

Martin Andersen

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PROFESSIONAL HISTORY



Conversation Designer & Partner Manager

FEB 2022 - Present

- Project management
- Conversation design
- UX writing
- Conducting client workshops and training
- CAI strategy consultancy
- Client customer data analysis
- Establishing and maintaining partnerships

Conversation Designer

Jan 2021 - FEB 2022 (Freelance)

- Industry-agnostic expert reviews on client chatbots
- Use case mapping, (re)writing, and strategising
- Consultation on best practices for conversation design
- Persona development of digital assistants

Σntain

Global Creative Copywriter

APR 2019 - FEB 2022

- Creative copy for campaigns and on-site assets
- Writing promotional copy for bwin, Ladbrokes Coral, Gala Bingo, Foxy and other labels
- Leading SEO writing for bwin.com
- UX writing and creating research reports



Localisation expert

Jan 2020 - Feb 2022(Freelance)

- Localising and transcreating diverse content from English to Danish
- Maintaining the Danish Assistant Personality

London-based, experienced Conversation Designer and UX writer. I enjoy finding the human stories within customer and AI journeys.

SKILLS

- Conversation Design
- UX Writing
- CAI strategy
- Creative Writing
- Content Design
- SEO
- Localisation
- Data Communication

EDUCATION

The Conversation Design Institute: 2020

Certified Conversation Designer

Queen Mary, University of London: MA, 2013

Modern and Contemporary British History. Merit

Goldsmiths, University of London: MA, 2010

Comparative Literary Studies. Merit

University of Southern Denmark: BA, 2008

English and Creative Writing, 2:1

 **Google Assistant** via Adecco
Creative Writer and Conversation Designer

JAN 2018 - APR 2019

- Building and developing the Danish Assistant personality
- Conversation Design
- UX writing for the Nordic market
- Writing reports on performance
- Conducting UX training sessions

 fleetway

Content Writer

JUL 2016 - DEC 2017

- Creative content for the website and social media
- UX writing for in-house travel app

 **GROUPON**

Content Manager and Researcher

APR 2014 - DEC 2015

- Writing copy and transcreating deals for websites
- Researching and converting leads
- Performing competitor analysis

LANGUAGES

Danish - Native

English - Native

Norwegian - Intermediate

German - Intermediate

INTERESTS

Illustration, Literature, History

Cycling, Football, Tennis

Northern Soul