

Executive Summary Triple-threat writer who quickly processes complicated subject matter and transforms it into concise, engaging copy that changes behavior. Designer of conversational user flows for interactive media and chatbot applications. Creative problem solver and idea generator. Experienced in every copy format, from video to socials. Adept at mastering content management systems. Maestro of voice and tone. Mentor of junior writers and creative professionals. Leader of cross-functional teams. Skilled presenter and customer liaison.

Skills Creative writing & direction, audience/user empathy, conversational chatbot design, content strategy, subject-matter mastery, style guides, voice & tone definition, Agile software development, video scripting, user flows, flowcharting, MS Office, Lucidchart, Miro, Jira, Confluence, Unity, Figma, proprietary content systems.

Contract/Freelance Copywriting & Creative Direction

12/2023 - present

Successfully completed projects with several organizations. Projects have included:

- Scripting and UX copy for four Medical/Pharmaceutical video games in diverse formats and subject matter, including spinal surgery knowledge game, ultrasound training, and pharmaceutical marketing.
- Content marketing articles for graduate programs at higher ed institutions including the University of Southern California, the University of Florida, and California Lutheran University.
- Scripted and edited guidance conversation models for Ash, an LLM-powered mental wellness app.
- Subject-matter research, brand voice development, and copywriting for web content and video scripting of informational marketing content for Medicare plan selection product developed by Jellyvision.

Woebot Health - Senior Conversational UX Writer - Remote

03/2022 - 11/2023

AI-powered mental health support app providing conversational interventions based on CBT principles (\$90M Series B).

- Mentored ~6 writers at 60+ table reads, giving impactful feedback and advice on tone of voice, brevity, clarity, and humor; overseeing and inspiring a substantial improvement in ~20% of chatbot user experience.
- Worked with clinical psychologists and performed additional research to understand techniques of Cognitive Behavioral Therapy and adapt them for use in an interactive, app-based chatbot format.
- Wrote and built conversational frameworks for these interventions, partnering with product team and software engineers to develop new functionality to increase user engagement and app effectiveness.
- Designed 750+ conversational routes, edited 500+ lines of chatbot dialogue, and wrote 415+ net-new chatbot messages using proprietary CMS, creating and restructuring ~20% of the Woebot core-product experience.
- Restructured 175+ core-product chatbot flows for primary-user-interaction using JavaScript and proprietary CMS, increasing user-platform commitment rate by 15% for Cognitive Behavioral Therapy activities.
- Spearheaded design and development of behavior therapy conversation product using proprietary CMS affecting 30,000+ adolescent-users, increasing next-day retention by ~50% and 1-week retention by ~20%.
- Directed ~4 engineers in development and implementation of the product's first user-facing instance of long-term chatbot memory, increasing perceived therapeutic-bond and long-term user-retention by ~15%.
- Developed 350+ lines of key therapeutic conversation using NLP classifiers to guide users to a better understanding of their personal thoughts, feelings, and actions; resulting in user-satisfaction scores of >85%.

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Jellyvision - Creative Director (Lead UX Writer) - Chicago, IL

06/2010 - 01/2020

Interactive marketing agency & tech product company best known for creating ALEX Benefits Counselor (\$50M ARR).

- Product lead responsible for the user experience and creative execution of ALEX Benefits Counselor, conversational software that has helped millions of people make better decisions about their employer-provided benefits, saving users over \$1 Billion in medical premiums over the life of the product.
- Wrote ~800 lines of host-dialogue while working cross-functionally to create 4+ new animations that explain Critical Illness and Accident insurance, securing 90+ more customers for the platform (~42% growth-rate).
- Designed conversational-flowchart composed of 357+ cells of copy focused on Vision insurance plans (~500 lines), helping secure ~120 enterprise customers and growing to 1500+ partner companies over 5-year period.
- Conducted 4+ overall content reviews for ~6 products including Medical, Dental, Vision, Critical Illness, Accident, and Tax Savings (HSA/FSA) insurance, helping rebuild full-conversational user-experience that enabled 2400+ enterprise contract renewals.
- Defined project scope, writing deliverables, ticketing system, and overall strategy using Jira, adding clarity and structure for ~12 team members (~3 direct-report writers, 2+ animators, 5+ designers, and ~2 engineers).
- Implemented ~15 crucial feature-additions to retirement product (~350 host audio files with ~45 new data-points), facilitating 50+ sales-to-government entities and providing better savings goals for all users.
- Constructed ~10 audio-visual modules composed of 850+ sentence-fragments using proprietary CMS, helping Aetna deliver voluntary benefit products to employees of ~9 large-scale enterprise clients.
- Led 3+ software engineers, 2+ designers, and 10+ enterprise-stakeholders to design plan-adjustment interaction, helping 3600+ end-users create custom dental, vision, and disability insurance plans.
- Authored full interactive experience on metabolic wellness for Aetna via ~2500 audio files and ~12 animations, explaining glucose/cholesterol results (7 enterprise clients, \$250K annual license).

Comcast Spotlight - Senior Writer & Content Producer - Chicago, IL

09/1997 - 12/2009

Advertising sales org offering targeted local and regional television for leading cable provider, Comcast (\$1.7B MCap).

- Led end-to-end process of developing 960+ local-market television commercials involving writing, pitching, scheduling, casting, shooting, editing, and graphic design, helping ~500 customers reach 127,000,000+ views.
- Maintained optimal production timelines, casting schedules, talent auditions, and editing sessions using internal tools, helping achieve ~10% YOY commercial production efficiency increase.
- Performed 1000+ hours of detailed customer pitches for 625+ clients over a 12-year period, helping the operation directly-generate ~\$2,112,000 in ad-revenue at an ~81% customer conversion rate.
- Received 10+ awards including ~3 Tellys for exceptional creative work spanning regional and market-wide audiences, resulting in additional exposure and sales for client customers.

Portfolio website - chrisfredbeck.com

Education - Bradley University, Peoria, IL - BS, Communications