

Dee Ann Hairgrove

Senior Copywriter

San Luis Obispo, CA

[LinkedIn](#)

[Portfolio](#)

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415.813.9567

Results-driven content and creative leader with 10+ years of experience

UX content, scriptwriter, technical writer, medical writer, fintech writer

Brand guidelines, creative campaigns, digital, mobile, print

CRM, B2B, B2C, D2C

Strong project management skills

Long-standing love of languages

Figma, Sketch, Miro, Knak, Firefly, Adobe

Belief that good enough is never good enough

1876 / Sr. UX Copywriter - April 2025 - Present

- Spearhead creation of AT&T's new in-house Marketing Team
- Collaborate with Marketers, Clients, Writers to write internal & customer-facing communications
- Content/UX Designer for complete refresh of AT&T app
- Concept with Designers in Figma & Knak to determine messaging hierarchy, accessibility & flow
- Collaborate with Research Team to implement learnings in UX
- Partner with Stakeholders to deliver on business objectives

The Able Co. Marketing Agency / Sr. Content Developer - Contract
January 2025 - March 2025

- Brand Guideline Creator, Scriptwriter, & Technical writer for FAST: technical agencies that partner with the Federal Government
- Researcher & Lead Copywriter for: Jim Allen Group eMagazines & newsletters, Freehold Communities social media & SEO blogs, i4DM website, white papers, & eMail nurture campaigns, California Closets press releases, Kindled Provisions Brand redesign, & the Capital Campaign for Aurora Fossil Museum, NC

Catalyst Marketing / Sr. Technical Copywriter - Contract for AWS
November 2024 - February 2025

- Technical copywriter for Amazon Web Services (AWS)
- Composed net-new technical content for technical eBooks, emails, promo packs, and marketing materials
- Revised existing copy to align with new brand initiatives & product launches for BDMs, TDMs, CDOs, & Start Ups

United Therapeutics/HUSH Studios / Ghostwriter + Editor - Contract
December 2024 - March 2025

- Ghostwriter for client United Therapeutics
- Strategized & wrote a book explaining xenotransplantation and the historic role United Therapeutics has played in world-changing procedures

PayPal/Venmo / Sr. UX Content Designer, Strategist
September 2019 - October 2023

- Created, implemented & managed Venmo's first set of Voice & Tone Brand Guidelines
- Created UX content strategies and write content for web and Android/iOs mobile experiences, including navigation & UI, emails, in-app/push notifications
- Wrote educational articles to translate complex financial practices/terms
- Daily collaboration with Legal, Risk & Compliance teams to align with Global financial regulations
- Translated business goals into content strategies and communications to solve customer problems
- Used data and research to improve content's impact, drive engagement & conversion

- Collaborated with Designers, Product Owners, and Researchers to create experiences within the financial arena that provide the best solutions for our customers

Media.Monks (fka Firewood Marketing) / ACD/Technical Writer for Google
May 2016 - September 2019

- Sr. Technical Writer for Google Cloud Platform – eNewsletters & Release Notes for both tech- & non-technical audiences
- Sr. Lead for CRM cloud adoption & enterprise strategy for Google Cloud Platform
- Collaborated with internal teams on digital & DM initiatives to expand reach into the enterprise ecosystem,
- Strategized the most effective path for the partner journey, then lead all efforts to tell that story with an audience-first approach to onboard new partners
- Content Lead on global initiatives for the Google Cloud Partners Program
- Content Lead/Strategist on all assets for Google Cloud Next, the largest annual Google Cloud event, 3 years consecutively

Apollo Group Marketing / ACD Copy, Brand Manager
May 2012 - September 2016

- Created the university's first-ever Brand Guidelines, an interactive asset portal accessed by tens of thousands of internal and external users
- Content Lead on complete rebranding of the University of Phoenix Alumni website
- Collaborated across marketing to strategize, design, write/edit, optimize, & oversaw all UoPX external & internal content/communications spanning platforms including digital (social, web, etc.), mobile, print, TV, and radio
- Lead scriptwriter for YouTube testimonial videos, commencement ceremonies videos, charity events/partnerships, & tradeshow

Mills College / MFA / Oakland, CA
Writing & Comparative Literature

San Diego State University / BS / San Diego, CA
Telecommunications & Film

