

Williams, Niquita

Niquitaw@gmail.com | (510) 374-9053 | www.niquitawilliams.com

B.A. in Communications, University of California, Berkeley

Experience:

UX Writer and Copywriter, Tailscale

Dec 2024 – Present

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

- Collaborates with stakeholders and leadership to create high-quality deliverables, including writing case studies, blog posts, web pages, and other marketing materials
- Advises and edits content for alignment with voice, tone, and evolving style guidelines
- Reviews content across the company website for alignment with UX best practices
- Analyzes experimentation data and strategizes approaches to iterative content creation

UX Writer and 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, 404 pages, and emails
- Crafted style guides for consistency in messaging and style

Copywriter, Editor, and UX Writer

Jan 2018 – Aug 2022

Freelance for SaaS, lifestyle, and small business clients

- 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

Marketing Coordinator, Easy Does It Emergency Services

Oct 2020 – Jun 2021

Marketing coordinator, copywriter, and editor for a disability services nonprofit

- Wrote, edited, and designed marketing materials, including blog posts, newsletters, press releases, advertisements, employment ads, and website copy
- Managed social media profiles (Facebook, Instagram, LinkedIn, Twitter, and Nextdoor)
- Managed website via WordPress (Divi Builder) with light HTML and CSS coding
- Performed outreach to local businesses to facilitate the distribution of marketing materials

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