

SUMMARY

Stephen R. Fox is a communications specialist living and working in the San Francisco Bay area. He's been writing and editing for decades, recently helping measure, reimagine, and improve Google Ads Help Center content worldwide. Previously, he's also helped create seamless user experiences for Twitter, Norton, and Symantec users across the globe.

SKILLS

- Content & editorial strategy
- User experience
- Style guides
- Brand voice & tone
- Journey maps
- Project management
- Tweeting GIFs

EDUCATION

BA, English

RECENT EXPERIENCE

SENIOR CONTENT STRATEGY MANAGER & CONTENT PROJECT LEAD

GOOGLE; MOUNTAIN VIEW, CA (OCTOBER, 2020 – APRIL, 2023)

Recently worked to create a better Google Ads Help Center for users and customers in 45 languages, including:

- Supervising more than a dozen global writers and editors tasked with updating and maintaining all Help Center Articles for Google App Ads and Google Video campaigns
- Managing and coordinating the new Google Ads Audiences implementation across multiple product areas and more than 150 Help Center articles, reducing yearly escalations by more than 6%
- Launching a new Web to App Connect Help Center hub which increased satisfaction sentiment rates to 83% in only three months after publication
- Redefining the metrics and measurement used to assess articles' clarity, helpfulness, and discoverability
- Leading the group updating and implementing accessibility guidelines for the Google Ads Help Center design system
- Creating a monthly newsletter focused on belonging to improve and promote team-wide diversity, inclusion, and equity efforts

PREVIOUS EXPERIENCE

SENIOR CONTENT STRATEGY MANAGER

TWITTER; SAN FRANCISCO, CA (SEPTEMBER, 2015 – JUNE, 2020)

Helped improve the overall user experience on Twitter, highlighted by:

- Collaborating with Brand, Marketing, Design, Research, and Product teams on more than 140 feature launches and product improvements
- Shaping and maintaining Twitter's voice and tone through constant Twitter Writing Style Guide updates
- Developing Twitter's content strategy design system and component library
- Mentoring Design, Research, and Content Strategy teammates
- Helping pilot the first Male Allies program with @TwitterWomen
- Leading multiple projects for the twice-yearly #TwitterForGood initiatives

GLOBAL E-BUSINESS DIGITAL EXPERIENCE CONTENT STRATEGY MANAGER

SYMANTEC; MOUNTAIN VIEW, CA (OCTOBER, 2013 – MAY, 2015)

- Lead a global team in charge of developing and implementing the editorial tone, voice, and calendar for refreshed Norton brand and digital properties
- Implemented the company's initial mobile-first, global site redesign increasing product page traffic by 41% and improving conversion rates by more than 2%
- Introduced Agile framework to help collaborate more quickly and efficiently on cross-functional projects

GLOBAL E-BUSINESS DIGITAL EXPERIENCE SENIOR PRINCIPAL COPYWRITER

SYMANTEC; MOUNTAIN VIEW, CA (MAY, 2011 – OCTOBER 2013; PRO Unlimited on-site contract for Symantec and Norton the first year)

- Created eCommerce and digital global marketing messaging strategy for consumer-focused Norton security products
- Conceived and implemented innovative campaigns to broaden the reach of both the brand and products
- Collaborated and led multiple teams to conceptualize and deliver global product launches, marketing campaigns, and new online tone and voice for Norton and Symantec

SOCIAL MEDIA CONTENT MANAGER

ORACLE CORPORATION; REDWOOD SHORES, CA (MARCH, 2008 – MARCH, 2010; Provade on-site contract for Oracle Brand + Creative)

- Planned and implemented strategic and tactical conversational marketing and ongoing customer engagement for the world's largest enterprise software conference
- Maintained several social media properties including numerous Twitter accounts, Facebook pages, and corporate blogs
- Wrote and edited executive-level demos, scripts, and direct-mail correspondence for targeted print, Web, and mobile audiences

INTEL EDUCATION INITIATIVE MARKETING WRITER

INTEL CORPORATION; SUNNYVALE, CA (AUGUST, 2006 – AUGUST, 2007; Institute of Computer Technology on-site contract for Intel Education Initiative)

- Shaped and supported online and print content for international educational, academic, governmental, and executive audiences
- Independently and collaboratively created global marketing material for the Intel Education Initiative programs and efforts
- Designed and developed strategies to achieve global goals

COPYWRITER/EDITOR

FRINGE BENEFITS MANAGEMENT COMPANY; TALLAHASSEE, FL (JUNE, 2003 – JULY, 2006)

- Wrote and edited copy for company Web presence, customer newsletters, and client employee benefit booklets and marketing brochures
- Worked within design team to create marketing campaigns and responses to requests-for-proposals of benefit products
- Interpreted and distributed new employee benefits regulations for clients and customers

MCBRIDE/ROSSIN CAMPAIGN EARNED MEDIA DIRECTOR

FLORIDA DEMOCRATIC PARTY; TAMPA, FL (AUGUST, 2002 – NOVEMBER, 2002)

- Wrote and distributed daily media advisories and coordinated interview requests and advertising placement for a curated media distribution list
- Served as primary campaign contact as Assistant Communications Director for media requests
- Organized and produced numerous candidate appearances and campaign events

PRODUCTION MANAGER

WFSU-FM; TALLAHASSEE, FL (DECEMBER, 1996 – FEBRUARY, 2002)

- Produced, planned, and coordinated elements for local broadcasts, remote event recording, News Department productions, and promotional announcements
- Involved with the initiation, development, and production of proposed new shows, including the selection of on-air talent, technical staff, and broadcast equipment
- Supervised a small staff coordinating the twenty-four hour program schedule broadcast

PRODUCTION ASSISTANT

EDUCATIONAL SERVICES PROGRAM; TALLAHASSEE, FL (SEPTEMBER, 1994 – SEPTEMBER, 1996)

- Scheduled, catalogued, and documented weekly production and editorial department output
- Edited evaluation reports presented to Florida State Legislature and Agencies
- Entered evaluation data concerning Prekindergarten programs for inclusion in legislative reports

FREELANCE COMMUNICATIONS SPECIALIST

APPAZ KNARF PRODUCTIONS; SAN FRANCISCO, CA (AUGUST, 1994 – PRESENT)

- Designed and developed numerous successful communications campaigns for clients and agencies, targeting the right audience, at the right time, with the right message
- Wrote, recorded, and produced award-winning interviews, stories, and commentaries for public radio stations and regional periodicals
- Created and implemented campaign messaging, policy, and fundraising strategy for county, city, and statewide political candidates