

Neal Cavanaugh
UX/Senior Copywriter/Content Strategist
Work Experience

Workato 9.19-2.20 Content Strategist. UI/UX Copy

- Content strategy and creative for Workato software integrations
- Web Templates and refresh on Workato mission for Software AI
- Managing overall creative library of in-app and product copy
- Established copy voice and direction for top-of-the-funnel digital campaigns

Box 3.19-9. 19

Content Strategist. UI/UX Copy for all Account Based Marketing

- Content strategy and creative for the Box Account Based Marketing Programs
- Wireframe and UX Writing for all ABM digital media
- Managing overall creative library of in-app and product copy
- Established copy voice and direction for top-of-the-funnel digital campaigns

Evernote 8.18-3.19

Content Strategist/UX writer/Social/Long Form

- UX copy and in app copy for Evernote desktop and mobile
- Developed a more conversational and less technical tone for consumer facing copy
- Highly successful editorial and long form effort with high response rates
- Worked on a team that did an entire re-brand of Evernote
- Product copy for templates designed for new users

SoFi 05.18-8.18

Senior Digital Creative/ (Social Finance FinTech) Contract Assignment

- Strategy and product copy for new customer acquisition programs
- In app and product copy for SoFi's mortgage and personal loan business
- Style guide for consistency in brand copy

PAX Labs 11.17 - 05.18

Lead Copywriter Digital Creative

- Website and banner ads for Pax Era branded products
- End-to-end email programs for B2B and B2C
- Successfully navigated highly regulated environment for Pax Branded media
- Worked with product to assure creative compliance

(Work Experience Continued)

Jawbone 02.15-10.17

Senior Digital Copywriter

- All UX and product copy for Jawbone Trackers. (Up4 series of wearable health trackers)\
- Changed focus from engineering driven creative to consumer benefit copy
- Spearheaded the transition from a basic 'nerd' product into a fashion brand.
- Designed family based marketing strategy to stimulate multiple product purchase.

Monster Product 12.11-01.15

Senior Copywriter/UI/UX

- Working with Dr. Dre and Jimmy Iovine developed creative for Beats Headphones
- Product Copy. Packaging Copy. Web Copy. Event creative
- Established fresh creative, online and in-store, for Monster Cable products
- Named to ® over 12 different monster products
- Product copy and UX for Monster Mobile products

spin24 11.05-11.11

Creative Director

In this position I served as a contract creative director. I was hired by numerous companies to troubleshoot and solve business problems with new creative work.. I would either work with available inside staff or do the work with my own people and bring it in.

Sony / Hewlett Packard / Armor All / Del Monte / Sprint / Beats by Dre
Stemgent / BioMarin / Kingsford / Hunt Wesson / Ford
Clorox / Mattel / Bank of America

Compass Marketing 02.99-10.05

Associate Creative Director

Lead creative strategist and copy for Health Care and Hospitality accounts such as Tenet, Exclusive Resorts, Hyatt Hotels and Pan Pacific Hotels

Education

Stanford University B.A. in Communications and Philosophy