



# Overview and Portfolio Review

for the Meta Content Design Team

Presented by Myeisha Thompson

September 2022



# A bit about me...

1

15 + years as a marketing manager/marketing generalist  
Communicating across every channel you can think of (tradeshows and events are my LEAST favorite!)

2

8 years focusing on content strategy and writing  
Lead nurture and user-focused content that solves problems and aids in decision making are my JAM.

3

10 years teaching experience  
Served as an adjunct faculty member teaching English Composition 101 and Speech Communication 101--one of the highlights of my career!



I'm highly-skilled at bring clarity to projects with cross-functional teams.  
(who *maaayy* or may not have competing priorities.)

4

I believe that user experience, quality content, and attention to analytics are central to delivering the right message to the right audience at the right phase of customer journey.  
Using data to inform communications strategy may just be my favorite part of digital marketing.

5

My UX content philosophy: give users what they need, NOT what you want them to hear!  
And if you don't know, ask or test.

6

**On a personal note:** I'm a transplant in Phoenix by way of Baltimore (3 years,) hiking and hot yoga enthusiast, lover of a great California Zin, avid music listener, documentary and Marvel movie junkie, and an semi-extroverted introvert (four social outings per month max!)

Content Strategist | Copy, Content, & UX Writer | Marketing Manager

# Example #1

Silicon Valley Bank

UX Content Design Kick-off Deck

( <https://drive.google.com/file/d/1ucoKc0z2DqBwSGWe50eT7UT5aPZRn9xP/view?usp=sharing>

**Description:** Silicon Valley Bank is introducing two new/upgraded systems and features to their online banking and app products.

As the lead UX Content Designer and Writer for the project, I am charged with working with the product manager, technical lead, and other stakeholders to create client enablement (help) content within the two new products.

**Approach:** This is the deck I used to officially kick off the project, describe my approach, educate the stakeholders, and provide a high-level timeline.



## Client Enablement Content Development Kick-Off Meeting for Fraud Control Services

July 7, 2022



Myeisha Thompson

Content Strategist | Copy, Content, & UX Writer | Marketing Manager

# Example #2

## How To Manage A Small Law Firm (HTM) app email sequence

**Description:** HTM found that people who used the app and engaged with the app content within the first 30 days of downloading were more likely to become leads for the company's business consulting services.

**Approach:** We used data from the app usage reports to decide what content to promote and what the prospect's journey through the app should look like. From there, we wrote a four-part nurture email sequence delivered to prospects who recently downloaded HTM's app. HTM reported an increase in-app user engagement within the initial download period.

### Email #1 (12-24 hours after downloading)

Subject Line: {FirstName}, here's where we recommend you start

Pre-Header: Learn how to think and grow rich, lawyer style!

Body Copy

Hi {FirstName},

You've downloaded the How To Manage (HTM) app—great first step! Now, it's time to dig in.

**We suggest starting from the beginning: learning how to think for success.**

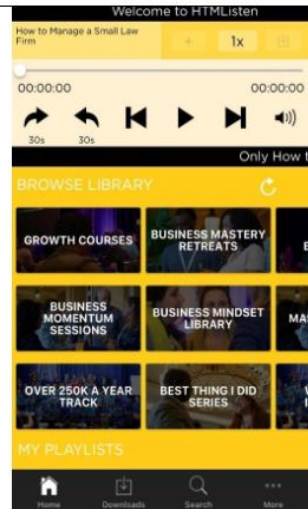
Think and Grow Rich for Lawyers is one of the **most popular content series on the app**—and for good reason. HTM's RJon Robins walks you through:

- ✓ identifying the limiting, fear-based, and (often) down-right false thoughts that keep even the most talented lawyers from reaching their full potential as successful law firm owners, AND
- ✓ the specific, actionable steps for applying the “think and grow rich” principles to create the business and life you dream of.

Button: Start the Series

**Even if you've already read Napoleon Hill's personal growth and mindset classic, Think and Grow Rich**, the HTM app takes it a step further by providing insights into what those growth strategies mean specifically for small law firm owners like you.

