

# ANDY AZCURRA

MARKETING & COMMUNITY MANAGER

## EXPERIENCE

### Marketing & Community Manager

*Pie Trap Studios* 2023 - Present

- Managed, planned, and created content for all marketing channels, including Twitter, Instagram, TikTok, Twitch, Discord, newsletter & blog
- Managed all marketing deliverables in collaboration with artists, engineers, and creative director
- Wrote in-game copy including item descriptions and instructional content
- Created brand guide to ensure consistency across all communications
- Developed marketing plan for all stages of game development
- Defined target demographic and relevant insights/opportunities
- Created content and managed budgets for paid social advertising campaigns
- Helped design booth, brochures, and business cards for gaming conventions
- Moderated weekly Twitch streams and 300+ member Discord community

### Senior UX Writer

*Whisker* 2021 - 2023

- Scriptwriting and narrative design for branded video content, including VO, on-screen dialogue, and text overlays
- Creative direction for organic Twitter, Instagram and TikTok posts (140k+ followers)
- Copywriting for all B2C marketing channels, including website, video, email/SMS, paid social, mobile app, packaging, and customer support)
- Developed Whisker voice and tone, personas, comms guidelines, and key messaging/brand architecture
- Content strategy and creative direction for lifecycle marketing initiatives to ensure relevant communications throughout the end-to-end customer experience
- Wrote and managed UI text strings for Whisker app, including: onboarding, tutorials, and notifications

## EXPERIENCE

### **UI/UX Writer**

*Apple* 2020 - 2021

- UX/UI writing, content strategy, documentation, and research for full suite of global Apple Retail point-of-sale apps
- Built out a scalable, end-to-end process for creating, documenting, and implementing UI copy across design, product, operations, engineering, localization, accessibility, and QA teams
- Wrote and managed UI text strings for developers
- Led working sessions to promote accessibility standards and inclusive design
- Mentored and managed 3 junior writers on the UX writing team

### **UX Writer**

*Compass* 2018 - 2020

- Created and implemented company content style guide, including development of voice and tone, personas, and messaging pillars
- Wrote and managed technical documentation for Compass design system
- Planned and led interactive writing workshops for designers, developers, and PMs
- Conducted content-focused usability testing and feedback sessions
- Collaborated with designers on wireframes, prototypes, and journey maps
- Worked with developers to QA designs in staging and production environments

### **UX Copywriter & Content Strategist**

*Modus Agency* 2018 - 2020

- Copywriting and messaging strategy for Modus website rebrand
- Developed content frameworks and style guide for Modus design system
- Managed and produced all content for organic social channels, including Facebook, Twitter, Instagram, LinkedIn and company blog
- Copywriting and content strategy for Fortune 500 client websites, mobile apps, and email campaigns

## SKILLS

- Social media marketing
- Community management
- Brand development
- Marketing strategy
- Video editing
- Project management
- UX/UI writing & content design
- Seasoned mentor
- Cross-team collaborator
- Planner & organizer
- Big picture thinker
- Empathetic & inclusive
- DEI + Accessibility advocate
- Self-taught learner

## TOOLS

- Adobe Creative Suite, Canva
- Asana, Trello, JIRA, Notion
- Confluence, Wordpress, Wix
- Later, Hootsuite, Sprout Social
- Mailchimp, MailerLite, Hubspot
- Figma, Miro, UXPressia
- Google Analytics, HotJar, FullStory
- Basic HTML/CSS
- Twine, Ink

## CONTACT



[andyazcu@gmail.com](mailto:andyazcu@gmail.com)



518-669-0124



[andyazcu.com](http://andyazcu.com)