Adriana Alter

(203) 640–3872
adriana.alter@gmail.com
New York, NY

- Content specialist with corporate, nonprofit, and agency experience
- Special expertise in brand voice implementation and development
- Published novelist and theater director, with software engineering background

SELECTED WORK EXPERIENCE

Galat Media & Communications ◇ Lead Editor ◇ 2023–present
- Led creation of B2B and B2C content at an international agency; major clients included Furbo, Bolt.Earth, and Devexperts
- Planned, edited, proofread, and fact-checked content such as articles, blog posts, press releases, product descriptions, newsletters, and social media posts
- Optimized copy for brand voice, tone, and SEO, while adhering to an editorial calendar in a fast-paced agency environment
- Developed, maintained, and directed implementation of style guides and content templates to streamline processes and ensure consistent output across the team
- Trained and mentored junior employees; supported writers' and editors' professional growth, improved company efficiency, and increased client satisfaction

Jellyvision ◇ UX Writer ◇ 2022–2023
- Created benefits-related content marketing emails, text messages, and articles for an audience of ~500K users, adhering to a distinctive brand voice
- Planned, presented, and implemented campaigns, in collaboration with the design, marketing, product, and art teams

George Birnbaum Law ◇ Editor & Content Strategist ◇ 2022
- Crafted a new brand voice, and overhauled information architecture and interaction design
- Synthesized and rewrote specialized web content to target a niche user group and create a cohesive user experience
- Conducted a full content audit, developed style guidelines, and implemented best UX, SEO, and accessibility practices

New York Public Library ◇ Software Engineer II ◇ 2018–2021
- Led UX writing and design for a content management system used by library professionals across the country; spearheaded user research and competitive analysis initiatives to optimize usability
- Translated high-level requirements into a suite of intuitive, feature-rich internal tools for data management and workflow automation; oversaw all aspects, including UX writing, UX design, interaction design, and visual design
- Architected, launched, and documented a suite of modular, WCAG-compliant UI components and templates to streamline processes, optimize collaboration, and maintain consistency across products

Hip to Hip Theatre Company ◇ Dramaturg & Grant Writer ◇ 2015–2018
- Doubled annual grant awards; crafted compelling narratives within tight word limits
- Conducted research and wrote informational materials and promotional copy
- Abridged Shakespeare scripts to engage a wide range of audiences while preserving tone and meaning

EDUCATION

Columbia University ◇ B.A.
Medieval & Renaissance Studies
Magna cum laude
2011

King's College London ◇ M.A.
Shakespeare Studies
2015

UX Content Collective ◇ Professional Certification
UX Writing
Final score: 137.5%
2022

SKILLS

Content Editing ◇ Copy Editing ◇ Proofreading ◇ UX Writing ◇ Web Content Writing ◇ Copywriting ◇ Content Marketing ◇ Email Marketing ◇ Content Creation ◇ Microcopy ◇ Content Strategy ◇ Content Design ◇ UX Strategy ◇ User Research ◇ User Testing ◇ Wireframing ◇ Figma ◇ Documentation ◇ Wordpress ◇ SEO ◇ Agile ◇ JavaScript ◇ HTML ◇ CSS ◇ WCAG ◇ AI Content Generation & Editing

PUBLICATIONS

The Collected Adventures of Mr. Edgar Beagle, Private Investigator