

# JESSICA CLAIRE

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## SUMMARY

Effective senior leader who strategically builds and runs high-performing teams that create exceptional customer and user experiences. Successful track record in transforming diverse remote resources into cohesive, adaptable teams that consistently deliver measurable returns to stakeholders and users. Passionate about using data to drive decisions and unearthing ways to boost automation, scale, and ROI.

## SKILLS

- Organizational leadership in matrixed teams
- Portfolio management & content lifecycle management
- Business case development & presentation
- Trend & data analysis for strategic decision-making
- Strategic planning, intervention, and remediation
- Change management & strategic growth planning
- Customer engagement & success
- Coaching, mentoring, & performance management
- Resource, project, and program management with agile & waterfall methodologies

- OKR & KPI development, tracking, & reporting
- User experience (UX) research & design thinking
- Content strategy & information architecture
- Automation, content reuse, & omni-channel publishing

### Tools

- Asset Management: Astoria; Adobe Experience Manager (AEM); Cisco WEM; Wordpress; DocCentral; SharePoint; Box
- Project Management: Ahal!; Jira; GitHub / GitLab; Rally; SmartSheet
- Topic-Based Writing: DITA/XML; oXygen; AEM XML Add-On; AsciiDoc; Markdown
- Other: Adobe Creative Suite; Microsoft Office; Basic HTML, CSS, SEO

## WORK HISTORY

10/2022 to Current **Global Senior Manager, Customer Content Services**

**Tegna** – Durham, NC

- Manage ~60 direct and indirect reports in 5+ distinct roles / functions, including strategy, data analysis, content & UX design, program & project management, and people management
- Execute managerial oversight and operations for product suites valued at \$15M+ in revenue per quarter
- Manage teams responsible for customer interaction on multiple sites in key lines of business
- Sponsor and coach leaders on high visibility initiatives, resulting in a successful product-led-growth on cloud hyperscalers that grew revenue by high double-digits Q/Q in 2022/2023
- Create and manage the Content Services Data Program, directly managing and coaching data analysts to build enterprise-level solutions
- Maintain up-to-date understanding of product & service portfolio, macro and micro factors, market position & value proposition, and build this knowledge in ICs and teams
- Manage ~\$1M+ annual expense budget for organization's salary, promotion, bonus, incentive, and stock grant compensation
- Manage quarterly discretionary budget for training, travel, and other miscellaneous expenses
- Facilitate remote, hybrid, and in-person workshops to build unified vision and drive individuals and teams to prioritize and align efforts and goals
- Champion efforts to boost operational rigor across the department and company, resulting in:
  - Replicable best practices customer engagement model used by product teams across the Red Hat portfolio
  - Robust and adaptable toolkit for mapping customer journeys through a multi-site experience, including: UX research and design components; feedback loops with bug/issue management; evaluation; and future development roadmap
  - Development of a single automated taxonomy tool for product names, content types, other metadata
  - Consolidated single-pane-of-glass Tableau dashboard for managers on quality and engagement metrics from multiple data sources and applications
  - Reduced manual processes for releases with programmatic "switch flip" and predetermined rules
    - Educate teams on the corporate financial position to upskill on critical business acumen competencies
    - Direct and recommend training for employees to strategically upskill, boost performance, and target key business results
    - Foster deep knowledge of customer needs via face-time with customers in every stage of the product lifecycle
    - Build and run the "swarm" team to tackle early-in-development product experiences, including customer discovery, documentation, and validation using lean, agile principles
    - Oversee the departmental business continuity planning
    - Directly responsible for recruiting, hiring, and advancing 40+ employees for a 300+ person department

