

## Howard Schwartz

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### A brief Intro

As a copywriter turned UX writer turned content strategist, I have a proven record of successfully partnering across organizations to:

- Create strategic content that moves people to engage, trust and buy
- Drive revenue while building loyalty
- Foster a productive, creative and fulfilling collaborative environment

Wearing different hats throughout my career, I've worked for blue chip brands including Marriott International, Carnival Cruise Line, Sodexo USA, Music & Arts, and Cox Automotive (a \$7B force in the automotive industry).

### Skills

- Writing content for a wide range of audiences and products spanning the entire user journey
- Developing creative campaigns
- Defining brand voice
- Leading the creative development and UX on marketing and branding projects
- Crafting narratives that engage audiences
- Using research and analytics to inform new builds and optimize existing ones

### Experience

#### Senior Content Strategist, EPAM Systems, July 2021 to present

- Deliver strategic content across the entire user journey for Cox Auto's groundbreaking digital retail platform: all workstreams, including the b2b portal for dealerships
- Collaborate with UX design leads, product and legal teams to ensure a frictionless, seamless user experience that meets business goals
- Develop editorial guidelines
- Define a distinctive tone of voice conducive to building credibility and moving users forward
- Ensure scalability of the platform through strategic, well-documented content governance

#### Owner, Howritelam Creative Services, LLC: Freelance Content Strategist/UX Writer/Copywriter, June 2019 - Present

- Content strategy and copywriting for Marriott's new global learning and training platform
- Blog and promotional writing for Sodexo USA
- Booking funnel optimization for Carnival Cruise Line
- New tone of voice, content strategy and copywriting for Aquilino Cancer Center, one of the nation's most innovative treatment facilities

### **Director, User Experience, Marriott International, March 2011 – June 2019**

- Crafted, edited, and governed content on Marriott.com
- Managed external agencies, onboarding them on Marriott's digital design, editorial and accessibility standards
- Managed a team of UX writers/designers
- Applied site analysis and user research findings to website content, design and user interface
- Led creative efforts on marketing/promotional campaigns

#### **Accomplishments**

- Led and coached a team of digital writers and visual designers through the Starwood merger and integration
- Delivered 150 projects/year, including microsites, landing pages and ad placements
- Led the re-architecting, re-designing, and re-writing of Marriott's corporate information section as it migrated from Marriott.com to a stand-alone site
- Created a scalable, self-serve, B2B e-commerce platform and content management system, allowing Marriott's global sales force to quickly develop and manage customized web pages for their largest accounts
- Leveraged the above platform for Marriott's largest region, enabling our internal customers to quickly create their own promotional pages – on the fly – with minimal cost and effort
- Led creative and UI on the development of responsive website for JW Marriott, Marriott Hotels, Atlantis Bahamas, Protea Hotels (Africa's largest hotel chain), Delta Hotels, and Courtyard
- Led development of Marriott's first-ever comprehensive digital editorial standards
- Created global, cross-channel campaigns
- Developed global messaging announcing the merger of Marriott and Starwood Hotels in placements throughout both companies' websites
- Led the copy, design and UX efforts on a 40+ page B2B site targeting Marriott's hotel development community (the crux of Marriott's business)

### **Senior Manager, Content Strategy, Marriott International, September 2007-March 2011**

#### **Accomplishments**

- Built a multi-skilled team of digital writers and content strategists
- Earned several digital marketing awards for promotional web pages
- Collaborated with content managers to hand code our antiquated content management system in order to achieve more aesthetically pleasing and user-friendly page designs
- Developed a pilot for a landing page specifically for guests when they arrived at their hotel.
- Audited content to prepare for our migration to a new responsive framework
- Led creative development of Marriott and The Ritz-Carlton direct mail campaigns

### **Senior Content Strategist, Marriott International, March 2005- September 2007**

#### **Creative Director/copywriter, Fahey-Davidson, 1996 - 2005**

##### **Responsibilities**

- Led creative team for one of Washington, D.C.'s largest advertising/marketing agencies.
- Wrote copy and coached junior copywriters
- Presented the team's work to external clients

**Awards**

- Hospitality Sales and Marketing Association International Adrian Awards
- Web Marketing Association WebAward
- ECHO award for ad promoting Marriott's conservation efforts

**Education**

Bachelor of General Studies, University of Maryland, College Park