

Lewis William Clarke - Content Designer

Content Designer - Meta - June 2022 - Present

Amsterdam, Netherlands

- Content design and product strategy.
- Style and tone of voice guidelines for global product lines.
- Auditing and creating terminology framework.
- Localisation management.
- User research and testing.
- Building an internal content community.

UX Copywriter - Booking.com - May 2017 – June 2022

Amsterdam, Netherlands

- Research and data-driven UX copy for global markets.
- Creation and control over the tone of voice.
- Localisation research and experimentation alongside language specialists.
- Leading changes to internal tooling in order to improve workflow for others.
- Working with Designers, Developers, User researches, Data Scientists, and Product Managers to conceptualise and implement new features.
- Assisting in leading research projects, meeting with property owners and focus groups worldwide, implementing findings through copy, design, and development changes.

UX Copywriter - freelance - Copy in a Bottle - Sep 2016 – Jul 2017

- Focusing on UX, B2B, B2C marketing, and SEO optimisation.

Senior Copywriter - Aucoda - Feb 2015 – Feb 2017

Manchester, United Kingdom

- Re-branding of Cara Digital to the trading name of Aucoda. UX Copy, marketing campaigns, SEO, and brand recognition building.
- B2B and B2C marketing and content creation.

Marketing Assistant - Water Street Marketing Company Ltd - Sep 2014 – Dec 2014

Liverpool, United Kingdom

Copywriter - News Dog Media - Feb 2014 – Aug 2014

Birmingham, United Kingdom

Education

2011-2014: University of Liverpool. 2.1 English Language & Literature BA

2010-2011: Access to Higher Education - Humanities

2005-2007: Liverpool Community College, Clarence Street, Liverpool.

1999-2005: St Margaret's Church of England High School, Aigburth, Liverpool