Get started today! (LINK)



Myeisha Thompson  
Content Strategist | Copy, Content, & Writer | Marketing Manager

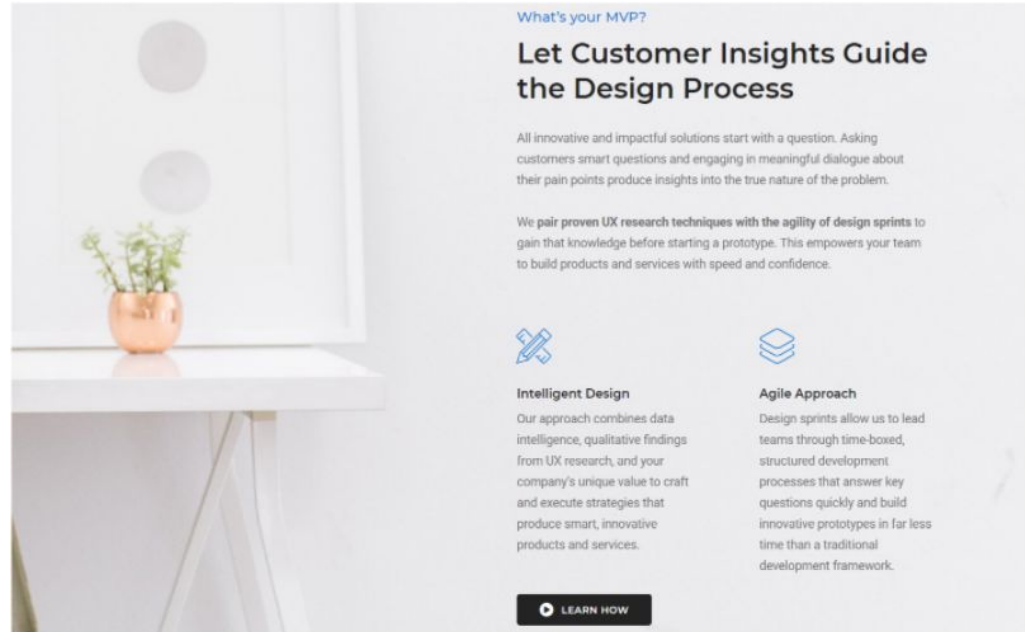
# Example #3

Quintecom (UX design firm)  
New website copy

**Description:** Quintecom, a new UX design firm, needed website copy for its website launch. The owner of the company was the designer, and had already chosen a format and layout.

**Approach:** I partnered with Quintecom to create the information architecture for their website and to write copy that spoke directly to its target audience. This included:

- throughout briefing and intake process
- discussions on brand voice and tone
- target audience research and competitor analysis
- collaboration using Google docs and Figma
- two rounds of minor revisions



Myeisha Thompson  
Content Strategist | Copy, Content, & UX Writer | Marketing Manager

# Example #4

SailPoint (IT Security and Saas)

Lead nurture [email sequence](#) and infographic

**Description:** SailPoint wanted to leverage its relationship with PwC to target top companies in the power and energy sector. I worked with SailPoint's content strategist and the marketing director to write copy and content for the campaign emails and infographic asset..

**Approach:** The goal was to nurture the new leads using well timed, relevant, information that established authority in both their knowledge of the industry's unique challenges and how to solve their cybersecurity problems.



## Safeguarding critical infrastructure starts with **identity security**

Increasing regulations, the growth of renewable energy, and modernization are forcing utilities to evolve from a traditionally cautious industry to one that's digitally savvy and open to change. Utilities provide critical services to homes, businesses, and communities – and protecting this vital infrastructure begins with managing every identity and their access to applications and information.



### Utilities are a prime target for cyberattacks

**32%**

of energy and utility companies fell victim to ransomware attacks in 2019<sup>1</sup>

**54%**

of global utilities expect an attack on their operational technology within the next year<sup>2</sup>

**30%**

of data breaches involve internal actors<sup>3</sup>

Myeisha Thompson

Content Strategist | Copy, Content, & UX Writer | Marketing Manager



Thank you for your  
time!

Feel free to ask any questions

