



Amy Hsuan Chiu

SENIOR CONTENT STRATEGIST

Contact



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Education

UNIVERSITY OF CALIFORNIA, LOS ANGELES, SCHOOL OF LAW

Master's in Legal Studies, Technology
Aug 2024 - May 2027

UNIVERSITY OF WASHINGTON

Bachelor of Arts, English, Creative Writing
Bachelor of Arts, Interdisciplinary Visual Arts
Sep 2015 - June 2019

UNIVERSITY OF CALIFORNIA, SAN DIEGO

Certificate of User Experience (UX) Design
Sep 2023

Achievements

Book Publication, REBORN

A collection of poetry that discusses human connections and relationships.

New Degree Press, Dec 2019

Poetry Audiobook, #1 New Release

in Asian American Poetry, Amazon 2021

Skills + Software

- Content Strategy & Development
- UX Writing & Content Design
- Stakeholder Management
- SEO & Content Optimization
- UX Research & Usability Testing
- Web Accessibility (WCAG)
- Content Management Systems (CMS)
- Google Analytics
- SEMrush, Drupal, WordPress
- Adobe Creative Suite
- Microsoft Office

Work Experience

WEB CONTENT SPECIALIST

UW Medicine

Seattle, Washington / Jul 2024 - Present

- Lead content strategy for clinic and specialty pages to improve patient navigation
- Partner with providers and stakeholders to develop user-centered web content
- Collaborate with UX and development teams on usability testing and content improvements
- Coordinate time-sensitive content launches across UW Medicine

TECH BRAND CONTENT DEVELOPER

ADP Payroll, HR and Tax Services

Seattle, Washington / Sep 2021 - Jul 2024

- Supply the brand voice and work on employer brand and marketing projects
- Conduct keyword research and use SEO best practices to increase traffic on tech blogs and tech careers website
- Distribute a global newsletter to an audience of 20,000
- Support design team with social media/web campaigns

USER EXPERIENCE DESIGNER, COPYEDITOR

Self-employed, Upwork

Seattle, Washington / Aug 2019 - Sep 2021

- Writing and editing high-quality content for various media and platforms
- Conducting research on industry-related topics to develop original content
- Meeting deadlines and managing time effectively to ensure timely delivery
- Working on WordPress and other content management systems (CMS)

DIGITAL MEDIA STRATEGIST

Fashion for Conservation

Seattle, Washington / Nov 2018 - July 2019

- Strategize and plan for PR, communications, and graphic design
- Collaborate with the Web Design & Development Team
- Develop social content strategy and include visual & written elements
- Amplified Instagram account from 6,000 followers to 10.5 K followers in 6 months

NEWS & WELLNESS WRITER, JOURNALIST

Multiple Publications

Seattle, Washington / Jan 2016 - Sep 2019

- Invited to write features for the Seattle Taiwanese American Film Festival
- Youngest columnist on womany.net, a "women are many" lifestyle website
- Editing for AU Literary Journal, a local sci-fi journal
- Leading writing workshops twice a month
- Giving open-mic speeches for an audience of 200+

Languages

English (native), Mandarin (fluent), Taiwanese (fluent)