

AUDREY MCNAY

CONTENT STRATEGIST

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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 Practitioner

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