

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. Experience 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

US Bank

UX WRITER/CONTENT STRATEGIST

Feb 2023 – Present

- Create, edit, manage content as part of the UX team assigned to the Fleet and Freight teams.
- Improve customer- and client-facing products.

Paymentus

UX WRITER/CONTENT STRATEGIST

Nov 2021 – Feb 2023

- Created all new B2B and customer-facing content.
- Created/audited/revised chatbot content.
- Revised current content to conform to best practices.
- 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 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 content and microcopy for iOS, Android, and web-based applications and webpages.
- 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

- 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.
- 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

Sept 2020 – Present

- 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**Dec 2015 – March 2021****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.
- 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.

Hyperloop Transportation Technologies Los Angeles, CA**June 2017 – June 2020****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 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.
- 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 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**Ho Chi Minh City, Vietnam****Dec 2012 – March 2014****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

Ho Chi Minh City, Vietnam

Jan 2011 – Dec 2012

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.