

TRACY BAXTER

tracybaxtersf@gmail.com | 415.410.6010

EXPERIENCED EDITORIAL GENERALIST WITH A STRONG FOUNDATION IN

CREATING FRESH, ENGAGING DIGITAL AND PRINT COPY WHILE ADHERING TO BRAND GUIDELINES

MEETING DEADLINES WITH APLOMB IN BUSY IN-HOUSE CREATIVE ENVIRONMENTS

COLLABORATING WITH DESIGNERS AND PRODUCT MANAGERS TO DELIVER DELIGHTFUL, INTUITIVE, HELPFUL USER EXPERIENCES

TRANSLATING TECHNICAL AND SPECIALIZED LANGUAGE FOR EVERYDAY CONSUMERS

PROOFREADING AND COPY EDITING, CORRECTING FAULTS IN GRAMMAR, USAGE, SPELLING, PUNCTUATION, AND VOICE

INTERVIEWING TEAM MEMBERS AND SENIOR MANAGERS TO PRODUCE INSPIRING INTERNAL COMMUNICATIONS

FOR WRITING SAMPLES AND REFERENCES, PLEASE VISIT TRACYBAXTER.NET AND LINKEDIN.COM/TRACYBAXTERWRITES

PROFESSIONAL EXPERIENCE

GE Healthcare/Software Platform UX (San Ramon, CA and remote) / *UX Writer/Senior Copywriter (contract)* | 2016

- Drafted intranet content, case studies, on-boarding emails, and editorial and design pattern style guides

Wells Fargo (San Francisco, CA) /

Communications Consultant (contract) | 2015—2016, 2013

Copy Editor/Proofreader (contract) | 2011 and 2010

- Provided comprehensive editorial services for the Wealth Management Services organization of The Private Bank, producing internal news, executive communications, and intranet content
- Provided comprehensive editorial services across all Wells Fargo wholesale banking lines of business, producing internal news on team successes, marketing campaigns, and program and policy changes
- Copyedited and proofread quarterly reports and procedures documentation for Wells Fargo Funds Management Group, ensuring strict adherence to language, style, usage and grammatical standards

Adaptive Insights (Menlo Park, CA and remote) / *UX Writer/Senior Copywriter (contract)* | 2015

- Distilled info from videos and case studies targeting CFOs into content for SaaS startup's website

Intuit (Menlo Park, CA and remote) / *UX Writer/Senior Copywriter (contract)* | 2013—2015

- Wrote and updated UX copy (landing pages, emails, instructions, FAQs, CTAs, forms, error messages, interstitials) in collaboration with product managers, designers, researchers, and prototypers, and SMEs
- Wrote sales letters, direct mail, and ad copy for QuickBooks products and services

Risk Management Association (Philadelphia, PA) / *Senior Copywriter (contract)* | 2007

- Wrote marketing copy on behalf of The Risk Management Association for financial products and services targeted to credit and lending executives responsible for risk mitigation; edited and collaborated on design of member communications for RMA regional leaderships

Lincoln Financial and Vanguard (Philadelphia, PA) / *Copy Editor/Proofreader (contract)* | 2006 and 2007

- Copyedited and proofread retirement and 401 (k) collateral intended for plan participants, broker-dealers, and financial advisors

Dow Jones (San Francisco, CA) / *Marketing Copywriter* | 2007—2008

- Wrote marketing copy promoting private equity and venture capital events and conferences for the Financial Information Services division of the publishing firm
- Created content for marketing collateral, direct mail, email campaigns, print ads and online promotions

Service Employees International Union (Philadelphia, PA) / *Communications Specialist* | 2005—2006

- Created communications materials such as flyers, brochures, billboards and web pages for a major healthcare labor union
- Wrote press releases, op-eds, talking points, and radio ads; coordinated media events

California Labor Federation, AFL-CIO (San Francisco, CA) / *Communications Specialist* | 2002—2004

- Drove communications initiatives to 1,200 member unions as part of statewide workforce and economic development strategy
- Wrote copy and developed designs for newsletters, collateral, brand ID, web pages and exhibition signage
- Drafted and edited speeches, talking points, and press releases
- Pitched newsworthy stories to major media outlets

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EDUCATION, FELLOWSHIPS, AND AWARDS

San Francisco State University (San Francisco, CA) | *Coursework in English and French*
University of California at Berkeley Ext. (Berkeley, CA) | *Certificate in Copyediting and coursework in Marketing and PR*
San Francisco State University Extended Learning (San Francisco, CA) | *Coursework in E-learning/Instructional Design*
Direct Marketing Association (San Francisco, CA) | *Secrets of Copywriting seminar graduate*
Bonfire Comms. (San Francisco, CA) | *Catalyze Your Brand/ Audience-centric Communications seminar graduate*
Bay Area Video Coalition (San Francisco, CA) | *Certificate in Web Development and New Media*
California State University (Dominguez Hills, CA) | *Certificate in Technical Writing*
Development Chix (San Francisco, CA) | *Coding with Confidence JavaScript seminar graduate*
Yale University (New Haven, CT) | *Fellowship in Environmental Journalism*
University of Missouri (Columbia, MO) | *Fellowship in Computer-assisted Reporting*
Sonoma State University (Sonoma, CA) | *Project Censored Top Ten Underreported Stories award winner*
Playwrights Foundation (San Francisco, CA) | *Bay Area Playwright Festival 2016 semi-finalist*
Coursera/Stanford University | Online | *Computer Science 101 and Human-Computer Interaction*
Pinterest | San Francisco | *Writing and Content Strategy professionals presentation*

TECHNICAL SKILLS

Microsoft Office Suite; Microsoft Outlook; Photoshop; InDesign; Acrobat; RoboHelp; Framemaker; Captivate; JavaScript; CSS; HTML5; Wordpress; Constant Contact; Basecamp; Facebook; Twitter; YouTube; HootSuite; Sharepoint; The AP Stylebook; The Chicago Manual of Style; The Gregg Reference Manual; SEO strategies; information architecture; content strategy; user-centered design principles; CMS; technical writing; e-learning and instructional design

KUDOS

*"Tracy was able to jump in and add value at a fast pace for marketing web content, outbound emails, and landing pages. **She's an incredible wordsmith, creating lively, engaging copy for absolutely anything.** She brings great energy and humor to her job every day. If you're looking for a solid marketing writer and editor, Tracy delivers."*
Bobbie Wood, Sr. Manager, Intuit, Experience Design + Content Strategy

*"With every piece, **Tracy created new ideas and ways of thinking** about our brand, customers, and design. And she has a great sense of humor."*
Crystal Glasgow, Intuit, Sr. Experience Design Manager

*"**She's a great partner.** Her ability to act on feedback helped us quickly get to creative and copy that met campaign objectives and delighted marketers."*
Stephanie Stern, Intuit, Sr. Marketing Manager

*"She is undoubtedly a talented writer, but with that talent is an ability to connect with people, and that is what makes her **a valuable player on any team.**"*
Vicky Chan, Intuit, Sr. Interaction Designer