

Turi Henderson

Writer | Content Manager

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Objective

I am an effective storyteller who can synthesize disparate, arcane, and technical concepts into something easy to grasp. I have a deep love for solving design problems, especially if it improves overall usability and understanding. My experience in a variety of disciplines and capabilities helps me connect industry, technology, design, and clients through clear communication and insight.

Qualifications Summary

- ◆ Extensive experience writing and editing marketing copy, sales sheets, case studies, style guides, how-to articles, blogs, knowledge base content, written and video tutorials, and UX/UI Web content.
- ◆ Clear understanding of UX design and research techniques, visual communication, and information visualization, as well as user research theories and techniques for placing user needs at the forefront of each stage of the design process.
- ◆ Excel at collaborating with SMEs to gather information, identify relevant content and audiences, and write stories that are comprehensive, concise, and on brand. Superior communication abilities; effective on a team and as an independent contributor.
- ◆ Thorough knowledge of major style guides and experienced with several major CMS tools, including AEM.

Professional Experience

Writer/Content Strategist/UX Writer

Deloitte Digital, Seattle, WA

2015-Present

Define and implement company-wide voice and tone standards. Develop digital and corporate web content strategy. Provide art direction for digital and print sales and marketing content materials. Manage copywriting efforts, such as internal presentations, RFPs, sales sheets, and brochures. Build client references and case studies. UI/UX content strategy and copywriting for client mobile/web projects. Maintain corporate branding standards.

UX/UI Writer

Aquent/Microsoft Corp. Redmond, WA 2014-2015

Extensive cross-team collaboration with UX design, UX PM, and HR Business PM to provide copy and content management for internal HR tools, including comprehensive site copy review, string review, error messaging, and instructional content.

Marketing Coordinator/Editor

Medieval Women's Choir Seattle, WA 2012-Present

Author and publish monthly e-newsletter and targeted email marketing campaigns. Manage the choir's presence on social media. Design, format, and edit concert programs, print ads, and other marketing materials as needed.

Copywriter/UX Writer

The Creative Group/Deloitte Digital Seattle, WA 2013-2014

Provided copy writing, editing, and content management for new web sites, including comprehensive site copy review, string review, error messaging, and educational content. Worked closely with UX/Visual design to create user-centered, intuitive site designs. Also supplied marketing copywriting and editing for sales sheets, blogs, proposals, social media, case studies, and print portfolio. Agile methodology.

Writer/Document Designer

Numera, Inc. Seattle, WA 2012-2013

Designed and authored product Start Up information, User Guide and government documentation for home-use medical device.

Document Editor/Technical Writer

NW Connection Services/Microsoft Corp., Seattle, WA 2011-2012

Authored and edited Microsoft Accessibility Curriculum Resources for Special Education (CARE) guide, and related Accessibility in Education articles for Microsoft Enable website.

Writer 2, Office.com

Microsoft, Corp Redmond, WA 2008-2011

Wrote and curated engaging demos, columns, training courses, templates, blogs, articles, videos, and other how-to documents for Office.com. Analyzed and responded to customer feedback data to focus content development efforts. SME in Office Accessibility (ODACon SME) and Language tools. Collaborated with team members to build relationships with customers and content partners.

Professional Experience contd.

Technical Editor

Entellium Seattle, WA 2006-2008

Edited complete online Help documentation for Entellium's Customer Relationship Management using RoboHelp 4.1; Created new content as needed; Consulted on selection, design and deployment of new customer help system.

Content Coordinator

Volt Technical Services/Microsoft Corp. Redmond, WA 2005-2006

Designed and implemented Microsoft Strategic Relations Group team internal SharePoint site for sensitive accounts and overall team management/coordination activities; contributed to design and development of Microsoft SecureIT Alliance website; coordinated SecureIT Alliance Partner membership, including managing legal documentation and Web site registration for over 70 member partners; designed marketing materials and graphics for launch activities; designed initial Web site for Microsoft BioIT Alliance initiative; proofread/edited press releases and proposals for various Alliance initiatives.

Editor/Production Specialist

All Star Directories Seattle, WA 2004-2005

Created, edited and maintained featured listings for Web site school directories including Rush University, UCLA School of Nursing, Rochester Institute of Technology, Pima Medical Institute and University of Phoenix; set up customer technical accounts using internal database tools and trademarked filter technology to ensure customers' campaign optimally supported their recruiting strategy; worked closely with Sales Account Executives and Account Managers to implement online marketing services per customers' specific needs.

Education

- ◆ **University of Washington** – Seattle, WA – Graduate Certificate User-centered Design, 2016
- ◆ **Cornish College of the Arts** – Seattle, WA – BMus Classical Voice, Magna Cum Laude
- ◆ **University of Washington** – Seattle, WA – BA History

References available upon request