

ASHLEY GOLDSMITH MIDDLETON

content strategist & UX writer in San Francisco

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EXPERIENCE

UX Writer & Content Designer for Gemini (fka Bard), Contract

Google (Aug 2023 - Present)

- Develop and refine content policy strategies, write, and train Gemini (AI chatbot) for safety
- Creating a safer, more engaging large language model (LLM) through regular testing and rewrites
- Manage and deliver large content sets under tight deadlines through frequent sprints
- Collaborate with UX team, trust & safety, and engineers to shape content
- Ensure that writing is cohesive, high quality, helpful, and safe for vulnerable audiences
- Create competitive analysis reports and present them to team leads
- Communicate cross-functionally with program managers, designers, policy, UX researchers, trust & safety, and more to solve UX and content strategy problems

Senior Content Strategist, Community Help and Education

Meta, Instagram (Jan 2020 - Aug 2023)

- Wrote jargon-free support content to guide global users through complicated products
- Known as a subject matter expert in Instagram's policy, access, security, and safety products
- Conducted regular content audits to ensure accuracy, usability, and compliance with standards
- Collaborated cross-functionally with policy, legal, engineering, product, and localization partners
- Managed multiple support content requests at once across IG teams with competing deadlines
- Monitored and reported on content performance metrics to product teams to improve UX
- Used A/B tests and data insights to identify areas for improvement and optimization of content
- Strategized and wrote legally-sensitive content to mitigate risk to the company
- Led teams of content strategists and contingent workers on strategic projects
- Proactively developed content design improvements to the IG account access recovery flow
- Partnered with UX researchers to improve the design and accessibility of the IG Help Center
- Trained and mentored new hires on cross-functional collaboration and best practices
- Collaborated with org leadership to develop DEI programs and write/edit executive DEI comms

Senior Content Strategist

Sun Basket (June 2017 - Oct 2019)

- Developed quarterly content/creative strategies with marketing and in-house creative teams
 - Led UX content design for the brand's web and app redesign
 - Edited and wrote copy for the blog, marketing, email, social, and partnership collateral
 - Project-managed integrated campaigns
 - Managed a small team of creatives
 - Measured performance of social strategy using Sprout Social data analytics
 - Collaborated with creative director to oversee content and art direction of weekly recipe booklet
 - Shot, directed, and appeared in branded cooking videos on IG, FB, and Youtube
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SKILLS



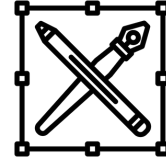
Visual Design

InDesign
Photoshop
Figma
Photography & Video



Writing & Editing

AP & Chicago Styles
Copyediting
Fact-checking
User-focused copy
Artificial Intelligence (AI)



Content Management

Large Language Models (LLMs)
XML/HTML
Content Auditing
Wordpress
SEO

PREVIOUS ROLES & FREELANCE WORK

- Content Strategist (Freelance) at **Pinterest** (Dec 2023 - Present)
 - Developing strategy and writing content for Pinterest's help center and policy center. Focusing on safety and policy content for global users.
- Content Strategist (Contract) at **John Brown Media** (Oct 2019 - Jan 2020)
 - Led content strategy for client's (Sam's Club) Instant Savings print book and developed a strategic creative vision for the client's new voice and tone
- Assistant editor at **Via Magazine** (2016-2017)
 - Worked with creative/editorial team to develop strategic creative concepts
- Editorial Fellow at **AFAR Magazine** (2016-2017)
 - Partnered with creative teams to develop and publish web and social content
- Writer for Bon Appetit, NPR, Eater, Lucky Peach, San Francisco Chronicle, etc. (2010-Present)
 - Write and develop creative content, cookbook content, and articles for various publications
- Content marketing for **Yelp**
 - Created creative training documentation for restaurants using Yelp's reservation system
- Copywriter at **Territory Foods**
 - Interviewed chefs and health/wellness experts for creative blog content
- Fact-Checker for San Francisco Magazine, ProPublica, and John Brown Media
- 13 years of restaurant industry experience

EDUCATION

B.A. | San Francisco State University

- Print and Online Journalism
 - Minor: Women's Health & Gender Studies
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