

# ALEX WAGNER

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## EDUCATION

### Bachelor of Arts in Arts and Technology

- **University of Texas at Dallas**  
US, Texas, Dallas

## SUMMARY

Experienced UX Content Strategist with seven years of experience in the role. Known for auditing and managing content in enterprise CMS systems such as SiteCore and Hubspot CMS. Core competency in driving vision for product language and content to improve end-to-end user experiences. Proven leadership skills in managing and collaborating with cross-functional projects and teams. Proficient in crafting impactful UI text for user experiences, including UI navigation, onboarding, promos, documentation, and error messages. Eager mentor to junior UX writers.

## EXPERIENCE

### UX Content Strategist (Contract)

March 2023 - July 2023

- **StrategyU** | New York, NY
  - Led and executed a user-centric content strategy across various channels and increased revenue by 78% in first month of email marketing campaign.
  - Conducted a comprehensive content audit in Wordpress CMS. Repurposed resources across different marketing channels, leveraging blog content to drive a 34% increase in email marketing ROI YoY.
  - Delivered content strategy plan for the organization, and executed strategy.

### Content Strategist (Contract)

August 2022 - May 2023

- **GitcoinDAO** | New York, NY
  - Editor-in-Chief for Gitcoin Digest, the organization's journal of the web3 space. Published to 120k subscribers weekly. Shaped content strategy and direction upon assuming role.
  - Authored and audited content in Hubspot CMS.
  - Created methodology for a/b-testing newsletter versions, optimizing content based on user behavior and insights. Continually iterated newsletter features for optimal user experience.
  - Published and edited numerous blog articles on Gitcoin blog, and ran content team meetings.

### UX Content Strategist (Full-time)

October 2021 - September 2022

- **Sobol** | New York, NY
  - Conceived and launched the DAO Cartography Program, scaling Sobol's ability to onboard new organizations to the platform.
  - Managed team of contributors and created training documentation to ensure success in their efforts to onboard new DAOs to the product.
  - Create UX copy and documentation for the Sobol app. Shaped brand voice and advocated for users by sharing user feedback from onboarding new users via calls and constant support.
  - Owned the content function of the company, authoring and managing content for enterprise clients, as well as web3 organizations, using SiteCore CMS.

### Content Strategist

June 2021 - October 2021

- **MELD** | New York, NY
  - Wrote press releases and blog posts for Cardano-based blockchain project.

### UX Copywriter (Contract)

May 2021 - October 2021

- **Friends with Benefits** | New York, NY
  - Collaborated with designers and engineers to craft UX copy for onboarding web app, with special attention to user privacy. Also, conducted user research survey and presented user insights to product team, which were later incorporated as features in the app.
  - Launched FWB Wiki project, a complex documentation set for new members of the DAO. Managed team of seven contributors to complete the project according to stakeholder timeline and requirements.
  - Contributed UI copy for mobile app leveraging web3 technology to allow users to opt-in to events.

### Content Strategist (Full-time)

January 2020 - October 2021

- **Scout** | San Francisco, CA
  - Owned editorial function for the company, publishing new articles and updating existing articles to maximize SEO ranking on Google search to generate new inbound for the company. Worked with founder to publish long-form B2B marketing blog articles.

- Authored and audited blog content for enterprise clients in Sitecore CMS.
- Created quarterly content strategy for company, and executed across numerous channels, including SEO, email, and paid social.
- Managed accounts for white-glove postcard SaaS business across verticals such as real estate, legal, solar, home improvement, and CPG.

## UX Copywriter and User Researcher

January 2017 - October 2021

- **Steady Rhythms Marketing** | New York, NY
  - Providing data-driven copywriting processes and deliverables for clients across industries like SaaS, professional training, and IT solutions.

## Content Strategist (Part-Time)

May 2020 - August 2020

- **Yak Collective** | New York, NY
  - Formed pro bono team of writers and editors to launch Yak Talk, the weekly newsletter for Yak Collective.
  - Grew newsletter from 0 to 500 members in three month span.
  - Shipped weekly newsletter for six months, with an average word count of 1500-3000 words per issue.

## Project Manager

March 2018 - November 2019

- **Natix** | Mountain Valley, CA
  - Weekly calls with CEO to create marketing strategy.
  - Hired senior designers and worked with them to create assets for sales team.
  - Owned copywriting for all marketing and communications deliverables.
  - Owned creation of eCommerce channel. Scouted and hired a full-service agency to bring Shopify site to completion.

## Technical Writer (Full-time)

January 2017 - May 2018

- **Equeum** | New York, NY
  - Led project to re-write error messages to make them more actionable to end user. Worked closely with engineers over a period of three months to refactor error messages and implement solution.
  - Worked closely with lead designer to write and deploy UX copy for product.
  - Authored and audited content using Adobe Experience Manager.

## SKILLS

**Hard: Content Strategy, Enterprise Content Authoring, Email Marketing, Content Audit, A/B Testing, User Research, UX Copywriting, Documentation, Omni-Channel Marketing, SEO Optimization, Workshop Facilitation, Prototyping (Figma), Javascript, CSS/HTML, Python, ChatGPT**

**Soft: Communication, Strategic Thinking, Creativity, Problem Solving, Collaboration, User-Centric Approach, Project Management, Research and Analysis, Stakeholder Management**

**Tools: SiteCore, Wordpress, Webflow, Squarespace, SEMRush, Ahrefs, ChatGPT, Hubspot CMS, Mailchimp, Facebook Ads Manager, Google Analytics, Adobe Creative Suite, Visual Studio Code**

## INVOLVEMENT

### The Salon

August 2021 - June 2023

- **The Salon**
  - Started weekly web3 meetup in Brooklyn called The Salon. Via The Salon, numerous members have hired each other, secured funding together, and launched companies.

### SFPC Artist-in-Residence

August 2016 - January 2017

- **School for Poetic Computation** | School for Poetic Computation
  - Created complete documentation of my experience at computational art program by publishing to blog daily about what I learned that day.
  - Lead workshops on filming documentary interviews and documenting your artwork.

### ITP Camp Fellow

June 2015 - July 2015

- **NYU** | NYU Tisch
  - Selected as ITP Camp fellow and given full scholarship to camp. Led workshops on 3D scanning, documentary filmmaking, and 3D printing for kids. Created 3D-printed sculpture series for final show at camp.