

Andrea Drugay

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Work

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Education

BA, Communication
Santa Clara University

MFA, Creative Writing
San Francisco State University

Skills

Writing
Editing
Management
Leadership
Content Strategy
Editorial Strategy
Style Guides
Voice & Tone
UX Writing
Content Design
Copywriting
Workshop Facilitation
Public Speaking
Mentoring

Slack

Group Manager, Copy, March 2020–Present

Lead a team of full-time and freelance writers. Oversee all global Brand copy: brand campaigns, homepage, digital ads, landing pages, video scripts, event copy, social media, and much more.

- Wrote the company's first voice and tone copy principles in partnership with our CEO and CMO
- Trained 17 groups and several executives across Marketing, Product, and Design on our copy principles
- Expanded the Copy Team from 3 to 6 ICs to fulfill business needs
- Created the first voice and tone spectrum, adopted across Slack
- Revised and updated our brand voice and tone guidelines
- Created the first career frameworks dedicated to writing
- Established processes and practices for writing feedback and reviews
- Built the first MVP of a centralized companywide style guide
- Directed global expansion for regional copy principles
- Co-lead efforts for Slack.design and Twitter presence

Dropbox

Senior UX Writing Manager, October 2017–March 2020

Senior UX Writer, September 2016–October 2017

- Led teams for two global product orgs: Growth and Enterprise
- Major product launches included onboarding for individuals and teams, and complex admin features for our largest customers
- Managed and led companywide content style guide: 17-person team with status updates to over 1k employees
- Recruited, trained, and mentored UX writers and copywriters
- Led all copy efforts for Dropbox.design: editorial direction, strategy, voice and tone training, and community development
- Expanded Growth writing team from 1 IC to 6 in 8 months
- Created and scaled Growth Writing team across 150-person org
- Launched XF initiatives to scale process and copy creation
- Grew style guide team from 6 to 17 XF contributors
- As an IC, led UX writing for all of Growth and Enterprise

Senior Writer & Editor (Freelance)

June 2007–September 2016

UX writing, copywriting, content strategy, style guides/voice and tone, and copy editing for tech startups, advertising agencies, and digital marketing agencies

Clients included:

- Goodshop (Lead Writer: UX Writing, Copywriting), 2016
- Sano Intelligence (Lead Writer: UX Writing), 2015–2016
- Posh SF (Social Content Strategist), 2014–2015
- Rosetta | Formerly LEVEL Studios (Copy Editor), 2011–2012
- Spiraledge, Inc (Content Strategy Manager), 2010–2011
- Publicis & Hal Riney (Copy Editor), 2011
- Goodby, Silverstein & Partners (Copy Editor), 2007–2012

Google

Learning and Development Writer, Trainer

June 2002–June 2007

- Led trainings for 100+ new hires in Online Sales & Operations
- Created and managed the very first content style guide for Online Sales & Operations
- Led development and creation of all Blogger training materials
- Wrote newsletter for 6 quarters, 3 countries (US, UK, Germany)
- Created training materials for 3+ teams across Online Sales & Operations