

SUMMARY

Reputation for building trust by leveraging carefully crafted messaging to engage users across all touch points. Proven expertise in defining processes, tone, voice, and style guides, pre-discovery work, and content modeling. Works to enable current users and potential customers to connect to brand and cultivate loyalty through a human digital experience. Able to simplify complex concepts into more relevant terms using inclusive phrasing. Renown for fostering collaboration and meaningful relationships across an enterprise, with emphasis on Leadership, Product, UX & UI Design, Research, and Accessibility/Inclusivity. Solid commitment to process alignment and standards compliance to sustain consistency and strategic governance. Talent for transparent communications across all levels of organization. Leadership by example that instills trust, fuels motivation, cultivates creativity and, opens endless possibilities for innovative solutions. Mentor and coach to the team, education developer and workshop facilitator with a strong teaching background.

EDUCATION

InnerMBA Certificate, 2021
New York University

**Master of Fine Arts
in Creative Writing & Literature**
Bennington University, Bennington,
VT

**Bachelor of Science
Major in Computer Science**
University of Massachusetts Boston
(UMass Boston)

CAREER EXPERIENCE

STASH | New York, NY

Work as sole content designer to lead the direction of new content efforts, including writing content, conducting content and UX audits, developing heuristics, and finishing a style guide. Lead content design for all product lines and channels, working with design, research, product and compliance to delivery best-in-class user experience.

Continue to improve the user experience and business results with each release.

CVS Health | Boston, MA

SENIOR MANAGER: Content Strategy, 2021 to Present

Direct a team of 12 content strategists on the e-commerce experience of [CVS.com](https://www.cvs.com) and the app, while mentoring, critiquing, and collaborating. Team up with UX, UI, Design, Research, Product Development, and Accessibility in developing effective content solutions and compelling digital retail experiences.

- Scaled up Content Strategy Team from 5 to 12 with highly qualified strategists. Thereby increasing [CVS.com](https://www.cvs.com)'s capabilities for e-commerce by 50%
- Upgraded content quality and customer engagement by 37%.
- Improved turnaround time by implementing work flow processes, content strategy rationales, and training by working with partners.
- Designed and presented workshops including "Presenting Content Strategy to Stakeholders" and "The Art of the Difficult Conversation" to refine key skillsets for content strategists.

Bentley University User Experience Center | Waltham, MA

ADJUNCT PROFESSOR, CONTENT STRATEGY, 2018 to Present

Equip students with well-formed understanding of the human behaviors that shape user interactions with a given product or service. Instill capacity for strategic content design.

- Expanded student perspective and understanding of content strategy.
- Facilitated making connections between content strategy and UX environment.
- Guided each student in discovering expertise areas and exploring possibilities when talents are cultivated.
- Helped students build portfolio of work that got them jobs at industry-leading companies such as CVS.

AREAS OF EXPERTISE

- ✿ Content Strategy Leadership
- ✿ Inclusivity
- ✿ Web Content Accessibility Guidelines (WCAG)
- ✿ UX Writer
- ✿ Mobile/App Content Strategy
- ✿ Presenting content strategy
- ✿ User Engagement
- ✿ User Experience (UX)
- ✿ Search Engine Optimization (SEO)
- ✿ User-centered Content Strategy & Design
- ✿ User Personas
- ✿ User Stories
- ✿ Content Research and Testing
- ✿ A/B testing
- ✿ User Scenarios
- ✿ User Journeys
- ✿ Content Modeling
- ✿ Performance Analysis
- ✿ Competitive Analysis
- ✿ Project Management
- ✿ Agile and SAFe Agile Methodologies
- ✿ Resource Allocation
- ✿ Cross-functional Collaboration
- ✿ Relationship Building
- ✿ Working with Stakeholder Expectations
- ✿ Team Building
- ✿ Conflict Resolution
- ✿ Coaching & Mentoring
- ✿ Workshops and Presentation Development and Delivery
- ✿ Advocating for Content Strategy

THOUGHT LEADERSHIP & SPEAKING ENGAGEMENTS

2018 to Present

Engineer and deliver programs and courses geared towards captivating content design, purposeful thought processes behind the craft of content strategy, building foundational elements of a content strategy practice, and how to build high performing teams. Presentations are tailored to meet audience needs and goals, ranging from] private business skills development to podcasts and speaking engagements across the country. Recent talks include:

- Engineered a course on **Content First Design**, currently available in podcasts, at meetups, and educational outlets.
- Developed a presentation on **Presenting Content for Stakeholder Buy-in** which demonstrates how to put together a strong content strategy rationale and how to collaborate with stakeholders with a variety of interests in mind.
- Crafted a talk on **Building Teams That Trust**, presented through the Perspectives 2022 international content strategy conference.
- Collaborated on writing **The Art of the Difficult Conversation** workshop and went on to present this across the company.

TIAA I Boston, MA

LEAD CONTENT STRATEGIST, 2013 TO 2021, Boston, MA

Steered the direction of project teams to meticulously conceptualize and develop experiences drawn from customer insights. Advocated for customer needs and expectations

- Redefined limits of possibilities to portray TIAA's vision of customer care and expertise in strategic financial investment and anticipating future needs with high precision digital transactions.
- Streamlined the transaction process with the user in mind.
- Boosted Required Minimum Distribution (RMD) transactions by 41% and cash withdrawal transactions by 43%.
- Took charge of extensive user and content research, saving the company in call center service expenses during a rebrand.
- Pioneered TIAA's Annual Content Strategy Summit, bringing together the company's top content strategists to shape the future of content strategy within the organization based on current challenges and designing innovative solutions.

etruro.com I Cape Cod, MA

Principal, Owner, 2011-2013

Developed websites for local businesses including coding, graphic design, content strategy, SEO, training users, and business management. Grew business by 78% over two years.

Bank of America I Boston, MA

VP Editorial Design, Content Strategy, 2011-2013

Oversee content for projects across key business areas; work with visual and interface designers and other stakeholders to implement successful business solutions. Worked on bankofamerica.com, futurescholar.com as well as institutional web platforms.

- Work with business partners to develop and reinforce brand and positioning and align content with project goals. Work with other editors to develop SEO standards and toolkit.