CONTENT · STRATEGY · COPY

Cynthia Wilkins

UX Writer | Content Strategist | Marketing Specialist

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CORE SKILLS

· UX Writing & Microcopy
· Content Strategy
· Information Architecture
· User Journeys & Flows
· Accessibility & Plain Language
· Stakeholder Collaboration
· Editorial Calendars
· B2B & B2C Copywriting

TOOLS

· Figma
· Canva
· MailChimp
· SharePoint & Sitecore
· Google Analytics
· SEMrush
· ChatGPT & Claude
· Grammarly
· Microsoft Office Suite

INDUSTRIES

· Healthcare & Pharma
· Technology
· Insurance
· Automotive
· Nonprofit
· Enterprise SaaS

EDUCATION

B.A., English
Arizona State University
Online — in progress

A.A., General Studies
Orange Coast College
Costa Mesa, CA · 3.8 GPA
Phi Theta Kappa

Copywriting Internship
Corner Design Studio
Costa Mesa, CA

COMMUNITY

Volunteer
Rose Haven Women's Day Shelter
Portland, OR · Sept 2025–Present

SUMMARY

Marketing and UX content strategist with 20+ years of experience translating complex information into user-centered messaging for healthcare, tech, and enterprise clients. Skilled at collaborating with cross-functional teams, using data to inform content decisions, and leveraging AI tools to optimize workflows. Currently expanding expertise in analytics and performance measurement to integrate strategy, insights, and execution.

EXPERIENCE

Freelance Content Strategist & UX Writer
Jan 2010 – Present
Remote — Independent

— Provide content strategy, UX writing, and copywriting for healthcare, pharma, tech, and nonprofit clients including **Johnson & Johnson** (Janssen Pharmaceuticals), **Verizon Wireless**, **PPD Thermo Fisher Scientific**, **Smile Generation**, **Toastmasters International**, and **Inland Empire Health Plan**.

— Work spans app content, web copy, email campaigns, social media, and online articles across B2B and B2C environments.

— Translate complex medical and technical content into user-friendly messaging, collaborating with designers, developers, and stakeholders to ensure brand consistency.

— Track engagement metrics via Google Analytics to inform iterative content improvements and optimization.

— Expanding skill set in data analytics (Google Data Analytics Certificate, Coursera — in progress) to integrate performance measurement into content workflows.

Content Writer
Mar 2024 – Jun 2024
Media Tune — Remote

— Developed website content and email campaigns (Canva, MailChimp) for B2C clients under accelerated timelines.

— Collaborated with cross-functional teams on digital asset production and campaign execution.

UX Writer
Jun 2015 – Sep 2022
NTT DATA (Dell Business Services) — Remote

— Developed UX content for Dell Business Services (acquired by NTT DATA in 2016), including websites, landing pages, patient portals, and digital assets for **Ascension Health**, **Wyndham Hotels**, and **MetLife**.

— Authored microcopy, interactive client presentations, blog articles, white papers, digital fact sheets, and case studies clarifying complex enterprise offerings.

— Collaborated with design and product teams to create user-centric content aligned with project goals and accessibility standards.

— Led content research, interviews, and editorial review for white papers, ensuring technical accuracy for diverse audiences.

— Contributed to content strategy, improving discoverability and usability across multiple digital touchpoints.

Community Reporter
Oct 2005 – Dec 2008
Orange County Register — Santa Ana, CA

— Researched and wrote approximately 600 bylined articles in AP Style for print and digital audiences.

— Identified trends, pitched cover stories, and contributed to editorial calendar planning.

— Produced approximately 250 photo credits to accompany published articles.

CERTIFICATIONS

· Google Data Analytics Certificate — Coursera *(in progress)*
· Intro to Editing — Poynter University (2023)
· Email Marketing Specialist — Digital Mastery (2023)
· Direct-Response Copywriting Specialist — Digital Mastery (2023)
· Content Marketing Specialist — Digital Mastery (2023)