

Amber Stefanson *(she/her)*

writer based in Portland, OR

portfolio: amberstefanson.com
email: hello@amberstefanson.com

Content strategist and writer with 6+ years of experience using research, information design, and content systems to help people find what they need.

Work History

May 2025 – Present

Content Strategist at NexiGo

- [Increased email click rate by 433%](#) through extensive A/B testing and targeted campaigns
- Owned the email marketing program end-to-end, including strategy, design, copywriting, segmentation, and deployment via Klaviyo
- Grew AI-driven referral traffic by [developing an SEO/GEO content strategy](#) optimized for LLMs, landing multiple articles in Google Gemini's top results
- Developed strategy, creative direction, and execution for [integrated marketing campaigns](#)
- Implemented and facilitated brainstorm and critique sessions, leading collaboration across several teams in different time zones

August 2022 – May 2025

Copywriter at NexiGo

- Wrote and edited all content across marketing, technical, and support channels, including [blogs](#), [video scripts](#), product listings, [emails](#), [proposals](#), [UI copy](#), and [user manuals](#)
- [Developed brand guidelines](#), a writing style guide, and templates for emails, reports, influencer contracts, and internal documentation to standardize voice across all platforms
- [Redesigned the company blog](#) to improve readability, information hierarchy, and content discoverability
- Created proposals that resulted in partnerships with [Best Buy](#) and Google TV
- Wrote award submission copy that earned recognition from CES Innovation Awards, Red Dot Design Award, iF Design Award, and Good Design Award with an 80% success rate

September 2014 – June 2017

Editor-in-Chief at Soul Prints Literary Magazine

- Grew magazine sales 25% year-over-year by launching an awareness campaign spanning presentations, marketing materials, and online artist features
- Led a team of editors and designers through the full editorial production cycle

Education

September 2017 – June 2021

B.A. in English, minor in Writing from Portland State University

February 2026 – July 2026

UX Writing Certificate from UX Content Collective