

# Andrea Drugay

## Contact

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## Work

Website:  
[andreadrugay.com](http://andreadrugay.com)

Portfolio:  
[andreadrugayportfolio.com](http://andreadrugayportfolio.com)  
Password: andreadrugay

## Education

BA, Communication  
Santa Clara University

MFA, Creative Writing  
San Francisco State University

## Skills

Writing  
Editing  
Management  
Leadership  
Content Strategy  
Editorial Strategy  
UX Writing  
Copywriting  
Blogging  
Event Planning  
Workshop Facilitation  
Public Speaking  
Mentoring  
Coaching  
Advocacy  
Evangelizing

## Leadership in UX Writing

### Dropbox

Senior UX Writing Manager, April 2018–Present  
Senior UX Writer, Sept. 2016–April 2018

- Manage UX writers across two product orgs: Growth and Enterprise
- Expanded Growth Writing team 6x in 8 months
- Established and scaled Growth Writing team across 150-person org
- Launched cross-functional initiatives to scale process and copy creation
- Major product launches include new onboarding for individuals and teams, and complex admin features like Team Disband and Member Suspension

### Responsibilities include:

- Recruit, hire, train, and mentor UX writers, copywriters, and proofreaders
- Lead UX writers to ship world-class copy that meets business goals
- Create and maintain culture for a healthy, happy, high-functioning team
- Facilitate writing feedback workshops
- Run companywide workshops and talks on writing, editing, and design
- Advocate with leadership for tools, process improvements, and strategy
- Host and run events for writers at Dropbox and in the design community
- Editor of Dropbox.design: establish editorial direction and strategy for 35k monthly views; developmental edits for non-writers; publish 1.7x per month
- Manager and lead for companywide content style guide
- As an IC, led UX copy for Growth and Enterprise products

### Goodshop

Lead Writer (freelance)  
Mar.–Sept. 2016

- Led all web and mobile UX writing for charitable website and onboarding emails for 2 major product launches and 1.5m subscribers
- Managed corporate blog re-launch and led editorial strategy for team of contributing writers
- Created and launched new brand voice and tone content style guide

### Independent Consultant: Freelance Writing and Editing

June 2007–2016

Clients included:

- Sano Intelligence (Lead Copywriter), 2015–2016
- Posh (Social Content Strategist, Writer), 2014–2015
- Goodby, Silverstein & Partners (Copy Editor), 2007–2012
- Rosetta | Formerly LEVEL Studios (Copy Editor), 2011–2012
- Publicis & Hal Riney (Copy Editor), 2011

### SpiralEdge, Inc (iSport.com)

Writer | Content Manager  
May 2010–October 2011

- Led all user-facing copy for two pillars of social networking subsite
- Wrote and edited 200+ long-form articles

### Google

Learning and Development Writer, Trainer  
June 2002–June 2007

- Led internal trainings for 100+ new hires in Online Sales & Operations
- Led development and creation of all internal training materials for Blogger
- Wrote Froogle Newsletter for 6 quarters, 3 countries (US, UK, Germany)
- Wrote and developed support docs, training materials, and customer support materials for 3+ teams
- Developed email feedback training for AdSense support specialists
- Created and managed the Google Online Sales & Operations Style Guide