

# MICHAEL A. HARRIS

## UX Researcher / Writer / Content Marketing Strategist

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### Professional Summary:

UX Researcher with ability to empathize with users, collect and analyze data to help further the design process and contrive microcopy for apps, websites and other digital products to help make the user experience enjoyable and rewarding.

Creative communications professional and project manager in editorial and digital advertising management, with an extensive background contributing impactful ad copy and innovative story ideas.

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**Education:** Bachelor of Arts: Journalism - Norfolk State University - Norfolk, VA  
Google UX Design Professional Certificate – Coursera

**Technical Profile:** Figma, Miro, Mural, Wireframing, Personas, Storyboards, Surveys and Interviews, Journey Mapping, Usability Testing, Competitive Audits, Qualitative/ Quantitative Research, Microsoft Office, Salesforce.com  
SEO/SEM, Google Ad Manager, Google Analytics, Google AdWords, WordPress, Drupal, AP/Chicago Manual Style

**Competencies :** Analytical and Critical Thinking, Written Communication, Planning and Coordination, Teambuilding, Problem-Solving

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### Professional Experience:

**UX Researcher**, 2023 - Current  
6ZEROS – Long Beach, CA

- Contracted by emerging social media platform looking for ways to increase female user engagement and receive feedback about the current user experience and ways to increase a broader userbase.
- Conducted research studies and usability tests with current users of the site.
- Collaborated with UX team management to create personas, scenarios, user journeys, story maps and user flows.
- Conducted competitive analysis with other major platforms like Twitter and Facebook.
- Used understanding and empathy for our target customer by designing and observing user studies and translating research findings into insights to help grow the brand's userbase by 25%.
- Assisted in coordinating the planning, direction, and implementation of UI/UX improvements to mobile applications for iOS and Android.

**UX Researcher**, 2023 - Current  
PAUL AARRINGTON Denim Studio – New York, NY

- Coordinated and planned the execution of UI/UX improvements to mobile applications for iOS and Android.
- Conducted research studies to create personas, scenarios, user journeys, story maps and user flows.
- Conducted competitive analysis with other major platforms competing in the same space.
- Used understanding and empathy for our target customer by designing and observing user studies and translating research findings into insights to help grow the music group's userbase.
- Conducted usability tests and created interview questions for research studies.

**Senior Writer, 2020 - Current**  
**Rolling Out – Atlanta, GA**

- Pitch and create daily news content for a digital audience on an array of topics centering around celebrity and political urban topics and issues.
- Create end of the year video packages and lists.
- Conduct celebrity interviews and upload footage via audio, video and editorial content.
- Upload content to social media platforms Twitter, Facebook and Instagram.
- Edit and proofread stories.
- Conducted client briefings for digital projects and partnerships and collected information to support discovery and execution.
- Work with social media team to market stories and drive traffic.

**Communications Specialist - Freelance Writer/ Copywriter, 2010 - Current**  
**Clients: Harris Publications (XXL Magazine), Johnson Publishing (Ebony, JET), The Atlanta Voice, Upscale, HipHopEnquirer.com & Record Labels: Universal, Sony, E-1.**

- Contracted to write editorial content, which includes feature stories, profile pieces and native content for national magazines/ websites.
- Supervised logistics related to story / photo shoots; selected locations; hired photographers and stylists.
- Contracted by major record labels to write biographies and press releases for national recording artists and assist with digital marketing campaigns.
- Copywrite engaging and memorable content for print, web, e-mail campaigns and advertisements.

**Sales Associate / Cashier, 2020 – Current**  
**Costco Wholesale – Atlanta, GA**

- Supervisor of ancillary departments (Meat, Deli, Bakery)
- Assist customers and managers of the retail chain and process online and in-person sales.
- Stock merchandise and compile inventory.
- Order supplies and maintain relationships with vendors and contractors.

**Content Producer, 2014 - 2017**  
**Viacom Networks – Atlanta, GA**

- Pitch and create multimedia news stories for a digital audience on an array of topics including music, sports and politics.
- Managed and reviewed main website and microsites to ensure that all content was relevant and properly updated.
- Edit and proofread stories.
- Created content packages for BET Awards and BET Hip Hop Awards.
- Work with social media team to market stories and drive traffic.
- Work alongside the sales team to create native content relevant to advertisers' needs and goals.

**Operations Manager/ Sr. Director of Digital Content and Advertising, 2008-2012**  
**Moguldom Media – Atlanta, GA**

- Launched HipHopWired.com, a dominant cultural site on the web providing up to the minute music industry and entertainment news and tech reviews. (3 Million Monthly Page Views and 500-Thousand Unique Visitors Monthly)

- Supervised, edited and proofread editorial, marketing and advertising initiatives across Moguldom Media's portfolio of websites (Bossip.com, HipHopWired.com, MadameNoire.com) that reached over 7-million Unique Visitors and 80-million Page Views monthly.
- Worked with the advertising sales team to create proposals and finalized content for native articles and ensured that the client's desired goals were met.
- Managed advertising initiatives including high impact ad units being rolled out across Moguldom Media's portfolio of websites.
- Carried out supervisory responsibilities such as interviewing, hiring and training talent; planning, scheduling, managing high revenue projects; and appraising performance of writers, producers and editors.
- Worked closely with the digital product team to create innovative new content for emerging digital platforms. (Apps, Ringtones, Mobile Site)
- Partnered with third party content partners to create more content on our digital platforms (i.e.: Nativo).

**Senior Music Editor & Audio Producer/ Advertising Copywriter, 2002-2008**

**The Source Magazine** – New York, NY

- Edited, assigned and proofread musical, culture and political stories throughout the magazine and helped develop and launch the daily prep service, which disseminated entertainment news to radio stations across the country including Clear Channel and Radio One affiliates.
- Co-led and managed 15-person editorial staff at one of the top-selling, music and culture magazines (Circulation of 300,000).
- Copywrote and proofread in-house ads and promotions.
- Planned and supervised the execution of every issue, from content creation to production and distribution.
- Coordinated events and secured talent for company sponsored functions.
- Wrote script for artists, hosts, and performers and helped book talent for the 2003 Source Awards.
- Operated as a face of the magazine for weekly industry events as well as panel discussions and television segments.
- Produced audio segments for prep service including celebrity interviews and drops.
- Producer for The Source Street Beat which aired on Hot 97 in NY.

**Assistant Online Editor, 1999 to 2001**

**VIBE Magazine** (VIBE/SPIN Ventures) – New York, NY

- Assigned, edited, proofread and produced content for VIBE.com's monthly audience of 500,000.
- Copywrote and proofread in-house ads and promotions.
- Secured world premiere listening parties online for international recording artists and booked online chats with various multi-platinum recording artists.
- Coordinated numerous artist-driven promotions with major record labels such as Elektra, Arista, Epic, Jive, MCA, Universal, Motown, and Interscope, among others.
- Worked with major movie studios such as Warner Bros., Paramount, Miramax, and New Line Cinema to secure interviews and online chats with Hollywood actors and directors.