

# Robert Poposki

underscored.com.au

Hands-on writer with a maths brain and a passion for all things digital.

## Key skills

---

Micro copy

Problem-solving

Verbal and written

Technical documentation

Copy editing

Structural editing

Information architecture

Style-guide development

WCAG compliance

Content strategy

Plain language

A/B testing

## Relevant experience

---

### SENIOR UX WRITER

UniSuper | Jan 2022 – present (contract)

#### Mobile app: custom build

Working closely with the design teams, as well as the product, brand, research, legal and investment teams, my job was to develop the words and update the current writing style guide to reflect app- and digital-specific usage rules while co-ordinating global style changes with the broader marketing team.

### DIGITAL CONTENT SPECIALIST

Bupa | Oct 2021 – Jan 2022 (contract)

#### Internal-communications platform: content migration

I was brought in as a content specialist to ensure the internal communications migration was a success. It involved rewriting existing content so the UX made sense on the new platform and consulting with content owners to help them update, manage and create their own content.

### UX WRITER

Education Horizons Group | Jul 2021 – Nov 2021 (contract)

#### School software: features release

Working with the product and design teams, I helped to make a complex, jargon-heavy system cleaner and simpler to navigate. I also created user documentation explaining how the trickier parts of the app worked, allowing teachers to carry out their daily tasks through the software.

## Education

---

[Postgraduate]

Master of  
Creative Writing,  
Publishing and Editing  
The University of  
Melbourne

[Undergraduate]

Bachelor of Laws  
La Trobe University

## Software and coding

---

Content management  
system (CMS)

- WordPress
- Craft
- AEM
- Drupal
- GovCMS

Coding languages

- HTML
- CSS

Design & project tools

- Figma
- Adobe Suite
- Jira
- Confluence

CRM & analytics

- Salesforce
- Google Analytics
- hotjar

## Relevant experience

---

### **DIGITAL CONTENT & UX WRITER**

Greater Western Water | Mar 2021 – Oct 2021 (contract)

#### **Website: custom build**

For a complex integration between two large water corporations, I led the development and implementation of content for their new micro-website.

In the absence of a UX designer, I mapped out the user journeys across three websites branded as one (gww.com.au), ensuring I was legally compliant and met business requirements.

### **CONTENT DESIGNER**

Transurban | Aug 2020 – Mar 2021 (contract)

#### **Product launch: CMS redesign and content migration**

I successfully created new help and sales content across a website of 300+ pages, designing new content templates and reformatting existing templates to suit new Adobe Experience Manager (AEM) functionality.

### **CONTENT DEVELOPER**

Origin Energy | Sep 2019 – May 2020 (contract)

#### **B2B portal: custom build**

I developed, oversaw and delivered all content for the portal itself, as well as communications and marketing materials related to the portal (including marketing emails and templates; change-management documentation; knowledge articles; micro messaging; copy and UX for login screens and portal pages; scripts for service teams).

### **CONTENT EDITOR**

Expression Australia | Sep 2019 (contract)

#### **Website: content audit and edit**

I edited all written materials for a not-for-profit's new website to go live, ensuring all content met strict style and web accessibility (WCAG: AA) requirements. It was a time-crunch project with a one-month deadline that I managed to meet to launch the website on time.

## Web projects

---

Portal build (Origin)

New CMS (Transurban)

Business merger (GWW)

## Personal Accomplishments

---

First Class Honours for master's course

Various literary publications

Finished writing a novel

Developed a blog with a readership of 10,000+ people

Ranked 1st on Google for several blog posts

Longlisted for the Calibre Essay Prize

Coded entire website from scratch during lockdown (underscored.com.au)

## Relevant experience

---

### **COPYWRITER**

Tailors Mark | Apr 2019 – Aug 2019 (contract)

#### **Website and product launch: rebrand**

As part of a menswear tailoring company / tech start-up rebrand, I helped to launch a new tech product brand new to the industry. With a close design and marketing team, I developed all written materials for the website, email campaigns, product materials, and business pitches.

### **CONTENT MANAGER**

The Odd Sock | Feb 2015 – Feb 2018

### **CONTENT CREATOR / EDITOR**

SMSGlobal | Jul 2014 – Jul 2016

### **FREELANCE WRITER**

Self-employed | 2012 – present

## Favourite Quotes

---

'I'm afraid of losing my obscurity. Genuineness only thrives in the dark. Like celery' - Aldous Huxley

'And you may tell yourself, This is not my beautiful house. And you may tell yourself, This is not my beautiful wife' - Talking Heads