ELLA WHITE

Content Strategy Consultant | User-Centered Design | Information Architecture

📞 +1-(234)-555-1234 @ Email 🔗 linkedin.com 📍 San Jose, California

SUMMARY

With over 4 years of experience, I excel in developing content strategies and information architectures that enhance user experience and achieve business goals. My biggest career achievement includes leading a content revamp for a Fortune 500 company, resulting in a 35% increase in user engagement.

EXPERIENCE

Senior Content Strategist

Innovate Digital

📅 01/2019 - Present 📍 San Francisco, California

- Developed and implemented content strategies across 10+ high-profile client projects, leading to a 35% increase in user engagement.
- Facilitated over 20 content strategy workshops and training sessions, improving client content team efficiency by 45%.
- Crafted information architectures for complex websites, resulting in a 25% improvement in findability and user satisfaction.
- Directed the content governance plan for a major tech firm, establishing a workflow that reduced content inconsistencies by 40%.

Content Strategist

WebVantage Corp

📅 06/2016 - 12/2018 📍 San Jose, California

- Managed content auditing and analytics, leading to content optimization that saw a 20% uplift in traffic.
- Initiated a comparative analysis strategy that benchmarked against industry standards, increasing content effectiveness by 30%.
- Designed and maintained content models for enterprise-level CMS platforms, enhancing content scalability and management.
- Collaborated on user research efforts, which influenced content decisions and improved user-centered design alignment.
- Pioneered a content measurement plan that tracked performance metrics, guiding strategic improvements.

Content Coordinator

Dynamic Web Solutions

📅 03/2013 - 05/2016 📍 San Jose, California

- Curated editorial calendars that increased content production efficiency by 15%.
- Contributed to writing, editing, and publishing digital content, seeing a 10% boost in content reach.
- Assisted in developing information architectures that improved the user experience for a key client's digital presence.
- Supported the planning and execution of content strategy engagements for various small to medium-sized business clients.

EDUCATION

Master of Science in Information Management

University of Washington

📅 01/2010 - 01/2012 📍 Seattle, Washington

Bachelor of Arts in Communications

University of California, Los Angeles

📅 01/2006 - 01/2010 📍 Los Angeles, California

KEY ACHIEVEMENTS

⭐ **Led Multi-Platform Content Revamp**
Directed a comprehensive content overhaul for a Fortune 500 company's multiple digital platforms, increasing user engagement by 35%.

🏆 **Streamlined Global Content Operations**
Implemented a unified content strategy across global markets for a tech giant, reducing operational costs by 20%.

💡 **Awarded for Innovative Content Architecture**
Received the 'Innovator of the Year' award for designing an emergent content model that improved content management efficiency by 30%.

✔ **Published Thought Leadership Articles**
Authored 15+ articles on content strategy and information design, establishing thought leadership in the industry.

SKILLS

Content Strategy

Information Architecture

Content Governance

Workshop Facilitation   User Research

Content Modeling

COURSES

Advanced Content Strategy
Course on strategic planning and impactful storytelling for digital media, certified by Northwestern University.

User Experience Research & Design
Specialization in UX research techniques and design strategies, certified by the University of Michigan.

LANGUAGES

English
Native
●●●●●

Spanish
Advanced
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INTERESTS

Human-Centered Design Advocacy

Actively involved in local UX and content strategy meetups, advocating for human-centered design principles.

Digital Content Strategy Blogging

Run a successful blog where I discuss the latest trends in digital content strategy and user experience.

Continuous Learning

Committed to lifelong learning, frequently attending industry conferences and engaging in professional development opportunities.