

JOCELYN PFEIFFER

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LINKS

[Portfolio](#), [LinkedIn](#)

PROFILE

UX writer and content strategist with a passion for creating accessible, user-first content across digital channels. Currently helping Ford build world-class digital experiences, embedded within the Global Digital UX Team's Discovery and Vehicle Commerce divisions.

EMPLOYMENT HISTORY

❖ **Senior UX Content Designer - Vehicle Commerce, Ford Motor Company** Mar 2023 — Present
San Francisco, CA

- Work with Global Digital UX team designers and researchers, product managers, engineers and data scientists to best support the customer in their shopping & ownership experience.
- Use my understanding of UX design principles and IA best practices to simplify complex concepts into digestible, user-friendly content.
- Ensure a consistent brand voice, developing and evolving content standards, content and messaging strategies, best practices and processes.

❖ **Senior UX Content Writer, Delta Dental of California** Sep 2019 — Feb 2023
Oakland, CA

- Wrote and developed customer-focused, ADA-compliant, mobile-friendly content for multiple business-critical webpages and products, in both B2B and B2C channels.
- Contributed to the content strategy of new projects, addressing business, stakeholder, and user needs.
- Collaborated closely and built relationships with designers, UX researchers, project managers, developers, legal, and SMEs across the whole enterprise.
- Created Accessibility section of the internal UX Style Guide and helped maintain overall style guidelines.

❖ **Associate Editor, NextAdvisor, Inc.** Mar 2016 — May 2019
Burlingame, CA

As an Associate Editor for the NextAdvisor content team, I inhabited a hybrid role which encompassed almost every aspect of the content production process. In addition to continuing many duties from my previous role, I also worked closely with writers to edit and proofread their work, handled compliance requests from advertisers and affiliates, managed our social media channels, and developed our email marketing content and strategy.

❖ **Content Writer, NextAdvisor, Inc.** Oct 2013 — Mar 2016
Burlingame, CA

Researched, tested, and wrote original feature articles across multiple consumer product and service categories (including Cybersecurity, Personal Finance), created weekly email newsletters, and maintained social media accounts.

❖ **Copywriter, The Creative Group** Jul 2013 — Oct 2013
San Jose, CA

- Provided freelance copywriting, editing, and proofreading to various clients.

❖ **Copywriter/Editorial Assistant, Virtucom Group** Aug 2010 — May 2013
Syracuse, NY

- Copywriting and copyediting for e-commerce clients in an agency-like environment.

EDUCATION

♣ Syracuse University Aug 2006 — May 2010
Bachelor of Arts, Anthropology, Writing

SKILLS

Content Strategy	Figma and Microsoft
Cross-Team Collaboration	B2B and B2C Content Strategy
User Experience Writing	Agile Product Environments