Website Copy, Website Redesign, and Continual Updates

Throughout my tenure at Mimecast, I have worked diligently to ensure the company website properly represents the professionalism and expertise of the wonderful people I work with there while also ensuring every word of website copy also properly reflects the importance and benefits of Mimecast's products and services for customers and prospects. This has entailed reworking and updating existing copy as needed, maintaining the company's Cyber Resilience Insights Blog, its roster of subject matter experts and blog author pages, and jumping in to provide website copy as requested through two website redesign projects. Mimecast has a wonderful IT team that is very responsive and assists with any needed website updates.

In addition, the IT team has spearheaded doing most of the difficult backend work through two website redesign projects during my time there. Working with the IT team in Figma and Miro, I am provided with website page layouts that contain lorem ipsum text for reference, and I then create the needed website copy for those pages, being mindful of current company messaging guidelines, character counts, and SEO optimization.

I have had a hand in much of the website copy that is on the current Mimecast.com website.