



ALTHEA M. TAITE

Content Design

Content Strategy

UX Copywriting

Portfolio: <https://ataite.journoportfolio.com/>



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PROFILE

Content Designer + UX Writer who draws on past journalism and brand management experience to provide clear, concise, approachable, and effective communication, display empathy for user needs, and create content that helps meet business and user goals. Additional experience and interests include: data analysis and research, working on cross-functional teams, technical writing, and conversation/AI chatbot design.

CONTENT DESIGN & CRM/MARKETING EXPERIENCE

RVO HEALTH – Charlotte, NC/Remote

July 2023 – Present

Content Designer – Healthline Group

Shape B2B and B2C UX content and strategy for the Healthline media platform, serving 100M monthly visitors across four business verticals.

- Manage updates and new content creation for Bezy, a suite of 10 online communities supporting individuals with chronic conditions, including type 2 diabetes, breast cancer, depression, and multiple sclerosis. Key content-related initiatives include: 1) Simplifying multifactor authentication and passkey introduction to the Bezy community, and 2) utilizing appropriate voice and tone for ActiveFence safety implementation. Both delivered via web and mobile screen flows, FAQ content, and emails.
- Crafted conversational UX and moderation copy for Viv, a Healthline AI chatbot providing tailored health-related product recommendations for categories including skincare, fitness equipment, and meal plans.

LYFT – San Francisco, CA/Remote

June 2021 – April 2023

Content Designer (Jan. 2022 – April 2023)

Worked on Lyft Business, focusing on rideshare solutions, benefits, and billing and payment enhancements for enterprise and small businesses.

- Clarified strategy and design in the Lyft mobile app and desktop web experience through optimized voice & tone, interaction flows, microcopy, tooltips, pop ups, error messages, modals, and other components of the end-to-end user experience.
- Shipped content for first Lyft Business rewards program, focusing on rider retention and rewarding loyalty among Lyft Business users. Redemption conversion rate was 80% at 90 days post launch, and program showed net positivity, up +\$531K in its first 90 days.
- Created, socialized, and evolved content design and accessibility standards among cross-functional team members.
- Displayed flexibility while maintaining voice & tone in content for a variety of users: riders, drivers, program administrators, and developers.

Content Design Intern & Contractor (June 2021 – Dec. 2021)

- Selected as a Content Design intern, focusing on the Transit, Bikes & Scooters line of business. Hired as a contractor upon internship completion.

L'OREAL – New York, NY/Remote

Sept. 2019 – April 2020

Contractor (part time) – Salesforce Administrator – TalentForce

Co-managed TalentForce, the custom Salesforce-based platform for the L'Oreal LUXE retail luxury division, serving 350+ system users.

- Created user profiles setup, security roles and views, and managed licenses/deactivations.
- Customized and maintained reports and dashboards for Beauty Advisor team; managed help desk, resolving technical and usability issues.

JOHNSON & JOHNSON VISION CARE – Jacksonville, FL

July 2015 – June 2018

Global Marketing Manager, Claims & Professional Equity – ACUVUE Brand Contact Lenses

Managed marketing-related tools, strategy & programs for eye-care professionals around the world, supporting ACUVUE brand growth.

- Implemented new product-related claims process in partnership with medical affairs, regulatory, legal and product marketing teams leveraging & promoting key ACUVUE competitive, clinical, technical, analytical and human insights, resulting in \$1M annual savings.
- Initiated and managed first-ever content strategy publication process for product teams producing streamlined calendar of ACUVUE news for white papers, trade articles and peer-reviewed scientific journals, used in digital & traditional communication tactics to eye care professionals.
- Achieved and substantiated with strategic insights team first-ever global claim for the ACUVUE brand. Conducted research with 1,000 eye-care professionals across key contact lens markets. Created usage guidelines for claim; communicated results and guidelines for use with internal stakeholders, resulting in worldwide use of this #1 claim across various global markets, across a variety of assets.

PERRIGO DIABETES CARE (FORMERLY CAN-AM CARE) – Alpharetta, GA

July 2008 – Sept. 2014

Category Marketing Manager / Product Manager – Wound Care, Medical Hosiery, Diabetes Medical Devices, Nutritional Drinks

Managed branded and private-label diabetes medical device and health-care related products sold to the retail pharmacy industry.

- Successfully added diabetes drink line into diabetes division launching at two key customers, ending 140%, or \$1M, above forecasted sales.
- Launched branded and private-label products suitable for large retailers, small businesses and distributors, evaluating pricing strategy and product mix to achieve higher-than-anticipated margin. Key customers included Walmart, CVS, Rite Aid, McKesson and Cardinal Health.
- Supervised and worked closely with sales team, cross-functional departments and agency consultants responsible for operations, finance, regulatory, marketing communications, trade marketing and digital marketing.
- Created promotional and advertising marketing communications to increase consumer awareness and trial of antimicrobial wound care products effective against antibiotic-resistant bacteria, like MRSA.



