

PROFESSIONAL SUMMARY

With over a decade of experience in diverse content planning, strategy, production, and management, I excel in leveraging AI, driving business growth, and using data for strategic decisions. I'm a recognized expert in writing, content management, editing, and a collaborative team player. My skills include marketing strategy, branding, content development, lead generation, and lifecycle development, making me a valuable asset in driving business success.

KEY QUALIFICATIONS

- Content management and creation experience in B2B financial services, software as a service, and platform as a service.
- Proven track record in content strategy for lifecycle marketing, product launches, email marketing, blog development, and social media.
- Expertise in SEO, AI content development, and digital UX/UI.

SKILLS

Branding and Identity · Content Development and Strategy · Data-Driven Digital Marketing · UX/UI
SEO · AI Content · Cross-Functional Collaboration · Team Leadership · Presentation and Communication

CONTENT STRATEGY and CREATION

Lead Content Designer/Content Strategist (contract) · Wells Fargo · San Francisco, CA

Feb. 2024 – present

Specializing in crafting customer-centric content for wells Fargo's Corporate & Investment Banking division, I work collaboratively across diverse teams to develop compelling marketing and branding materials for the public website and social media channels, adhering to Wells Fargo standards. By integrating SEO best practices and user-centric design principles, I enhance content to resonate with target personas and amplify organic search visibility. I excel in managing project timelines, maintaining high content quality, and providing leadership and mentorship to cross-functional teams, driving successful project outcomes.

- Client-centric focus: Champion client needs and focused on relieving pain points by using data-driven strategies and content to meet client needs and build lasting partnerships.
- Project management: Orchestrate precise planning and deadlines; executed multiple time-sensitive projects.
- Holistic collaboration: Foster teamwork across various lines of business including Capital Markets, Equities, Fixed Income, Investment Banking, Lending M&A, Municipal Finance, and Sustainable Finance & Advisory, ensuring excellence in all content aspects.

Senior Content Strategist · Ubiquity Retirement + Savings · San Francisco, CA

Jan. – Sept. 2023

Transformed client engagement by creating and enhancing data-driven content to drive lead generation and boost digital interaction on multiple platforms. Crafted compelling narratives for SEO-optimized lifecycle marketing, email campaigns, landing pages, sales collateral, ads, and social media.

- Innovative Ideation: Spearheaded creative concepts to maintain content relevance, accessibility, and measurability. Increased content creation by 566% by using AI tools to generate first-stage content for blog, saving hundreds of labor hours.
- Stakeholder Engagement: Collaborated with cross-functional teams to identify effective communication channels, ensuring resonance with financial advisors and business owners through appropriate language and tone. Relaunched Advisor and Partnerships channels, resulting in 68% more corporate client leads.

Marketing Content Copywriter · Ubiquity Retirement + Savings · San Francisco, CA

Jan. 2022 – Jan. 2023

Excelled in communicating the company's value proposition to **corporate and small business clients** while building trust through effective communication. Contributed innovative ideas to ensure content relevance and measurability and collaborated with stakeholders to enhance communication to **financial advisors and investors**. Managed time-sensitive projects by providing realistic planning and deadlines while fostering strong relationships with compliance, PR, and graphic design staff.

- Launched new blog which increased website traffic 18%
- Improved email communications for webinars, increasing attendance by 12%

Content Specialist/Copywriter · EQIS Capital Management · San Rafael, CA

Oct. 2019 – Dec. 2021

Created diverse content for investment software platform for **financial advisors and institutional investors**. Diverse applications spanning website branding, company blogs, sales brochures, web and print ads, email marketing, and social media posts, with a reputation for quick delivery. Collaborated effectively with in-house subject matter experts to craft content for B2B, institutional, and consumer audiences, including white-labeled collateral, translating complex knowledge into accessible materials while ensuring quality and impact.

Freelance Content Creator/Strategist · San Rafael, CA

2007 – Oct. 2019

Wrote and managed copy for diverse uses including website branding, company blogs, web and print marketing, email marketing, and social media posts. Clients included financial services, technology firms, legal service providers, staffing and employment agencies, advertising and marketing agencies. Highlights:

- **Union Bank (now US Bank)—website redesign including copy development for corporate and institutional banking, wealth management, merchant services, credit & finance, capital markets, and more.**
- Robert Half—blog development for financial services; risk, audit, and compliance; and technology.
- ILM Partners—website redesign including architecture, content strategy, research, and copy creation.

Assistant Editor · Mystery Scene Magazine · New York, NY

2003 – 2005

Edited, proofread, and fact-checked all columns, feature articles, and book reviews for the magazine. Transferred text files into Quark documents for incorporation into print-ready magazine. Wrote book reviews. Used my writing, editing, and tech expertise to help produce a high-quality, monthly magazine.

CONSUMER MARKETING

Circulation Manager · Newsweek Magazine · New York, NY

2001 – 2003

Directed all day-to-day operations of direct mail and insert card planning, execution, tracking and analysis. Collaborated with creative team to develop winning circulation marketing materials.

Associate Marketing Manager · Time Magazine · New York, NY

1999 – 2001

Managed monthly and quarterly direct mail campaigns in senior, multicultural, and college markets. Successfully fostered multiple vendor relationships to develop effective marketing collateral.

EDUCATION

MFA, Creative Writing · New School University

BA, Art History · Rutgers University