



# LEANNE J. SMITH

UX Writer & Content Strategist

## ABOUT ME

I develop effective, seamless communication—an architect of words. I love the intersection between language and design and work to create an unrivaled user experience.

As a Writer and Content Strategist, I craft dynamic UX copy and microcopy, engineer product descriptions, and conduct content audits.

## PROFICIENCIES

### SKILLS

UX Writing and Design  
Copywriting and Editing  
Content Documentation  
Content Strategy  
Content Development  
Marketing and Campaigns  
Social Media Content

### TOOLS

Google Workplace  
Figma  
Sketch  
Canva  
Contentful  
Asana  
Jira  
Trello  
Monday  
Sabre

## GET IN TOUCH

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## VIEW MY PORTFOLIO

[leannejsmith.com](https://leannejsmith.com)

## WORK EXPERIENCE

### UX WRITER & CONTENT STRATEGIST

Walks (Division of Hornblower Group) Feb 2021 - Nov 2021

- Post-acquisition, led global Content and Copywriting Department.
- Audited and created copy for 200+ digital products across multiple sales platforms.
- Established content documentation library in partner platform.
- Worked collaboratively across departments to align and improve overall brand UX including chatbot, FAQ architecture, web content, and digital marketing.

### COPYWRITER & PRODUCT DESIGNER

Walks Jan 2018 - Oct 2020

- Composed digital product descriptions, marketing copy, and training scripts.
- Conducted competitor analysis, user testing, and data research.
- Developed unique initiatives (implemented globally) in an effort to improve overall UX.
- Established San Francisco market by researching, acquiring, and maintaining partnerships with sites and attractions leading to successful, innovative tour products.

### TRAVEL AGENT

Anthony Travel (Cal Athletics) Jan 2017 - Jan 2018

- Lead Travel Agent for UC Berkeley Athletics managing travel for 30 teams including flights, hotels, and transportation.
- Worked with coaches, negotiated room blocks, and secured sensitive recruitment travel while maintaining meticulous attention to budget parameters and UC compliance requirements.

### UX WRITER, COPYWRITER, & MARKETING CONSULTANT

Freelance Jan 2011 - Jan 2017

- Independent contributor for brands (Context Travel, PUBLIC Bikes) and individuals focusing on content strategy, UX writing, marketing content, and campaigns.
- Projects included long (3+ years) to short term engagements.

## EDUCATION

### UX CONTENT COLLECTIVE

Fundamentals of UX Writing Certificate

### SAN FRANCISCO STATE UNIVERSITY

Double Bachelor of Arts in Humanities and Classics

### AMERICAN INSTITUTE FOR ROMAN CULTURE

Vignacce Archeology Field School