REFRESCO (FORMERLY COTT BEVERAGES, INC.) – Tampa, FL

April 2007 – June 2008

Marketing Manager – Beverages

Managed day-to-day private label business for key customers of the world's #1 producer of premium-quality, retail-branded beverages.

- Led development of beverage brand strategy for Cott's #2 customer, SuperValu. Managed development and design of single brand name (SuperChill) to launch across all of its private-label beverages at all banner stores. Annual sales totaled \$95M.
- Developed promotional programs to increase consumer awareness and trial, develop brand equity, and drive display activity at each account.
- Launched products in innovative, high-margin categories to optimize sales mix for accounts: ready-to-drink teas, fitness, and energy drinks.

THE SCHWAN FOOD COMPANY – Suwanee, GA

Feb. 2004 – April 2007

Associate Brand Manager – Edwards Cream Pies, Thaw & Serve Business

Co-managed #2 U.S. frozen pie brand responsible for growth of Schwan's retail bakery business (12% in 2006). 2006 revenue totaled \$112M.

- Aided in consumption growth of 24% in 2006 for the Edwards brand, surpassing 18% annual growth forecast.
- Created process for brand team to analyze shipment and consumption data, competitive products and trends within the market via Nielsen, Spectra, Walmart Retail Link and Business Objects databases.
- Recommended and managed sampling tour for Edwards in 10 cities, sharing more than 60,000 samples to lift brand and product awareness.

KRAFT FOODS, INC. – East Hanover, NJ and Madison, WI

Aug. 2002 – Feb. 2004

Associate Brand Manager – OREO Cookies, Nabisco Division

Co-managed the #1 cookie brand in the world, responsible for growth of Kraft's overall biscuit business.

- Led launch of 8 products for Oreo's \$60 million "Seasonals" business. Led cross-functional teams to create consumer promotions, appealing package designs, and forecast accurate sales to eliminate unsaleables.
- Forecasted and analyzed shipments, consumption and merchandising for this \$700M business.
- Managed \$24M advertising, consumer promotions, marketing research and package-design budget.

JOURNALISM & COMMUNICATIONS EXPERIENCE

THE WALL STREET JOURNAL (INTERACTIVE EDITION, WSJ.COM) – New York, NY

May 1996 – Aug. 2000

Assistant News Editor (1998 – 2000)

Promoted to managerial role at the #1 subscription-based news website and newspaper in the world (at that time)

- Implemented/managed content-sharing pacts between WSJ.com, MSNBC.com, and CNBC BusinessVideo sites.
- Managed 2 direct reports providing day-to-day guidance and leadership on editing and web-based news preparation techniques.
- Prepared news content that increased readership of and traffic to MSNBC.com's Business news section.

Digital Interactive News Writer (1996 – 1998)

- Edited breaking stories and daily international business stories; worked with freelancers and staff reporters.
- During weekend shift, produced, edited and published the site independently.

THE BALTIMORE SUN – Baltimore, MD

July 1995 – May 1996

Copy Editor

Completed second year of Tribune's METPRO editorial training program at this daily newspaper.

- Edited routine and breaking stories for various news desks. Collaborated with reporters, columnists, assigning editors and layout artists.

NEWSDAY / NEW YORK NEWSDAY – Melville, NY

June 1994 – July 1995

Copy Editor

Selected from 400 applicants to participate in Tribune's METPRO editorial training program with focus on copy editing at this daily newspaper.

- Completed intensive 3-month training focusing on editing and reporting skills, then placed on copy desk editing published stories.

EDUCATION & TRAINING

Conversation Design for Chatbots – *In progress* – **UX CONTENT COLLECTIVE**

Master of Science, Integrated Marketing Communications – 2014 – **WEST VIRGINIA UNIVERSITY** – Morgantown, WV

Master of Business Administration, Marketing – 2002 – **UNIVERSITY OF WISCONSIN-MADISON School of Business** – Madison, WI

Bachelor of Arts, English – 1992 – **WESLEYAN UNIVERSITY** – Middletown, CT

Design Programs/Software/Methodologies: Figma, Jira, Asana, Cassidy AI, Chat GPT, Salesforce CRM, Salesforce Marketing Cloud, Agile

HONORS & ACTIVITIES

- **Volunteer**, Leukemia & Lymphoma Society. Served as Salesforce Information Management Associate.
- **Speaker**, Salesforce 2018 & 2019 Dreamforce Conferences
- **Encore Award Winner**, Johnson & Johnson Vision Care prize recognizing "above and beyond" business achievements.
- **GFD Summit Award**, Johnson & Johnson Vision Care. Department prize recognizing "Outstanding Team Collaboration".
- **MBA Fellowship Recipient**, Consortium for Graduate Study in Management. Awarded full scholarship to pursue MBA degree.