

Adriana Alter

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New York, NY

- Content specialist with corporate, nonprofit, and agency experience; special expertise in brand voice implementation and development
- Published novelist and theater director, with software engineering background

SELECTED WORK EXPERIENCE

Atlas Shakespeare Company ♦ Co-Founder & Artistic Director ♦ 2024–

- Designed, created, and maintained company website
- Designed and created all graphics, email marketing, and social media materials
- Oversaw the entire theatrical production process, including auditioning and casting, hiring and managing a creative team, abridging Shakespeare scripts, and directing

Galat Media & Communications ♦ Lead Editor ♦ 2023–2025

- Led creation of B2B and B2C content at an international agency; major clients included Furbo, Bolt.Earth, and Devexperts
- Planned, edited, proofread, and fact-checked content such as articles, blog posts, press releases, product descriptions, newsletters, and social media posts
- Optimized copy for brand voice, tone, and SEO, while adhering to an editorial calendar in a fast-paced agency environment
- Developed, maintained, and directed implementation of style guides and content templates to streamline processes and ensure consistent output across the team
- Trained and mentored junior employees; supported writers' and editors' professional growth, improved company efficiency, and increased client satisfaction

Jellyvision ♦ UX Writer ♦ 2022–2023

- Created benefits-related content marketing emails, text messages, and articles for an audience of ~500K users, adhering to a distinctive brand voice
- Planned, presented, and implemented campaigns, in collaboration with the design, marketing, product, and art teams

George Birnbaum Law ♦ Editor & Content Strategist ♦ 2022

- Crafted a new brand voice, and overhauled information architecture and interaction design
- Synthesized and rewrote specialized web content to target a niche user group and create a cohesive user experience
- Conducted a full content audit, developed style guidelines, and implemented best UX, SEO, and accessibility practices

New York Public Library ♦ Software Engineer II ♦ 2018–2021

- Led UX writing and design for an international content management system for librarians; spearheaded user research and competitive analysis initiatives to optimize usability
- Translated high-level requirements into a suite of intuitive, feature-rich internal tools for data management and workflow automation; oversaw all aspects, including UX writing, UX design, interaction design, and visual design
- Architected, launched, and documented a suite of modular, WCAG-compliant UI components to streamline processes and maintain consistency across products

Hip to Hip Theatre Company ♦ Dramaturg & Grant Writer ♦ 2015–2018

- Doubled annual grant awards; crafted compelling narratives within tight word limits
- Conducted research and wrote informational materials and promotional copy
- Abridged Shakespeare scripts to engage a wide range of audiences

EDUCATION

Columbia University ♦ B.A.
Medieval & Renaissance Studies
Magna cum laude
2011

King's College London ♦ M.A.
Shakespeare Studies
2015

UX Content Collective ♦
Professional Certification
UX Writing
Final score: 137.5%
2022

SKILLS

Content Editing ♦ Copy Editing
♦ Proofreading ♦ UX Writing ♦
Web Content Writing ♦
Copywriting ♦ Content
Marketing ♦ Email Marketing ♦
Content Creation ♦ Microcopy
♦ Content Strategy ♦ Content
Design ♦ UX Strategy ♦ User
Research ♦ User Testing ♦
Wireframing ♦ Figma ♦
Documentation ♦ Wordpress ♦
Wix ♦ Canva ♦ SEO ♦ Agile
♦ JavaScript ♦ HTML ♦ CSS ♦
WCAG ♦ AI Content Generation
& Editing

PUBLICATIONS

[*The Collected Adventures of Mr. Edgar Beagle, Private Investigator*](#)

[*By the Pricking of My Paws*](#)