

Cameron Poague

Greater Seattle Area

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campoague.com

Qualifications

- 15+ years of content writing, creative web, mobile, print, video, and blog copy
- 13+ years of content strategist experience
- 13+ years of B2C copywriting experience
- 13+ years of editorial management for web and print copy
- 13+ years of SEO management
- 12+ years of B2B copywriting experience
- 11+ years of brand creation and management
- 11+ years of technical writing experience
- 7+ years of video production management
- Creative storyteller adept at conceptualizing and crafting brand voices that resonate with diverse audiences
- Proficient in Dropbox, Google Docs, HTML, Microsoft Office Suite including SharePoint Modern, Smartsheet, and WordPress
- Moderate knowledge of InDesign, Photoshop and more
- Master of AP Style

Professional Experience

T-Mobile, Bellevue, WA

June 2023–Present

Senior Specialist, Communications

- Provide communications support for Chief Financial Officer Peter Osvaldik, Chief Procurement Officer Mike Simpson, and other members of T-Mobile's senior leadership team.
- Responsible for development of internal content strategy related to the Elevate program, an Un-carrier the Inside initiative.
- Develop and maintain brand and voice for T-Mobile Finance leadership team.
- Own Elevate campaigns including meeting decks, video series, advertising pieces, written internal features, and various social media components for Twitter and LinkedIn.
- Tell T-Mobile stories in unique and impactful ways – from idea conception to post-production analytics.
- Build, manage and maintain relationships with internal stakeholders across the T-Mobile landscape.
- Create, develop, and maintain positive culture across the Elevate team (350-plus T-Mobile teammates and external partners).
- Create, execute, and maintain enterprise Elevate SharePoint site and sub sites.

T-Mobile, Bellevue, WA

January 2019–Present

Communications Program Manager

- Provide communications support for outgoing President of Technology Neville Ray, incoming President of Technology Ulf Ewaldsson, Chief Procurement Officer Mike Simpson, and other members of T-Mobile's senior leadership team.
- Responsible for development of overall content strategy.
- Own Technology campaigns including video series, advertising pieces, written internal and external features, and social media components for Twitter and LinkedIn.
- Tell T-Mobile stories in unique and impactful ways – from idea conception to post-production analytics.
- Manage video production with internal Technology Communications video team.
- Build, manage and maintain relationships with internal stakeholders across the Technology organization.
- Manage several monthly team newsletters, including content creation and curation, editing, design management and distribution.

Master Builders Association of King & Snohomish Counties, Bellevue, WA

March 15–November 18

Content Strategist

- Created and curated all content for website redesign (mbaks.com) including but not limited to UX copy, blog post creation, event and product descriptions and development of overall content strategy.
- Fast-paced daily production and copy management consisting of a heavy mix of email marketing campaigns, weekly newsletter curation and distribution, internal and external brand messaging (print and web), brand creation and curation, UX content updates, copyediting and more.
- Magazine management, including conducting interviews, writing feature articles, ghostwriting and copyediting in a managing/associate editor role.
- Work closely with in-house and freelance designers to curate and create ads, articles, campaigns and more for a multitude of platforms.
- Develop, write and edit weekly *Seattle Times* article and op-eds as warranted, as well as various area publications (*425 Magazine*, *Puget Sound Business Journal*, etc.).
- Balance cross-departmental wants and needs effectively and efficiently.
- Copyedit an array of events materials, including signage, passport booklets, scripted and live entertainment pieces and other content-rich materials.

TireBuyer.com (American Tire Distributors), Bellevue, WA

November 2012–2017 (full-time and freelance)

Copywriter

- Created high-volume product copy for hundreds of tires and rims aimed at improving user experience.
- Assisting in editorial management for new copy.

- Proactively creating monthly B2C and B2B based blog content with an emphasis on brand voice and distinction.

Zulily, Seattle, WA,

July 2014–March 2015

Copywriter

- Created high-volume product copy for hundreds of diverse items aimed at improving user experience.
- Created and curated original content for various brands related to apparel, kitchenware, bedding, children's toys, and home décor, with time-sensitive deadlines.
- Managed brand voice to best support specific user characteristics and tendencies.

ADP Cobalt (now CDK Global), Seattle, WA

May 2013–May 2014

SEO Specialist

- Proactively maintained and maximized visibility for hundreds of GM, Hyundai and Holden auto dealer sites across all regions of the U.S., Canada and Australia.
- Initiated copyediting and UX implementation for several high-profile GM web pages (landing pages and otherwise).
- Utilized analytics (Google Analytics, etc.) to direct copy.
- Created and distributed high-volume content across several automotive fronts.
- Maintained direct relationship with GM dealers and their sites.
- Developed content marketing strategies for expanding consumer markets.
- Wrote SEO copy for variety of sites and pages, including on-page, off-page, technical and local.

Summit Magazine, Winter 2014 Edition

Contributing Writer

- Wrote experience articles for business entities based out of McCall, Idaho and surrounding areas.
- Highlighted annual events and recreational activities that aptly depict the uniqueness of the region.

AdNuance.com, San Francisco, CA

March 2012–December 2013

Senior Copywriter

- Created high-volume ad content for small, midlevel and large businesses on a variety of web formats including Facebook and LinkedIn.
- Managed and edited all AdNuance content.
- Developed B2B content marketing strategies for prospective and current clients.
- Edited high-volume web content for clients.

CarWoo! (now TrueCar), San Francisco, CA

January 2011–January 2013

Copywriter

- Created web content for consumer-based audience (200,000-plus subscribers).
- Managed brand voice and site concepts alongside creative director, social media manager and VP of marketing.
- Managed SEO implementation for expanded exposure and unique monthly visitor conversions.
- Created and managed unique B2B and B2C blog content.
- Created and managed technical copy based within the automotive industry to more easily assist online auto buyers.

ATZ, Inc., SeaTac, WA

September 2010–December 2010

Copywriter

- Wrote and edited print and radio ads for one of SeaTac airport's largest parking facilities.
- Created and edited web, print, and radio copy to stimulate unique customer conversion and awareness.

Copywriter, Freelance, Seattle, WA,

August 2010–Present

- Create and edit web, print and radio copy for a variety of regional and national brands, furthering exposure and converting unique customers.

Education

Bachelor of Arts, English, University of Washington, 2009