

Julian Ajello

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UX WRITER, CONTENT CREATOR & STRATEGIST, COMMUNICATOR *with a passion for persuading audiences to respond to the intended message.*

- Content creation expert with a passion for crafting copy that is engaging, fun, and enjoyable to read, especially in corporate and start-up settings in various industries.
- Experience writing for enterprise organizations such as McKinsey & Co., Google, HubSpot, Samsung, and AAA; government entities including the NIH and speeches read into U.S. Congressional record; and various industries including blockchain, investment, finance, fintech, heavy civil construction, and agencies.
- Can lead teams and departments in different industries and can bridge gaps between departments.
- Dedicated to meeting targets and deadlines. Goal and results oriented.
- Stellar communication skills. Attention to detail. AP, Chicago, and Economist style guides.

PROFESSIONAL EXPERIENCE

Amazon Web Services

Content Strategist

March 2024 – present

- Worked on the demand gen/analytics team to create delightful client-facing assets ensuring quality and adherence to standards and style guides and account for accessibility and localization.
- Update and contribute to style guides and ensure they are met with consistency.
- Work with analytics teams to produce coherent and accessible reporting documents.
- Work with other teams on an ad hoc basis to help produce any necessary content.

US Bank

UX WRITER/CONTENT STRATEGIST 2024

Feb 2023 – March

- Part of the Chief Digital Office and Corporate Payment Services in the Fleet and Freight departments.
- Identify and meet content and microcopy demands and needs across departments for various projects.
- Work with designers in Figma to create content and microcopy for use by credit card customers.
- Create content and microcopy for tools used by auditing teams monitoring credit card use by client fleets.
- Designed content during the planning and design phase of new projects by working with development and design teams to deliver the best user experience including accessibility and localization components.
- Apply and update existing strategies to accommodate new products and campaigns while validating accurate implementation across digital platforms while simultaneously maintaining user-centric focus and meeting the needs of business product owners.

Paymentus

UX WRITER/CONTENT STRATEGIST 2023

Nov 2021 – Feb

- Created all new B2B and customer-facing content and microcopy.
- Created/audited/revised chatbot content.
- Took the lead role in reviewing, auditing, and creating new UX content that was engaging and provided a delightful experience for users.
- Designed content in conjunction with design and development teams for both end-user and client use.
- Revised current content to conform to best practices including those for accessibility and localization.
- Created brand voice/tone documents and style guides.
- Assisted other departments with creation and maintenance of vital documentation and content.
- Increased chatbot engagement 112% while maintaining accuracy over 90%.
- Developed the developer portal content for use by clients during integration efforts.

McKinsey & Company

UX WRITER/CONTENT STRATEGIST - CONTRACT

June 2022 – Aug 2022

- Created new content and revise existing content and microcopy for customer-facing products.
- Led content strategy design for use in discussions with clients to optimize their approach to developing new content.

Huge, Inc.

FREELANCE UX WRITER

March 2022 – May 2022

- Worked on their Google account for Google Nest Renew and Google Health projects.
- Created engaging and delightful content and microcopy for iOS, Android, and web-based applications and webpages which were tailored for accessibility and localization.
- Created blog content to supply the Next Renew project with searchable content to augment traffic to their sites.

ZenKey

UX WRITER/CONTENT STRATEGIST

March 2021- Oct 2021

- Led the effort to create new and engaging and enjoyable UX content while auditing and revising existing content.

- Created usability-focused content for iOS and Android mobile applications and supporting documentation for end users and developers for a joint venture launched by AT&T, Verizon, and T-Mobile.
- Constructed user interface copy for iOS and Android apps for digital services as well as web-based apps.
- Assisted the design process including research, user-centered design, design strategy, and design management to create a digital experience.
- Assisted the technical writing team with software documentation.
- Provided content creation assistance to marketing/communications for social media, blog posts, white papers, and other needs.
- Created chatbot content and microcopy.
- Worked with the sales department to create, edit, and refine sales decks and other collateral.
- Developed the developer portal content for use by clients during integration efforts.

Samsung

San Jose, CA

**PART-TIME CONTRACTOR
2024**

Sept 2020 – March

- Create and edit a variety of content with a focus on internal communications.
- I developed a more professional tone while making communications more efficient and succinct. While writing, editing, and improving newsletters, executive communications, and any ad hoc communications or collateral.

Freelance

2021

Dec 2015 – March

UX WRITER/COPYWRITER & CONTENT DEVELOPER

- Created and edited content for large clients like Samsung, Webber Construction, bitcoin and cryptocurrency exchanges, hospitals, universities, and media outlets.
- Developed digital content, web copy, and direct response email campaigns for eCommerce clients including shopping carts and blogs.
- Created feature articles, press releases, white papers, keynote speeches, social media, video scripts, marketing materials, guidebooks, websites, and SEO/SEM, and UX tools including FAQ content creation and chatbot content.
- Assisted clients in developing content strategy, increasing presence, and elevating copy quality.
- Managed and grew social media channels for various clients providing content including advertising copy.

