



Contact

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Website & Portfolio

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Education

University of Oregon
2017 Graduate

Major:

Journalism

Minor:

Business Administration

Skills

- Copywriting & editing
- Content strategy
- GTM communications strategy
- Marketing channel management
- Social media account management
- Project management
- Creative strategy
- CRM & email marketing
- Agency briefing & client relations
- VR developer marketing
- Narrative driver
- Screenwriting
- Editorial writing
- Proofreading
- Interviewing
- Ad creative concept planning
- Adobe InDesign
- Adobe Premiere
- Cubase Pro
- FinalCut Pro
- Wordpress
- Canva

Addison Prentice

Copywriting | Content Strategy | Marketing Communications | Project Management

Work Experience

Meta / Copywriter & Content Strategist

Nov 2021 - Present (Russell Tobin)

- Plan and execute content calendar for Meta Quest developer marketing, including blog, social media, newsletter, website, and in-product messaging for VR and mixed reality developers.
- Wrote 65%+ of all [Quest developer blog](#) content since July '22. Increased [X/Twitter](#) engagement by 66% in '22 from '21 using no paid campaigns. Source content as lead editor for monthly newsletter sent to over 1.5M recipients.
- Manage and execute developer communications projects for go-to-market campaigns with strategy input from key stakeholders. Products include Meta Quest 3, Meta Accounts, Shared Spatial Anchors, Hand Tracking v2.2, and many more.
- Proactively conduct research and brief creative agencies to create marketing case studies/articles that encourage product adoption. Examples include case studies on [Quest Store A/B testing](#), [mixed reality](#), and more.
- Attended Game Developers Conference 2023 to promote Meta's presence at the event and highlight announcements on social media channels.
- Promote first and third-party developer studios in the form of in-depth Q&As, including spotlights on apps like [Ghosts of Tabor](#), [Rube Goldberg Workshop](#), [Cosmonious High](#), and more.
- Collaborated with product design teams as lead packaging copywriter for many Quest 3 accessories.

Laugh Factory / Freelance Writer

Sept 2021 - Dec 2022

- Supported Laugh Factory Founder Jamie Masada by writing articles, emails, and other communications to various industry professionals, media outlets and comedians.
- Lead writer for redesign of company website in 2022.

Northeast Valley Health Corporation / Copywriter

Dec 2020 - Nov 2021

- Created all copy and graphics used for social media. Increased social media engagement on Facebook and Twitter by over 120%, and followers by 40%.
- Created ad concepts, scripts and copy for the "PlaySafe" STD and PrEP campaigns, including taglines, TikTok ads, Google Ad copy, calls to action and image concepts. Campaign resulted in a 35% increase in STD testing visits.
- Researched government healthcare initiatives and converted knowledge into a narrative for patient education and marketing materials. Write press releases and letters from CEO.

Microsoft / Corporate Communications Project Specialist

June 2020 - Oct 2020 (contract through H10 Capital)

- Executed email campaigns and interviews of up to 3,000 Microsoft employees offering workshops, assessments and feedback on Microsoft's proactive services. Audited results to recommend strategies for streamlining offerings and workshops.
- Provided education to account managers and engineers on how to leverage new services to customers.

Avoya Travel / Promotions Copywriter

April 2019 - Feb 2020

- Wrote and distributed digital promotions amongst 1,500+ Avoya-affiliated travel agents.
- Wrote marketing descriptions and terms and conditions for over 30 cruise lines, tour companies and resort vendors to be used in industry-wide sales events, including Royal Caribbean, Carnival Cruises, and more.

Echo Park Marketing / Editorial Writer & Coordinator

July 2017 - Dec 2018

- Wrote editorial articles for international talent and executed campaigns to public relations professionals, lawyers and journalists. Coordinated media coverage of clients to over 50 publications and tracked placements.