

HALEY DICKENS

919-614-7463 | haleyt Dickens@gmail.com | haleyt Dickens@journoport folio.com

Dynamic and creative thinking UX Content Strategist with over a decade of experience leading high performing teams in developing impactful strategies and solutions for product content. Adept at merging artistic vision with proactive problem solving to drive brand growth and engagement across diverse platforms and industries. Excels in driving alignment in cross functional teams, engaging with stakeholders, and providing expert level UX writing for website and mobile experiences.

Excellent interpersonal skills, Copywriting, Strategic Counseling, Thought Leadership, Integrated Marketing, Social Media & SEO Maven, Expert Editor, Technical Writing

Principal UX Content Strategist, Fidelity Investments

August 2022–Present

Supporting strategic teams in our Digital Experience domain, focusing on identifying and reducing friction points with smart, content-driven solutions. Auditing, editing, creating, and maintaining personalized messaging that educates customers to make informed decisions that guide them to our website and flagship app. Reviewing and improving our existing profile experiences and gathering customer data by partnering with UXR; championing and maintaining content strategy standards through UX thinking, UI design, and decisions that make interactions with us effortless. Partners closely with UX designers, business analysts, and product engineers to serve a global audience.

Senior UX Content Developer, On Brand Designs

November 2020–August 2022

Led team in all copy, content ideation, strategic advertising, and integrated marketing projects. Directed team in strategic vision across all digital channels and touch points for websites, social platforms, email campaigns and marketing materials. Fostered strong relationships with stakeholders and external partners to secure projects for On Brand Designs. Demonstrated expertise in project management and marketing campaigns that resonated with targeted demographics while utilizing a deep understanding of consumer behavior and market trends to drive measurable results and ROI.

Senior Content Developer and Creative Producer, IBM

August 2019–November 2020

Utilized data driven insights and analytics to own the quality of creative projects for assigned areas of each product. Delivered concise, compelling copy through expert level UX writing and editing for the Senior Global Marketing team. Maintained internal WordPress site to provide over one hundred thousand IBM sellers with educational content and knowledge-based information. Led creative direction and produced, edited, and narrated story boards and video scripts using diverse multimedia tools that helped walk users through their digital sales platforms to enhance their experience.

Senior Content Strategist, Cisco

April 2019–August 2019; contract

Leveraged communication strategies continuously refining approaches to optimize reach, engagement, and effectiveness, contributing to Cisco's overall business objectives. Provided public relations crisis management and transparent communication during challenging situations to maintain trust and confidence amongst stakeholders while mitigating potential reputational risks for senior vice president of Cisco. Leveraged strong writing and storytelling skills to develop compelling content for a global audience, including employees, customers, partners, and the media, driving engagement and fostering a deeper connection with the Cisco brand. Wrote internal and external communication via social media while ensuring consistent messaging and brand representation, ultimately strengthening Cisco's corporate identity and reputation.

Senior Content Strategist, Credit Suisse

September 2018–March 2019; contract

Collaborated closely with cross-functional teams to identify content opportunities and gaps, leveraging market insights and customer feedback to drive the creation of compelling and relevant content across various platforms and channels. Managed the UX content strategy for global initiatives for senior marketing team, developing calendars to align content with business objectives, target audience needs, and industry trends, resulting in enhanced brand visibility and engagement across markets. Oversaw the development and execution of content campaigns, ensuring consistency in messaging and brand voice while optimizing content performance through data-driven analysis and continuous optimization efforts. Acted as a subject matter expert on content best practices providing guidance and support to global teams in editing existing content and translating the complex into user friendly information.

Senior Content Strategist, North Carolina General Assembly

November 2014–September 2018

Leveraged journalistic news to develop and edit high-quality written public relations materials. Implemented social media best practices via networks such as LinkedIn, Twitter, Instagram, and Facebook to engage followers and reach specific demographics. Provided proactive, seasoned Constituent counsel and creative ideas for how to meet campaign goals through strategic social media. Developed media outreach plans, policy emails, internet resources, social networks, press releases, and media kits, liaison for research staff, legal staff, and direct media contact for the North Carolina Industrial Commission. Created policy positions and legislative initiatives and submitted legislative reports by the general statutes and/or session laws.

UX Content Strategist, N.C. Department of Administration

June 2013–June 2014

Led content strategy for the N.C. Governor's administration. Revised existing documentation for DOA's core product offerings; implemented multiple style guides to adhere to prescribed branding guidelines and language standards. Broke down complex technical subjects and presented them in an approachable way. Wrote clear and concise copy with the ability to tailor style and vocabulary to the audience. Responsible for reading, writing, and compiling technical documents including feature descriptions, customer use cases, and release notes using industry best practices.

East Carolina University, 2013–BS Digital Communications; Magna Cum Laude