

PETER (PJ) BARNARD

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SUMMARY

Highly motivated content copywriter who excels working both as part of a team or individually. Experience includes various published blogs and web articles with a proven track record to quickly learn new skills and ramp up in real-world work settings. Looking for a collaborative environment to put skills to the test as a professional writer. Passionate, collaborative, empathetic, and eager to learn with a commitment to quality and excellence.

EDUCATION

University of California, Irvine
Irvine, CA
Graduated June 2023
Major: Bachelor of Arts, English
Minor: Creative Writing
GPA: 3.5, Dean's Honor List

EXPERIENCE

Kong Inc., San Francisco, CA (Remote)

December 2023 — Present

Content Marketing Specialist

- Worked as a part of a creative marketing team for a SaaS, B2B company to produce online content in the form of blogs, case studies, customer success stories, technical tutorials, eBooks, and more.
- Created content that was digestible by both highly technical developer audiences and entry-level novice readers.
- Learned about all things Kubernetes to be able to write about it in a comprehensive way, despite having no knowledge of it before starting work.
- Worked closely with SEO-specialists to properly curate articles and have them rank higher on Google, with one blog post ranking at 0.
- Participated in company wide Marketing All-Hands meetings and Content Syncs.

Starbucks, San Mateo, CA

January 2020 — August 2021

Barista Trainer

- Advanced to become the go-to expert on register, handoff, bar, warming, or storage and effectively trained others to do so, ensuring a team of 25 adhered to corporate and local health inspector policies.
- Crafted unique visuals and statements that lined the windows and walls of the store to drive increased store traffic and sales, becoming the highest rated store for customer connection and most profitable store in the district.
- Communicated with a diverse set of customers daily on various topics, all while maintaining the ideals and mission statements of the company.
- Participated in district-wide Zoom calls to keep morale high and established a network of references.
- Curated corporate emails for myself and coworkers.

Interior Motions, Emeryville, CA

June 2018 – August 2019

Warehouse Associate

- Managed inventory of all warehouse products and developed expertise in products, brands, and solutions to meet customer needs.
- Assembled furniture according to individual manufacturer specifications to ensure quality and safety.
- Directed daily deliveries including the unloading/loading of trucks to meet delivery schedules promised to customers.
- Communicated with customers to provide an excellent level of service and assistance to select products, order, and arrange delivery.
- Maintained overall warehouse aesthetic and product quality with thorough cleaning and organization.

CLUBS/ACTIVITIES

Creative Writers Guild, UC Irvine, CA

September 2021 – June 2023

- Participated in person and online with over 330 total UCI students.
- Helped to proofread, brainstorm, and finalize works from over 50 fellow striving writers, while also working on my own pieces.
- Communicated with members about their intentions, purpose, and ultimate goal with the piece they were producing.
- Gained experience working on multiple drafts, often upwards of 5, where some portions were experimental or rewritten to see how the feeling of the writing changed.
- Worked with several genres ranging from fiction to journalism, learning the nuance and technical aspects of those fields.

English Majors Association, UC Irvine, CA

September 2021 - June 2023

- Worked with a group of between 10-50 students and faculty to organize and advertise events highlighting various topics in the Humanities major.
- Participated in more than 10 total group readings, book clubs, and seminars on campus to support the club and broaden my knowledge of writing style.

Interests/Hobbies:

- Creative Writing (Mainly Fiction and Poetry), Video Games, Coffee, Fitness

Proficiencies:

- Microsoft Office Suite, Slack, Technical Writing, OpenAI, Claude, Google Workspace, Asana, Zoom

