Created and edited website content for Insurance, Annuities, Retirement, Employee Benefits, Life Advice, Planning Services sections.



Wrote, edited,

and organized

and across

maintained

editorial tone

website /

content on pages

Project: Rewrite, reposition, and relaunch of www.MetLife.com. Responsible for the following sections: Financial Planning, Annuities, Auto and Life Insurance, Retirement, Life Advice, MetLife Bank, Long-Term Care, Home Insurance, Financial Planning.

Improved overall functionality and user experience as well as appropriate changes and updates to existing content and related links and resources.



Defined content purpose / how content will bridge the gap between varying audience knowledge levels and business needs and requirements / provided metadata content attributes.