

Korri Curtis

404.909.2248

korricurtis@gmail.com

Atlanta, Ga

PRODUCT COPYWRITER/UX WRITER

[LinkedIn](#) [Portfolio](#)

Professional Summary

I am a witty, empathetic **Product UX Copywriter** with 10 years of experience in healthcare, technology, and aviation. My skills include, but are not limited to, distilling complex concepts into conversational content and collaborating with cross-functional teams to drive engagement. I thrive in fast-paced environments that feed my interests in AI and technology. Equipped with the gift of storytelling and the knowledge of how to improve product experiences, I consistently deliver impactful results.

- UX Writing
- Technical Copywriting
- AI Ideation
- Storytelling
- Copyediting
- Content Strategy
- A/B Testing
- Developing Documentation
- Content Auditing
- Cross Functional Collaboration

Work Experience

SENIOR PRODUCT/TECHNICAL COPYWRITER

Hims & Hers Health, Inc | Remote/Atlanta, Ga | November 2023 - Present

- Develop copy for digital products like storefront, onboarding, subscription management, SEO, and more
- Edit and proofread technical, medical language to translate into content for customers
- Guide content strategy for product launches, experiments, and other asks
- Develop content strategy for 10+ onboarding flows for Hims and Hers product and category launches

Key Achievement: Contributed copy for weight loss subscription pause feature that led to a 7% decrease in Day 30 cancellations within ~45 days of the feature launch.

DIGITAL UX COPYWRITER

Delta Air Lines, Inc | Atlanta, Ga | October 2021 - November 2023

- Collaborate with UX and design stakeholders to design delta.com, the Fly Delta app and airport kiosks
- Edit and proofread technical language to translate into microcopy for customers
- Assist team of researchers with user testing and scriptwriting
- Create microcopy for Delta's Digital ID campaign, resulting in 20K+ opt ins in the span of 1 month

Key Achievement: Drafted pre-departure text notifications that boosted relevance scores by 5% MoM.

DIGITAL COPYWRITER

Delta Air Lines, Inc | Atlanta, Ga | Jan 2018 - October 2021

- Created engaging copy for print and multimedia collateral to engage Base Logistics employees
- Developed compelling digital content for TechOps employee intranet
- Mentored a team of 12 Base Logistics subject matter experts through day-to-day operations

Key Achievement: Increased employee engagement (+25%) on company-owned social channels.

Work Experience Continued

CREATIVE/UX COPYWRITER (FREELANCE)

Self-Employed | Atlanta, Ga | December 2016 - May 2021

- Wrote and edited content that drove the user experience and search engine optimization
- Developed social media strategy to highlight United Negro College Fund's 37 member institutions
- Helped evolve and define client brand voice and tone used across marketing channels

Key Achievement: Increased client's grant workshop applicants by 50% within 2 weeks.

MARKETING COPYWRITER

Capella Hotel Group | Atlanta, Ga | June 2016 – April 2017

- Built bi-monthly corporate email campaigns reaching 60K+ travel agents and hospitality professionals
- Used data and user feedback to guide recommendations and content decisions
- Kept up to date on research and trends in the online hospitality marketing space

Key Achievement: Led creation of social strategy, resulting in increased engagement (+56%), followers (8.7%) and overall posts (+200%) on Capella's Twitter account.

MARKETING INTERN

Arthritis Foundation | Atlanta, Ga | June 2015 - August 2015

- Wrote blog posts and used organic search strategies to garner 10,000 page views for the organization
- Coordinated promotions for Walk to Cure Arthritis and Healing Hands for Arthritis event partnership
- Found innovative ways to communicate the Arthritis Foundation's mission and goals

Key Achievement: Optimized website SEO, improving organic traffic by 25% in 2 months.

Technical Skills

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|--------------------------|-------------------|------------|---------------|
| • Microsoft Office Suite | • Adobe Photoshop | • Figma | • A/B Testing |
| • Google Workspace | • Adobe InDesign | • HTML/CSS | • Canva |
| • Claude AI | • ChatGPT | • Gemini | |

Certificates & Awards

Delta Gold Award

2022

Recognized by my direct manager for leading copy on:

- Basic Economy Reboot
- 3D Seat Map Merchandising
- Start Your Odyssey Campaign
- Homepage Hero Retargeting Campaign

Education

Bachelor of Science in Public Relations

Georgia Southern University | Statesboro, Ga |