

AUDREY MCNAY

CONTENT STRATEGIST

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WORK EXPERIENCE

Robinhood | Content Strategist

June 2019 – Present

- Lead UX content strategy for all brokerage and cryptocurrency products
- Determine product marketing strategy and content channels for product launches
- Review customer support content for brokerage and cryptocurrency operations
- Develop internal processes and procedures for Content team
- Led content strategy for Fractional Shares, grew waitlist over 1M in first month of announcement

Applied Research Laboratories | Technical Writer (Part-Time)

October 2017 – May 2019

- Write user manuals and standard operating procedures for U.S. Navy hardware and software
- Create and maintain Advanced Technology division style guide
- Utilize Madcap Flare, HTML/CSS, Mercurial, GitLab

Facebook | Content Strategy Intern

May 2018 – August 2018

- Create content standards for emerging markets
- Write product content for emerging markets and “special countries”
- Strategize high-level product functionality and edge cases
- Conduct A/B tests, query and analyze data, provide recommendations
- Main project showed statistically significant increase in flow completion

Edlio | Marketing Intern

June 2017 – October 2017

- Develop and execute email campaigns targeting school administrators
- Conduct competitive analyses on competitor products and marketing
- Create marketing e-books in Adobe InDesign for campaign landing pages
- Write blog posts on website development and education
- Create graphics for web and print in Adobe Illustrator

EDUCATION

The University of Texas at Austin | Bachelor of Science in Advertising

August 2015 – May 2019 | 3.80 Major GPA | 3.71 Overall GPA

- Senior Fellows Honors Program, Moody College of Communication
- Minor in Rhetoric and Writing
- Additional Coursework in Integrated Design, Computer Science, Chemical Engineering, Chemistry

SKILLS

UX Writing & Strategy
Information Architecture
Product Marketing
Copywriting
Content Marketing

Adobe Creative Suite
Figma
Sketch
HTML/CSS
Python

A/B Testing
SEO/SEM
Google Analytics
Facebook Ads Manager
Data Analysis