



ALEENAH ANSARI

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ABOUT ME

I'm a writer, marketer, and journalist at heart who highlights the stories of people behind products and initiatives

Guiding Beliefs: See everything as a learning opportunity, take feedback seriously but not personally, and lift as I climb

EDUCATION


University of Washington, Seattle

B.S. Human Centered Design & Engineering


B.A. Comparative History of Ideas

Accomplishments: Selected as ADCOLOR FUTURE 2021 and 425 Business 30 under 30 honoree; Published stories in Insider, The Seattle Times, Joysauce and more; Mentored dozens of BIPOC folks pursuing careers in media, tech, and business


EXPERIENCE

 **Product Marketing Manager, Commercial Search GTM** | Redmond, WA Dec. 2021- present


- Empower users to use Copilot, generative AI web chat for work, to be creative and productive at work by partnering with engineering and research teams to develop and revise adoption kit materials (user training deck, videos, demos, email templates) to keep up with an evolving product
- Increase awareness of Copilot by shaping messaging and developing graphics, scripts, news items, and demos for Ignite and Build conferences. Iterate on core content about Copilot based on alignment on branding changes, updated messaging and UX, and user feedback and testing

 **Freelance Writer and Speaker**, Various Clients | Seattle, WA Jan. 2021 - present


- Create SEO-optimized stories and short-form TikTok videos about representation in media, travel, and the non-linear journeys of entrepreneurs and creatives for Insider, Seattle Times, and Byrdie
- Hosted 15+ webinars for Microsoft, Columbia University, Products by Women, and more about navigating the job search and building an authentic personal brand through storytelling

 **Writer and Video Producer, Microsoft Inside Track** | Redmond, WA Sept. 2019 - Nov. 2021


- Drove IT pro and customer awareness and adoption of Microsoft products by creating blogs, videos, and social copy, which contributed to a 25% increase in blog engagement year over year.
- **Video production:** Led end-to-end video production by identifying a pipeline of content, interviewing and coaching subject matter experts during remote interview recordings, writing scripts, researching SEO best practices for YouTube, and hosting on-camera segments
- Aligned content with campaigns on security, digital transformation, and hybrid work with upcoming conferences and messaging from product, marketing, legal, and operations teams

 **User Experience Researcher, Alaska Airlines (Capstone)** | Seattle, WA Jan. 2019 - June 2019

- Assessed pain points and advocated for Alaska Airlines customer needs using surveys, interviews, and usability testing of a low-fidelity prototype for the flight change experience
- Led content strategy, created a set of design principles that could be used by UX designers and program managers, and presented findings to key stakeholders at Alaska Airlines

 **Reporter and Editor, The Daily** | Seattle, WA March 2015 - June 2019

- **Diversity beat reporter:** Pitched, wrote, and edited 115 articles on communities that lift as they climb such as undocumented individuals, indigenous women, and students of color
- **Wellness section editor:** Co-developed a new section of the newspaper and led a team of 10-15 writers who worked with experts in health and wellness across campus

 **User Experience (UX) Writer Intern, Microsoft** | Redmond, WA June 2017 - Sept. 2017

- Collaborated with designers, researchers, and developers to write UX copy for 20 scenarios in **Cortana Show Me**, an app that guided users through common Settings tasks on Windows devices
- Self-published LinkedIn and Medium articles about my experience as a woman of color and writer at Microsoft, which became resources for prospective employees and interns