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Nathan Spicer

Objective   English major with Creative Writing and Communications minors. Experience with web and graphic design. Occupational backgrounds in web content development and design, writing, editing, technical support, teaching, and customer service. Strong storytelling techniques and interpersonal communication skills. Flexible and adaptable to change. Keen intuition regarding customer desires. Eager to reach team goals. Well-traveled. Conceptual. Creative. Committed.

Experience   ### Federal Reserve Bank of San Francisco
Remote (San Francisco, CA) | 03/2021 - Current

Web Content Strategist

- Researched trends and trajectories related to user behavior and designed custom formats and approaches based on such findings, resulting in increased time-on-page, engagement, and other significant metrics
- Integrated multiple traffic-related projects into a single entity that increased traffic by 7% since its inception
- Composed considerable quantities of high-level economic content, creating more deliverables and streamlining the lengthy workflow processes

Fivestars
San Francisco, CA | 09/2019 - 03/2020

UX Writer and Content Strategist

- Translated complex concepts into clear language for tooltips, errors, landing pages, et al.
- Wrote UX microcopy that reduced app-related complaints and increased form completions and sign-ups
- Researched user pain points to determine most pressing improvements

GLIDE Foundation
San Francisco, CA | 08/2018 - 09/2019

Marketing and Communications Content Specialist

- Increased site traffic by 22% in five months through new email and social media campaigns, deeper SEO integration, and simplified site copy
- Composed Analytics and Pardot/Salesforce reports to understand our audience, and then created Google Adwords campaigns to expand that audience
- Increased donations through deeper storytelling that used graphic design, photography, and videography

University of San Francisco
San Francisco, CA | 08/2016 - 05/2018

Web Content Manager

- Corralled content from disparate departments and composed marketing copy that appealed to a broad spectrum of prospective students
- Increased site traffic and email click-thru rates by double-digit percentages, after writing email and website copy that played on the university's strengths
- Developed content for a fulfilling mobile experience by decreasing character counts, relying more on lists, reducing image filesizes, bolding key phrases, permitting an infinite scroll layout, etc.

Verbatim

Charlotte, NC | 01/2015 - 12/2015

Copywriter

- Sculpted a slew of copy types—packaging, white pages, Amazon—for various technological products
- Enhanced user engagement with storytelling techniques that gave meaning to products
- Researched cutting-edge technologies and explained their complexities in simple language, increasing reader comprehension

Elsevier

Atlanta, GA | 10/2011 - 06/2014

Web Content Editor

- Used web design and language skills within a regulated environment to edit 100 news stories per week related to medical findings
- Worked within an agile environment to improve user experiences, mostly through the creation of helpful features and guides, like HighSlide pop-ups for academic footnotes
- Mentored new employees and composed style guides based on MLA and proprietary decisions

Paste Magazine

Decatur, GA | 01/2011 - 09/2011

Content Editor

- Crafted stories on obscure corners of pop culture and articulated their wider importance
- Applied SEO techniques to front-facing content, landing it among the monthly top-five pages
- Expanded social-media strategies that grew readership by 9% and told stories in new ways

Sunshine State News

Tallahassee, FL | 02/2010 - 12/2010

Web Content Editor

- Designed visual components for stories, advertisements, and marketing promotions
- Increased site visitation by over 300% through best SEO practices, implementing Google Analytics data, and shaping more engaging social-media content
- Edited roughly 80 stories per week related to business and politics, using web-design knowledge and a self-constructed style guide based on MLA

Graduate Education

University of San Francisco

2016-2018, San Francisco, CA

- Master of Arts in Creative Writing

Undergrad

Flagler College

2004-2008, St. Augustine, FL

- Bachelor of Arts in English
- Minors in Creative Writing and Communications
- Sigma Tau Delta, the International English Honor Society

Further Accreditation

- Certificate in Publishing and Editing from Florida State University
- Professional certificate in Web Design from Florida State University
- Passed Florida Teacher Certification Exam, English 6-12
- Awarded Best Adjective User in fifth grade

Apps &
Code

Design

- HTML5
- CSS3
- Google Analytics
- Google Adwords
- Dreamweaver
- Photoshop
- Lightroom
- InDesign
- Illustrator
- XD
- Sketch
- Figma
- Audacity
- PowerPoint
- Word
- Excel

Content Management

- Salesforce
- Pardot
- SharePoint
- Slack
- Constant Contact
- WordPress
- Drupal
- AGILE

Extra Activities

- Stand-up comedy
- Public reading events
- Improv
- Guitar
- Singing
- Writing (fiction, poetry, nonfiction)
- Volunteering with various organizations (e.g. GLIDE, Muttville, 826 Valencia)