPERIENCE

UX CONTENT STRATEGIST

### **Clearlink**

*August 2019 - December 2021*

- Owned and executed on all UX initiatives for HighSpeedInternet.com.
- Focused on improving site conversion, analyzing user behavior, and performing user tests.
- Collaborated with XFN teams to build new products, including a "Speed Test" app.
- Optimized website traffic by implementing effective SEO writing techniques and keyword research and optimization in content creation.
- Regularly reported on site performance to stakeholders including C-suite.
- Conducted comprehensive content audits to identify gaps and redundancies.
- Led brainstorming sessions with internal stakeholders to generate creative ideas for new content initiatives.

DEVELOPMENT SPECIALIST

### **University of Utah College of Business**

*February 2019 - August 2019*

- Supported fundraising efforts by managing events, text and email campaigns for donor communication, and creative branding efforts.

DEPUTY FINANCE DIRECTOR

### **Ben McAdams For Congress**

*January 2018 - December 2018*

- Directly supported the candidate and campaign manager by overseeing campaign branding, all fundraising efforts, event planning and execution, and cash flow reporting (among many other things as needed - campaigns are all-hands-on-deck!)

## WORK EXPERIENCE

UX CONTENT STRATEGIST

### **Clearlink**

*April 2015 - January 2018*

- Owned content strategy initiatives for multiple brands including SolarPowerAuthority.com, Safewise.com, Credit.com, and Move.org.

ONLINE MARKETING MANAGER

### **Visit Salt Lake**

*January 2012 - February 2015*

- Executed the PR and marketing efforts for Visit Salt Lake and Ski Salt Lake. This included website analysis and management, email marketing efforts, design firm collaboration, and affiliate hotel sales management.
- Managed hotel ad sales which included selling ad spots and overseeing the design and creative ads writing process for ads appearing on VisitSaltLake.com.
- Contributed to the annual design and writing of the official 'Visitor's Guide'. This included structural writing, design and layout.