Amazon

Tampa, FL

Jan 2020 – June 2020

CONTRACTOR – Technical Writer & Instructional Designer/UX Writer

- Member of the Amazon Content Team – Amazon Transportation Services/Amazon Air.
- Technical writing and instructional design for training materials used worldwide on mobile devices.
- Developed repository for all instructional videos for different business departments and made it searchable according to various criteria.
- Created UX content for instructional materials including chatbot content creation and editing delivered in web-based and mobile environments using accessibility best practices.
- Wrote user interface copy for mobile devices.
- Assisted with visual design, human-computer interaction (chatbot content) and creating the digital experience.
- Standardized instructional materials across the North American and E.U. regions and translated into those languages used in these regions for proper localization.

**Hyperloop Transportation Technologies Los Angeles, CA
2020**

June 2017 – June

AD HOC CONTRACTOR – Copywriter/UX Copywriter

- Wrote content for public messaging.
- Wrote documents for internal communications.
- Collaborated on PR materials and speeches.
- Created UX content for chatbots and web-based and mobile environments to address inquiries and contributors including FAQ content and editing.

Wondros, Inc.

Los Angeles, CA

Feb 2017 – Jan 2018

CONTRACTOR – Copywriter/UX Content Developer

- Worked on the National Institutes of Health (NIH) *All of Us* Research Program, part of the Precision Medicine Initiative started during the Obama administration.
- Crafted fun and compelling content for public relations, promotions, social media, print, email campaigns, marketing content, commercials, chatbot content, and video scripts.
- Extensive FAQ content creation and editing including responses to inquiries via chatbot.
- Created content for a direct response email campaign to enlist volunteers for the research project.
- Created content and microcopy for UX tools, chatbots, and other user interface copy delivered both in web-based and mobile environments using accessibility and localization best practices.
- Wrote scripts for instructional and informational videos.
- Developed content strategy as part of a team.
- Reached year one milestones ahead of schedule and exceeded goals from underrepresented demographic groups by 75%.

VinaCapital

Ho Chi Minh City, Vietnam

April 2014 – Dec 2015

SENIOR COPYWRITER & EDITOR/INVESTOR & PUBLIC RELATIONS

- Wrote engaging and delightful content to position VinaCapital as a thought leader in Vietnam and the ASEAN region with AUM of ~USD2billion.
- Wrote keynote speeches for C-level executives to deliver at financial symposia worldwide.
- Wrote and edited marketing materials, press releases, investor relations reports, and newsletters.
- Developed content for investors on projects ranging from investment in Myanmar to the sale of SOEs.
- Scripted videos for new investors on various instruments and real estate products.
- Created a direct response email campaign for the real estate division as well as for the new mutual funds program.
- Wrote winning applications for company awards including the YPO President of the Year.
- Prepared and reviewed research reports for business and investment opportunities and social initiatives.
- Managed social media channels (primarily LinkedIn).

**Oi Vietnam
2014**

Ho Chi Minh City, Vietnam

Dec 2012 – March

SOCIAL MEDIA MANAGER, STAFF WRITER

- Launched Oi Vietnam, the largest English language lifestyle magazine in Ho Chi Minh City, targeting the upmarket expat community and English-speaking Vietnamese with a circulation of over 40,000.
- Designed, implemented, and managed social media network growing it to over 15,000 people in 3 months on Facebook while integrating Twitter, Pinterest, and LinkedIn on a budget of \$5 per day.
- Wrote UX content for inquiring potential advertisers.
- Wrote content including features articles, travel, food, beverage, and other lifestyle interests.
- Grew Oi from a startup magazine into the only magazine of its kind left in the market.
- Wrote the direct email campaigns to source new advertisers.

**The Word
2012**

Ho Chi Minh City, Vietnam

Jan 2011 – Dec

WRITER

- Wrote for The Word, an established lifestyle magazine in Ho Chi Minh City with a circulation of over 22,000 people, printed in both English and Vietnamese.
- Submitted articles on a wide range of subjects including business, entertainment, restaurant reviews, travel, and cover features.
- Assisted the editorial team with regards to cover story, content, and new features.

PROFESSIONAL CERTIFICATIONS

Nielsen Norman Group UX Certification (ID 1074157)



EDUCATION

University of South Florida, M.S. Organizational Effectiveness/Behavioral Science (Graduated with honors)
University of South Florida, B.A. International Studies

SKILLS: Mural, Miro, Jira, Figma, Confluence, Agile, Creative Writing, Microsoft Office Suite, CRM, Social Media, SEO/SEM, eCommerce, Sales, Marketing, Editing, Proofreading, Copywriting, Sales Force, ZoHo, Box, Trello, UX content, Google Drive applications, video scripting, Adobe CS, CMS (WordPress, Drupal, Joomla, SharePoint), style guides (Chicago, Economist, AP).

HOBBIES & ACTIVITIES: Racing sailboats, surfing, scuba diving, amateur stand-up comedian, playing the alto saxophone (badly), passionate about travel and street food, running & fitness, board games, poker.