AUDREY MCNAY CONTENT STRATEGIST

SF Bay Area

audreymcnay.com

□ almcnay@gmail.com

512-825-5484

to in/audreymcnay

WORK EXPERIENCE

Robinhood | Content Strategist

June 2019 – Present

- · Lead UX content strategy for all brokerage, cryptocurrency, and security products
- · Determine product marketing strategy for launches and lifecycle
- · Review Help & Education content for brokerage and cryptocurrency operations
- · Develop content standards, cross-functional procedures, and team hiring plans

Accomplishments:

- · Grew Fractional Shares waitlist to over 1MM in first month of announcement
- 4.5/5 on "ease-of-use" for advanced order UI in survey, participants frequently cited that were concepts "explained very well"
- · Mentored and onboarded new hires onto the Content team

Applied Research Laboratories | Technical Writer (Part-Time)

October 2017 - May 2019

- · Write user manuals and SOPs for U.S. Navy hardware and software
- · Maintain Advanced Technology division style guide
- · Utilize Madcap Flare, HTML/CSS, Mercurial, GitLab

Accomplishments:

- · Created Advanced Technology division style guide
- · Developed onboarding process for student technical writer role
- · Mentored student technical writer role

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

Accomplishments:

- · Statistically significant lift in "Update Profile" flow completion during A/B testing
- · Main project was shipped to production

EDUCATION

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

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

Certifications: Enterprise Design Thinking Co-Creator, Enterprise Design Thinking Practictioner

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