Monika Sengul-Jones

Senior UX Writer and Content Strategist

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RELATED EXPERIENCE

Microsoft — *Senior UX Writer (Contractor)*

OCT. 2022 - PRESENT

Confident and proactive senior UX copywriter experienced on fast-paced design teams.

- Write copy for new product launches. Lifts and shifts copy for page refreshes in collaboration with cross-functional teams.
- Strategize UX messaging for user journeys across product pages, cart, and checkout experiences, including edge cases.
- Develop copy for A/B experimentation on product pages, categories, UHF, and search.
- Evangelist for copy that adheres to Microsoft's style guide, content management system affordances, UX accessibility, and diverse user profiles.

Microsoft — *UX Writer (Contractor)*

APRIL – OCT. 2022

Content strategist and UX writer on an agile team responsible for migrating Microsoft's $15B digital store to Adobe Experience Manager (AEM).

- Created, updated, and published accessible, localizable copy for 1000+ pages across 51 global markets and 58 language locales.
- Verified and standardized storytelling strategy to across global markets.
- Proactively created copy to support business requirements and accessibility reviews.
- Documented procedures, provided support, and training to other team members.

European Journalism Centre — *Journalist (Freelance)*

OCT. 2020 – PRESENT

- Ideate, research, and write original long-form articles for global online publication; my work has been translated into Russian, Spanish, and Tamil.
- Page design and graphics for articles for a global audience of media professionals.

Taylor Precision Products — *Copywriter (Freelance)*

2016 - 2018

- Edited and proofread descriptions for 500+ products to launch Taylor Precision Products in Amazon's industrial and scientific vertical.
- Corroborated with commercial sales teams and regional factory representatives to ensure product fidelity while crafting content.
- Updated product descriptions to meet new platform specifications while adhering to brand messaging frameworks and legal requirements.

OCLC WebJunction — *Program Manager*

FEB. 2017 - MAY 2018

- Designed and delivered webinars and a 9-week online training course for 500+ U.S. public library staff as a Wikipedian-in-Residence.
- Lead a project research program about public library engagement with Wikipedia
- Strategized and led a multimedia publicity campaign as brand ambassador; wrote book chapters, a monthly newsletter, blog posts, and grant funding reports.
- Convened three panels for and delivered presentations at international and regional library conferences.

COMPETENCIES

UX/UI/SEO | Provides clear, concise, and accurate content for user journey.

CONTENT WRITER | Delivers strategy for global audiences.

COMMUNICATOR | Professional cadence on cross-functional teams.

RESEARCHER | Leverages research to best practices through research.

EDITOR | Edits for clarity, proofreads for typos.

ACCESSIBILITY ADVOCATE | Champion for access.

TECHNICAL

Adobe Experience Manager (AEM), Azure DevOps, Canvas, Exact Target, Figma, Google Drive, Media-Wiki, Microsoft 365, Moodle, Open Journal Systems (OJS), Python, Smartsheet, SPARQL, and Wordpress.

EDUCATION

DOCTORATE in Communication and Science Studies, UC San Diego, CA

MA in Gender Studies, Central European University, Budapest, Hungary

BA in Comparative History of Ideas, University of Washington, WA

CERTIFICATE COURSE in UX & Front-End Development at University of Washington Extension, WA