

# KEVEN FARNWORTH

## CONTACT

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Austin, TX 78741

## EDUCATION

### | Journalism & Mass Communication

Arizona State University  
Walter Cronkite School of Journalism and  
Mass Communication  
2009 — 2012

## SKILLS

WordPress  
Zendesk  
Confluence  
JIRA  
Aha!  
Adobe Products ( InDesign, Photoshop)  
HubSpot  
Asana  
Strong Written & Verbal Communication  
Copywriting  
Copyediting  
Project Management  
Remote Work  
Technical Writing

## REFERENCES

**Nicollette Mead**  
Product Owner, Shopgate, Inc.  
T: 480.201.6908

**Devon Upton**  
Customer Success Manager, Medallia  
T: 240.601.2342

## SUMMARY

A flexible and creative problem solver fuses experience in content creation in customer support and marketing with a background in blogging and written communication to deliver thoughtful and meaningful content under tight deadlines. Expertise in multiple writing styles and formats. Knack for understanding an audience and lover of words.

## WORK EXPERIENCE

**PRODUCT & PARTNER MARKETING MANAGER** Shopgate,  
Inc. | Austin, TX | March 2018 - Present

- New product launch and re-brand
  - Contributed to copy for website, internal trainings, release notes
  - Built out demo (desktop site and mobile app) for NRF
- Partner listing page
  - Created copy, worked with team to coordinate and plan design, planned and executed partner outreach
  - Managed ongoing updates within WordPress
- Content in various forms
  - Copywriting and content creation for blogs, guides, eBooks, webinars, sales decks, webpages, internal trainings, email campaigns, release notes, internal educational documents, video scripts, brochures, etc.
- Cross-functional and interdepartmental projects
  - Worked closely with Design, Customer Success, Product, and Sales in the US and in Germany
- Market and product research
- Project management on multiple campaigns
- Event coordination and budget planning

### TEAM LEAD, TIER 1 AND TIER 2 CUSTOMER SUPPORT

Shopgate, Inc. | Austin, TX | May 2016 - March 2018

- Support Center
  - Owned all projects relating to the customer-facing Support Center
  - Translated and edited copy for 100+ support articles
  - Organized content for a better user experience
- Led a team of 7
  - Reported directly to CEO for 7 months
  - Created KPIs, coached team, and created new-hire training for entire Customer Success department
- Maintained excellent Customer Satisfaction (9.8+)
- Product training for Sales and Customer Success

## EXTRA

### PERSONAL BLOGGING

- Created, designed and maintained multiple blogs on WordPress

### UX/UI COURSE - GENERAL ASSEMBLY

### VOTED FEARLESS LEADER MULTIPLE TIMES

Shopgate, Inc.