Keerthana Ramany
UX Content Marketing Strategist | UX Writer

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PROFESSIONAL SUMMARY:

- Results-driven and strategic Lead **UX Content Marketing Strategist** with 5 years of experience setting **customer-centric content** on **web, mobile, apps, email, and social media sites.**
- **UX writing** guru, **content marketing expert, storyteller, editorial calendar designer**, and **omni-channel campaigner** to guide users naturally through their **financial experience.**
- Skilled in **marketing automation software, behavioural triggers, dynamic content**, **SEO/SEM, usability testing, and performance analytics** to achieve maximum engagement and conversions.
- Experienced in **cross-functional team collaboration**, **agile workflows**, **mentoring content contributors**, and ensuring **voice and tone standards** across all content.

TECHNICAL SKILLS:

- **UX Content Strategy & UX Writing** – Microcopy, in-app flows, error messaging, onboarding, content design.
- **Omni-Channel Content Marketing** – Blogs, white papers, infographics, video scripts, emails, social media, product promos
- **Editorial Calendar Management** – Lifecycle marketing, campaign planning, content scheduling
- **Personalization & Dynamic Content** – Marketing automation platforms, behavioral triggers, user personas, audience segmentation
- **SEO/SEM & Analytics** – Google Analytics, search optimization, content performance insights
- **User Research & Testing** – Usability testing, A/B testing, competitor content monitoring, user feedback
- **Brand Standards & Storytelling** – Voice and tone standards, accessible content (ADA, WCAG 2.2), financial education content
- **Collaboration & Mentorship** – Cross-functional team collaboration, agile workflow, mentoring contributors.

PROFESSIONAL EXPERIENCE:

HCA Healthcare – TN
UX Content & Experience Designer   **Feb 2023 – Present**

- Developed **customer-centric content** across **web, mobile, apps, email, and social media** platforms, guiding users through their **financial lifecycle**.
- Served as **lead UX writer**, ensuring consistent **voice and tone standards** and brand alignment across all digital touchpoints.
- Managed and evolved the **content marketing calendar**, supporting **omni-channel campaigns**, product initiatives, and **lifecycle marketing goals**.
- Created **blogs, white papers, infographics, video scripts, microcopy, and error messaging** to improve user comprehension and engagement.
- Delivered **personalized, dynamic content** tailored to **user personas and behavioral triggers**.
- Applied insights from **usability testing, behavioral data, and competitor content monitoring** to refine content design and improve UX writing practices.
- Collaborated in an **agile workflow** with **cross-functional teams**.
- Mentored content contributors to elevate quality, maintain brand consistency, and implement **storytelling frameworks**.

Cognizant – India
UI/UX Designer – Content-Driven Experience Design   **Mar 2020 – Apr 2022**

- Designed **UX content flows** for mobile and web apps, including onboarding, in-app messaging, and error handling.
- Produced **omni-channel content** (blogs, emails, product promos, push notifications, social media posts) aligned with **editorial calendars**.
- Ensured content adhered to **brand voice and tone standards** and applied **storytelling frameworks**.
- Leveraged **SEO/SEM fundamentals and Google Analytics insights** to optimize content discoverability and performance.
- Delivered **dynamic, personalized content** based on **behavioral triggers, user personas, and audience segmentation**.
- Collaborated in **agile workflows** with cross-functional teams.
- Conducted **usability testing, competitor content monitoring, and behavioral analysis**.
- Mentored junior contributors on content quality, **UX writing standards**, and **omni-channel storytelling**.

Education

- **Masters in computer & information systems** – Christian Brothers University, Memphis, TN
- **Bachelor of Business Administration** – Lovely Professional University, Punjab, India