03/2022 to Current **Global Manager, Customer Content Services**

**Osisoft, Inc.**

- Managed content teams with a focus on creating consistent, measurable, effective multi-site content experiences from attraction through renewal
- Pitched, secured funding, and launched highly successful dynamic "Customer Response Team" staffing model
- Forecasted and adapted resource plans to align with strategic business objectives
- Built change competency in direct/indirect reports to create dynamic, adaptive teams
- Coached and developed a diverse team of managers and thought leaders who can run projects and teams built for innovation
- Managed performance through reward and compensation portfolios, growth opportunities, and feedback
- Identified structural and organizational weaknesses and risk, implement fixes, and establish mitigation best practices to hit goals under myriad constraints

07/2019 to Current **Digital Content Manager**

**Anthem, Inc.**

- Led content transformation to modular, topic-based authoring, accelerating reuse and ROI
- Migrated 10,000+ page content library to new CMS without missing any quarterly SLAs or adding headcount
- Led strategy and design teams to plan and develop site content, layout, and style
- Designed innovative growth opportunities and scaled resources during a challenging fiscal year
- Led change management and communications efforts to build support among leadership and peers for major initiatives and process changes
- Strategically realigned, rebranded, and managed remote content team to increase engagement, satisfaction, productivity, and retention, and deliver improved ROI, flexibility, and professional competencies, resulting in zero staff or budget reductions in 6+ quarters
- Curated library of over 300 technical sales assets, covering Cisco product portfolio, aligned to personas throughout the customer lifecycle
- Managed the integration between multiple IT teams, bespoke platforms, and applications
- Ensured content adhered to metadata standards, increasing findability, reporting capabilities, and usability
- Implemented best practices for content governance, including transparent project reporting, regular audits, remediation, usage tracking, EOL procedures and stakeholder communication
- Led teams on design and technical requirements discovery, documentation, story writing, and prioritization for content platform innovation
- Drove user experience through research and feedback, data and analysis, and information architecture and content strategy
- Provided publishing, metadata strategy, UX strategy, and platform support to other content groups
- Worked cross-functionally to discover new opportunities to collaborate, automate, and integrate content and UX
- Managed budget for operating expenses and special projects
- Served as leader on Culture Board, New Hire/Onboarding culture sub-committee, and Professional Exchange culture sub-committee

12/2014 to 07/2019 **Senior Content Strategist/Technical Writer**

**Topaz Shared Services**

- Designed and managed information architecture and content strategy
- Managed the content migration strategy to move to structured authoring with dynamic, on-demand delivery via custom platform
- Guided project based on UX research
- Created and managed multiple release cycles, project calendars and internal/external channels to publish and promote timely content
- Maintained content library metadata for enterprise use and SEO
- Collaborated cross-functionally with subject matter experts to gather source material and troubleshoot issues
- Distilled information into consumable, relatable, visually appealing deliverables, including proposals, white papers, tech briefs, and demo guides
- Supported Cisco sales portfolio, including IoT, Security, Data Center, Cloud, and Customer Experience (CX) professional services

12/2013 to 11/2014 **Technical Editor and Marketing Lead**

**Company Name**

- Developed and implemented brand and marketing strategy
- Analyzed RFPs and prioritized new business opportunities
- Managed requirements and design vendor relationships and outputs for graphics and sales collateral
- Managed review and submission processes for content prior to publication

08/2012 to 10/2013 **Corporate Communications Director**

**Company Name**

- Developed and managed corporate communication strategy, goals, KPIs, and initiatives
- Developed, reviewed, and managed inter-departmental and customer-facing documentation strategy, governance, and development lifecycle
- Designed, implemented, and managed document standards and content repositories

## EDUCATION

**Bachelor of Arts: Communication - Public Relations**

**North Carolina State University** - Raleigh, NC

- Summa cum laude
- Internships in corporate communication, employee engagement, media relations & reputation management

**Bachelor of Arts: Women's & Gender Studies**

**North Carolina State University** - Raleigh, NC

- Summa cum laude
- Coursework in cross-cultural communication, diversity and inclusion
- Internship in special communities engagement & management

05/2016 **Master of Science: Technical Communication**

**North Carolina State University** - Raleigh, NC

- Awarded Faculty's Outstanding Capstone Award
- Coursework in management, user experience research, and adult learning