

Alexandra Clyburn

I use my writing talent to help companies achieve their goals.

(202) 321-0708

alixclyburn@gmail.com

alexandraclyburn.com

EXPERIENCE

Audible — *Senior Copywriter*

January 2020 – April 2024

- Executed content strategy on member acquisition and engagement campaigns in collaboration with design teams and marketers.
- Created content-based member engagement campaigns that resulted in ~\$4.3 million worth of annual incremental revenue for Audible.
- Updated **Audible's** brand voice guide and created brand voice for launch of **Audible Sleep**.
- Collaborated cross-functionally with a team of designers, marketers, and product design teams.

Finn Consulting — *Writer/Consultant*

April 2008 – Present

- Write and edit op-eds, case studies, reports, presentations, and blog posts for an award-winning strategic communications firm.
- Conduct writing workshops for Finn staff in group and 1:1 sessions.
- Clients include the **Carnegie Corporation**, the **Kellogg Foundation**, and the **U.S. Dept of Education**.

Amplify — *Writer/Content Strategist*

April 2018 – June 2022

- Strategized and wrote emails, classroom assets, and social media posts to launch and promote a conference on the science of reading for an award-winning digital education company.
- Copywriter for teacher guide materials to promote **Amplify's** ESL curriculum product.
- Copy editor for revision of middle school ELA curriculum.

CUNY John Jay College — *Adjunct Professor*

January 2018 – May 2018

- Taught business and professional writing to a diverse class of undergraduate students.

SKILLS

Content Strategy

Content Marketing

Brand Marketing

UX Design

AI-Prompt Engineering

Figma

Slack

Contentful

Google Docs, MS Word, Excel

NEWSLETTER

[The Pithy](#)

A bi-weekly newsletter featuring book reviews, media commentary, and personal essays.

Wordsmithie — Writer/Content Marketing

September 2017 – June 2019

- Wrote content marketing pieces for **Google**, including case studies on education and data science.
- Co-wrote a booklet on new ways of working, published by **Google** in 2018.
- Trained team of writers on how to write VUI scripts for **Google Assistant**.

GirlRising.org — Writer/Content Marketing

December 2018 – May 2019

- Wrote eCRM pieces for **Citi**, the **International Rescue Committee** and **Girl Rising** in support of a short film called *Brave Girl Rising*.

Informa — Senior Copywriter

July 2015 – October 2019

- Wrote eCRM engagement, conversion, and retention campaigns for various verticals of B2B information services company specializing in IT, aviation, agriculture, food science, and manufacturing.
- Developed social media strategy and direct marketing campaigns for live events and conferences.

Premium fashion brands — Senior Copywriter

November 2009 – July 2012

- Wrote all e-commerce product copy for fashion brands including **Coach**, **Cole Haan**, and **Juicy Couture**.

National Geographic, Blackbookmag.com — Blogger

June 2007 – August 2009

- Chronicled personal efforts to reduce family's carbon footprint for **National Geographic**.
- Wrote home entertaining tips for **Grey Goose** vodka-sponsored online blog and printed insert into **BlackBook** magazine.

EDUCATION

Michigan State University — B.A., Journalism