

CIRILIA ROSE

content creator + strategist

ABOUT ME

I craft digital content—micro to macro—with an intense focus on user experience. Over a decade of diverse, design-adjacent experience shapes my strategic lens.

A collaborative, chronically curious researcher at heart, I tinker with words and images until only the most winsome ones remain. Think Vulcan with a poetic bent.

EDUCATION

Certificate in Storytelling + Content Strategy
University of Washington, Seattle WA

UX, digital marketing + brand strategy
School of Visual Concepts, Seattle WA

BA in Consumer Culture
University of Massachusetts, Amherst MA

EXPERIENCE

AMAZON // Seattle, WA

ACD Content Strategy // April 2020 - Present

- Built and implemented new mechanisms for content strategy process, including creative brief templates, style guides and audit frameworks
- Owns content strategy for launch of nearly a dozen new-to-world devices, features, and services in categories ranging from cloud gaming to remote elder care
- Delivered editorial strategy and on-going support for [Amazon Luna blog](#).
- Provides editorial support for [Pi // Patterns & Insights](#), a broadsheet showcasing Amazon design culture

NORDSTROM // Seattle, WA

Editor // May 2018 - March 2020

- Established editorial process and content calendars across digital channels
- Partnered closely with marketing, SEO, video, and merchandising teams to align on business priorities and brand standards
- Created and presented concept decks for photo and video shoots
- Produced and acted as on-camera talent for video tutorial series

Editorial Copywriter // June 2017 - April 2018

- Lead naming brainstorms for new initiatives, events and editorial franchises
- Owned voice standards, balancing authority, approachability, and SEO

Product Copywriter // July 2015 - May 2017

- Wrote accurate, conversational selling copy and technical specifications for 200+ items a week, pivoting to accommodate trends and customer feedback

WOOLYARNS // Wellington, NZ // Brand Ambassador // June 2014 - March 2016

SKACEL COLLECTION // Kent, WA // Creative Director // September 2011 - May 2014

BERROCO INC. // North Smithfield, RI // Designer // August 2008 - April 2011