

Niquita Williams

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www.niquitawilliams.com

Experience:

Copywriter, Tailscale

Dec 2024 – Present

Startup SaaS in virtual private networking. B2C, B2B, and Enterprise

- Strategizes and collaborates across teams to create high-quality deliverables, including case studies, blog posts, web pages, and other marketing materials
- Edits content for alignment with style, voice, and tone guidelines and UX best practices
- Leverages user research for A/B experimentation and iterative content creation

UX Copywriter, dbt Labs

Aug 2022 – Dec 2024

Market-leading SaaS in data analytics. B2C, B2B, and Enterprise

- Developed and executed writing campaigns for the dbt Labs homepage, navigation menu, and various product pages
 - Maintained alignment with dbt Labs' Values Framework and user personas
 - Increased conversions by 26% with consistent iteration and A/B testing
 - Unified the voices and visions of several stakeholders and executives
- Owned messaging and web copy for conferences, Coalesce 2023 and 2024
 - Wrote landing, registration, informational, and 404 pages
 - Crafted a style guide for consistency in messaging and style
 - Cross-collaborated with marketing team members to write email campaigns
- Optimized user experience with microcopy rewrite for custom, in-house CMS
 - Wrote usability surveys to assess user experience for continued iteration

Copywriter, Editor, and UX Writer

Jan 2018 – Aug 2022

Freelance

- Wrote, edited, and consulted to improve user experience, conversion, grammar, style, and SEO optimization
 - Crafted webpages, blog posts, brochures, emails, ad copy, and more
- Managed multiple clients, providing timely service and high-quality deliverables
- Earned a 100% Job Success Score and "Top Rated Plus" status on Upwork

Social Media Coordinator, Annmarie Skin Care

Oct 2014 – Jan 2016

International skincare line

- Wrote and edited advertising copy, blogs, and social media posts
 - Managed targeted Facebook ad campaigns
 - Grew Facebook "Likes" from 25K to over 300K in less than two years
- Researched and developed user personas for targeted messaging

Education: B.A. in Communications - University of California, Berkeley

Skills: Copywriting, UX writing, content writing, editing, style guides, SEO, content strategy, digital content, blogging, brand storytelling, content management, project management

Tools: Figma, Slack, Asana, Jira, Notion, Sanity (CMS), Google Workspace, Mouseflow, Optimizely, Hotjar, Wordpress, Microsoft Office, Canva, Photoshop