

Amber James

SR. COPYWRITER | CONTENT STRATEGIST

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EDUCATION

M.A. FOLKLORE

University of Oregon, Eugene, OR:
September 2005-June 2007

B.A. ENGLISH LITERATURE

Wheaton College, Norton, MA:
September 2000-June 2004

FUN FACTS ABOUT ME

17-time NCAA Division III

Track & Field National
Champion and 24-time
All-American

Voted Greatest Female

Athlete in 25-Year History of
Women's NCAA Division III
Track & Field in 2010

2-time inaugural Hall of
Fame inductee

FREELANCE Minneapolis, MN [ajameswriting.com] Feb. 2008-Present

FEATURED CLIENTS

SLICE ENGINE, Minneapolis, MN [sliceengine.com] Mar. 2016-Present: *App developer.*

Lead content, communication, and UX strategy for technology startup. Work closely with founder and team of developers to establish the voice of the company and the product.

BIAMP SYSTEMS, Beaverton, OR [biamp.com] July 2012-Present: *AV manufacturer.*
**Transitioned from in-house to freelance*

Established company's brand voice. Developed content marketing strategy and teamed with engineers, product managers, and creatives to create content. Content includes: blog and social media posts, e-mails, case studies, white papers, product brochures, magazine articles, print collateral, and landing pages.

URBAN AIRSHIP, Portland, OR [urbanairship.com] Mar.-Oct. 2015: *Mobile company.*

Collaborated with Product Design team to develop user-friendly B2B copy that enhanced the product UX. Content included: account on-boarding, drip e-mail campaign, landing pages, and application creator instructions.

NIKE, INC., Beaverton, OR [nike.com] June 2009-Sept. 2015: *Athletic apparel company.*

Worked with creatives and directors across multiple categories to create content that deepened customer and employee brand loyalty. Most recently wrote an interactive book about the history of Nike Air.

IN-HOUSE

BEST BUY, INC., Richfield, MN [bestbuy.com/education] Nov. 2015-Present: *Electronics retailer.*

Drive content creation and brand communication innovation for Best Buy For Business and Education. Work closely with creative director and marketers to conceptualize, strategize, and create an array of marketing content. Content includes: e-mails, blog and social media posts, case studies, presentations, print and digital tradeshow collateral, and podcast scripts. Collaborative team members are IT specialists, sales team, account managers.

DOWNSTREAM, Portland, OR [downstream.com] June 2014-Mar. 2015: *Experiential design agency.*

Facilitated and edited the work of four junior copywriters. Teamed with designers, producers, and principals to concept and write copy for proposal and discovery documents, video scripts, original B2B client content, process documentation, and client communications.

Featured Clients: Verizon, Cisco, Telstra, Autodesk, Northwestern Mutual, Tata Consultancy Services

FOUNDER | CHAIRWOMAN

COPYWRITER CONCLAVE OF PORTLAND, Portland, OR [portlandcopywriters.com] June 2011-Present: *Freelance copywriter networking group.*

Implemented content marketing strategy including Twitter, blog posts, and LinkedIn group. Organized meetings of freelance copywriters. Managed the website and blog with knowledge of HTML, CSS, SEO, Google Analytics, and social engagement best practices.