

# Time Barrow, Ph.D.

Director | Manager | Instructor

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## Summary

- Ph.D. in technical communication and rhetoric
- Customer focused, join forces, own outcomes, work fearlessly
- 20 years college instructor: web authoring and multimedia writing
- 20 years industry: brand, UX, instructional content director/creator
- Content: inspire/define/deliver correct, concise content
- Leadership: mentor, inspire, promote, grow high-performing talent

## Experience

### GoDaddy

*Copy Director / Brand Writing Manager* 2017- Present

- Evaluate/test brand voice & tone, present new direction, persona, manifesto, and style guide application
- Copy director/editor on high-visibility projects like registry rebranding and corporate/customer events
- Manage, mentor, and inspire super-talented writers, helping to advance their careers
- Provide creative direction, deliverables, and testing for writing across multiple channels
- Created, maintain, evolve all company Style Guides, collaborating to create channel-specific playbooks/libraries
- Write high-visibility projects like GoDaddy [Careers](#) and [Design](#) sites

*Senior UX Writer / Content Designer* 2007 - 2017

- Produced content strategy and UX content for Hosting, Website Builder, Mobile, and Email
- Scripted, recorded, served as voice talent, and built instructional on-screen tutorials
- Created guides and online tutorials to assist customers
- Established/maintained UX content style guide
- Composed marketing and FoS content

### Arizona State University

*Instructor* 2003 - Present

- Instruct *Principles of Web Authoring* and *Fundamentals of Writing for Digital Media* courses

### Corpedia Education

*Managing Editor/ Instructional Designer* 2003 - 2005

- Managed in-house/outsourced writers, supervising/editing research and writing for content, style, and integrity
- Built instructional outlines for web-based courseware
- Interviewed SMEs and performed course research

## Education

- **Ph.D. - Technical Communication and Rhetoric**  
Texas Tech University – 2012
- **M.A. - Religious Studies**  
Arizona State University – 2003
- **Certificate - Multimedia Writing & Tech. Comm.**  
Arizona State University – 2002
- **B.A. - Religious Studies**  
Arizona State University – 1999

## Skills

### Brand Voice & Tone

Lead efforts — collaborating with creative and design directors, strategists, and data analysts — to evaluate and test company voice & tone, and develop rationalized direction, including tested personas, manifestos, and style guides.

### Content Direction/Strategy

Define, articulate, and deliver comprehensive, well-crafted content strategies, design, and execution plans for enterprise (B2B) and consumer (B2C) experiences, directing copy to ensure it's accurate, fitting, and inspiring.

### Leadership

I mentor, grow, and promote high-performing brand writing (marketing, FoS, social media, UX, video, and email) teams ensuring messaging empowers and is on-brand by defining and continuously improving the end-to-end process.

### Style Guides

Create, maintain, and evolve Brand Books and Brand Writing Style Guides, joining forces with other writing teams to leverage their knowledge and direct their creation of channel-specific guides, playbooks, and libraries.

### Join Forces

Work cross-functionally to leverage thought leader expertise to infuse the company with a unified brand narrative. I partner with design, marketing, senior leadership, and legal teams to produce stellar deliverables for every channel.

### Insights and Measurement

Analyze customer/market, client, and brand insights to inform brand decision making, develop measurement plans, and leverage insights and data to evaluate projects and deliver recommendations to deliver effective brand experiences.