

Elizabeth Heffner

Cell: (919) 630 - 6817
elizabeth.v.heffner@gmail.com

EXPERIENCE

Truist, Charlotte, NC — Senior Content Designer (contract)

November 2024 - May 2025

- Supported multiple agile teams and collaborated with user experience designers (UX), user interface designers (UI), program managers (PM), and product owners (PO) on the Wholesale Payments team.
- Identified content opportunities to continuously improve user journeys, product adoption, performance, and overall client satisfaction.
- Introduced, advocated for, and documented content design processes that supported team growth and synergy.

Wells Fargo, Charlotte, NC — Senior Content Designer, Senior Assistant Vice President

November 2021 - June 2024

- Collaborated with XD content designers, product designers, design program managers, and researchers in Figma on multi-device experiences for online and mobile banking, financial education, product information, tools, and applications.
- Developed content strategies that met customer needs and business goals.
- Wrote and edited copy decks that reflect brand standards and content design best practices.

Electrolux, Charlotte, NC — Digital Marketer II (contract)

February 2021 - July 2021

- Migrated existing content and built it within the new CMS.
- Tested and reviewed content for quality assurance and website best practices
- Managed the content migration roadmap and tracked progressing workflows for website pages being pulled over and new pages being built.
- Worked closely with the Content Manager to create a content model based on best practices for CMS structure
- Identified where gaps in assets or information existed and provided recommended solutions.
- Coordinated with other employees across the organization, ensuring predecessor deliverables were completed to keep the production process on track.

SKILLS

Content Design & Strategy

Content Writing

Editing & Proofreading

Tutoring (MS/HS/College)

Johnson & Wales University, Charlotte, NC — Professional Writing Tutor

August 2020 - February 2021

- Tutored students on specific course content, writing, and study methods using techniques complementing students' learning styles.
- Coordinated tutoring goals with special needs counselors, academic counselors, and faculty to effectively meet student needs.
- Attended periodic tutor training sessions.
- Administered individualized tests to special needs students.

JELD-WEN, Charlotte, NC — Digital Content Writer (contract)

December 2019 - March 2020

- Created and edited content for online and print reference articles, blogs, emails, landing pages, brochures, and social media content.

LPL Financial, Fort Mill, SC — Digital UX Writer & Editor (contract)

July 2019 - December 2019

- Created and collaborated with LPL Financial's content strategy team to develop a comprehensive digital style guide to implement on the company's digital platforms.
- Audited existing digital help content to identify the most relevant content and rewrote it to improve user experience.

Elior North America, Charlotte, NC — Proposal Writer (contract)

April 2019- July 2019

- Prepared and oversaw assigned proposals for all industry segments, from start to finish.
- Wrote and responded to complex Requests for Proposals (RFPs) for existing and prospective customers.
- Developed strong relationships with internal customers (BDDs).
- Performed a range of marketing support tasks for other projects as needed.

CohnReznick, Charlotte, NC — Copy Editor

October 2018 - March 2019

- Copy-edited and proofread tax alert newsletters, marketing collateral, and thought leadership articles for the company.
- Crafted email copy and coordinated newsletters for the marketing team.

Coats North America, Charlotte, NC — Digital Content Producer (contract)

January 2018 - July 2018

- Played a pivotal part in content creation and updates across 11 corporate/commercial language sites, including articles, product

information, industry guidance and tools, and promotional events.

- Delivered content that respects company tone of voice and is up-to-date and optimized for SEO purposes.
- Worked closely with coats.com project team to update deliverable calendar and maintain content calendar.

Primoprint, Huntersville, NC — *Content Writer*

February 2017 - December 2017

- Created impactful and captivating copy that connects with customers.
- Brought brand narrative to life through paid advertising, email, social media, organic search, and website.

Johnson & Wales University, Charlotte, NC — *Professional Writing Tutor*

September 2015 - February 2017

- Tutored students on specific course content, writing, and study methods using techniques complementing students' learning styles.
- Coordinated tutoring goals with special needs counselors, academic counselors, and faculty to effectively meet student needs.
- Attended periodic tutor training sessions.
- Administered individualized tests to special needs students.

Swisher North America, Charlotte, NC — *Proofreader (contract)*

May 2015 - July 2015

- Assisted project manager in creating and organizing working portfolios for Daley and private brand companies.
- Edited product descriptions and instructions to ensure copy was concise and GHS compliant.
- Ensured accuracy in Swisher, Daley, and private brand company product labels.

The Lincoln Times-News, Lincolnton, NC — *Government, Business, & Education Reporter*

October 2013 - January 2015

- Reported on all political, government, business, and education news for Lincoln County.
- Wrote and contributed to more than 350 news articles and features.

Spectrum News, Charlotte, NC — *Associate TV Producer*

August 2012 - May 2013

- Responsible for compiling key newscast elements for one-hour news wheel formats, including writing, editing, and production.

EDUCATION

Queens University of Charlotte, Charlotte, NC — *Graduate Certificate in Strategic Communication*

June 2019 - August 2021

Queens University of Charlotte, Charlotte, NC — *B.A. in Communication; Journalism & Spanish*

August 2008 - May 2012