

Gregory Parry

Lead/Senior Content Designer

10+ years of copywriting experience with 4 years as a Senior UX Writer and Content Designer in technology. Highly proficient in content design and strategy, microcopy, and UX writing, leveraging data analysis and A/B testing. Proven track record at improving the user experience through onboarding, feature activation, product adoption, and user retention.

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Employment history

Lead Content Designer Jan 2024 – Sep 2024

Gen Digital at Prague, Remote

- Lead a design team to improve user engagement, retention, and product engagement.
- Collaborate with product, research, and design teams for seamless onboarding, product usability, and feature adoption.
- Deployed data-driven insights to resolve payment errors and improve payment notifications, thereby increasing renewal rates.

Results:

- Payment notifications: increased renewal rates to a \$1.9M lift in annual revenue.
- Payment errors: increased renewal rates to a \$257k lift in annual revenue.
- Improved product onboarding and usability, leading to a \$2M lift in annual revenue.

Senior Content Designer Sep 2022 – Sep 2024

Gen Digital at Prague, Remote

- Develop and maintain content templates and style guides for retention.
- Collaborate with design team to enhance UX copy for payment notifications and receipts, boosting renewal rates.
- Create intuitive UX content strategy to improve renewal rates for lapsed subscriptions.
- Achieved a \$5M lift in annual revenue through improved payment notifications and receipts.
- Increased Norton retail subscription renewals by 56%, generating \$220k over 2 quarters.

Links

[My website](#)

[LinkedIn](#)

Skills

Content Design
UX Writing
Strategic Thinking
Brand Storytelling
Content Optimization
Data-Driven Analysis
High Attention to Detail
User Experience
Microcopy
Organisational skills

UX Writer & Copywriter

Jul 2021 – Dec 2023

Avast Antivirus at Prague, Remote

- Collaboratively developed UX strategies for transaction emails and in-product messaging with design and research teams.
- Established UX content strategy and copy for product performance reports, which improved renewal rates.
- Created an innovative UX content strategy for a monthly subscription service, leading to increased market adoption and expansion into US and UK markets.

Senior Copywriter

Jan 2020 – Dec 2023

The Doing Co at Remote

- Created SOPs, boosting operational productivity and uniformity in content creation across teams.
- Developed compelling web content, sales pages, landing pages, and email sequences for diverse online businesses.
- Achieved enhanced customer engagement and conversion rates through strategic content design.

Proposal Writer

Jan 2016 – Dec 2019

McArthur, Arc Group, & Chandler Macleod at Sydney, Australia

- Worked closely with cross-functional teams to develop compelling sales proposals and RFPs, targeting new business opportunities.
- Helped secured 6-figure accounts, improving company's market position.
- Formulated bespoke sales proposals for resourcing Healthcare Providers, sealing a 3-year, \$150k annual contract.

Proposal Writer & Advisor

Jan 2013 – Dec 2016

Workfocus Group at Sydney, New South Wales, Australia

- Created diversity and inclusion (D&I) best practice proposals, securing multiple D&I contracts with companies like Qantas and IKEA.
- Developed and delivered training materials to over 200 HR professionals and executives, enhancing competencies in diversity and inclusion best practices, including accessible technology.

Freelance Copywriter

Jul 2010 – Apr 2013

Gregory Parry at UK and US

- Worked with cross-functional teams to develop content for financial courses and FX products.
- Produced web content for start-ups in the UK and US, enhancing online presence and engagement.
- Collaborated with cross-functional teams to create high-quality content, attracting and expanding new business opportunities.

Education

BA (Honors) in Philosophy

University Of Durham at United Kingdom

Upper 2:1

Masters Program in Psychology

University Of Santa Monica at USA

Program completion

PhD in Humanities

University of Durham at Durham, UK

Passed

Tools

Adobe, Asana, Campaign Monitor, Canva, ChatGPT, Clockify, Figma, G-Suite, Jira/Confluence, Kajabi, Loom, Microsoft Office, Miro, Notion, Salesforce, Slack, Vimeo, Wordpress, Zoom

Courses

Certification in Content Design

Jul 2024 – Sep 2024

UX Design Institute