

ODETTE RIVERA DAVIS

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LEAD E-COMMERCE & AI DISCOVERY CONTENT STRATEGIST

Senior UX/content strategist (8 years) building scalable content systems for e-commerce, telco/streaming (AT&T, Brightspeed, Frontier, DISH, DIRECTV), and DTC brands (Oura Ring, Power Plate, Tripp VR). I identify content opportunities from search/AI behavior, design reusable CMS patterns, and partner with product, engineering, and analytics to ship them. Active live-event fan with a particular interest in inventory-based discovery for ticketing and events.

CORE SKILLS

AI/SGE & semantic SEO • CMS at scale (Contentful, AEM) • UGC/creator briefs • E-commerce/offer merchandising • Content audits, usage rules & partner/legal compliance • AI-assisted content tooling & documentation • On-site discovery & collections • Content measurement, A/B testing & reporting • Landing/launch/advertorial pages • Content modeling & reusable page/layout specs (for CMS) • Cross-functional delivery (product, eng, analytics, SEO, paid) • Figma, FigJam & basic prototyping collaboration

EXPERIENCE

Senior UX Content Strategist, Partner Marketing | Clearlink (Remote)

Mar 2022 - Present

- Analyzed AI/SGE and search behavior to identify high-value content gaps (FAQs, "how it works," vertical modules). Rolled reusable structure across 6 partner sites in Q1-Q2 2024, increasing organic traffic 21% and achieving 41% SGE citation rate across ~120 pages.
- Worked with product/CMS teams to build an offer management system in Contentful with expiration logic and centralized control, reducing manual offer edits by ~50% (from 10 to 5 hours/week) and setup time from 30+ minutes to ~5 minutes.
- Led content strategy for cross-functional initiatives with 12-person squads and 20+ stakeholders across content, SEO, paid media, legal, and partner success teams.
- Planned and shipped page structures for highly constrained partner sites (Brightspeed, Frontier, DISH/DIRECTV) that balanced partner rules with UX.
- Ran recurring content audits to keep naming consistent, remove outdated promos, and maintain partner/legal compliance.
- Documented patterns and usage rules in Figma/briefs so SEO, paid, and social could publish without breaking UX.

UX Content Strategist & Researcher (Consultant) | Good UX for Good People

Oct 2020 - Present

- Clients: Oura Ring, Power Plate, Tripp VR, The DNA Company, The Woobles.
- Built persona-led content for Tripp VR that helped deliver a 55% Q4 sales lift.
- Created multi-channel campaign (email sequences, landing pages, video scripts) for Power Plate targeting consumers 50-70+, generating 12,000+ unique leads with ~18% CVR (vs 10-12% industry benchmark).
- Developed influencer content strategy framework for 6 Olympic/pro athletes (Katie Ledecky, Lindsey Vonn, Chris Paul) that shifted brand perception from "tech gadget" to "performance tool," measured via social listening.
- Wrote low-cognitive-load, inclusive content for a neurodivergent-affirming birth/doula venture.
- Partnered with product/engineering to improve IA and discoverability in modern CMS platforms.

Acting Creative Team Manager & Creative Strategist | GiddyUp (Remote)

May 2019 - Oct 2020

- Led product launch landing pages, advertorials, emails, and video briefs for 15+ e-commerce products.
- Standardized launch templates and intake, enabling ~45% more product launches year over year.
- Managed a 6-person creative team plus external creators to source and deploy copy, video, and imagery quickly.
- Introduced JIRA/Confluence, reducing delivery times by ~20-25%.

Creative Strategist | Advantage Solutions

May 2017 - Apr 2019

- Produced SEO and link-earning content for healthcare and financial brands, driving strong publisher pickup and domain-authority growth.

EDUCATION

MSc, Social & Cultural Anthropology | KU Leuven

BA, Anthropology | University of Florida