

I am a skilled content strategist with a background in UX design and research combined with a foundation in journalism.

I use this background, as an advocate for the user, to conduct interviews, analyses and research to provide clear, actionable insights and content for nonprofit and governmental organizations.

+ Professional Experience

Sr. Content Strategist at Sapient Government Services www.sapient.com
Arlington, VA May 2017 - present

Content strategy, IA and UX consultant. Client work includes the American Bankers Association, the National Cancer Institute and the National Heart, Lung, and Blood Institute. I work with federal clients and nonprofits to increase SEO, optimize content presentation and recommend content/IA improvements.

Specific Deliverables

- Perform a site audit and inventory to identify content that was outdated, redundant or unneeded and reduce URL count prior to site migration.
- Develop a content model framework and high-level taxonomy.
- Analysis of content for Section 508 compliance, followed up with a remediation plan.
- Created interview protocols for numerous stakeholder interviews.
- SEO analysis and optimization
- Led, and co-presented user workshops.

Content Strategist/UX Designer at ThinkShift www.wethinkshift.org
Washington, DC October 2016 - May 2017

Editorial lead, content strategist and UX designer for nonprofit think tank supporting workers in career transitions.

Specific Deliverables

- Led UX work in persona creation, user flows and journey mapping.
- Assist in the creation of new pages and help populate site architecture for three websites.
- Provide guidance on site nomenclature, navigation, and content layout.
- Edited academic research and prepared content for a general audience.
- Created a targeted social media campaign including designing and copywriting multiple Facebook and Twitter ads.

Newspaper Reporter and Editor

Various Publications February 1999 - January 2016

- Covered business, finance, banking, energy, government courts and police for daily, weekly and semi-weekly newspapers.
- Pitched, managed and developed editorial content across multiple mediums, which won 17 awards from state, regional and national media associations.
- Maintained newspaper websites and designed and distributed e-newsletters.
- Pitched, tested and implemented new technologies, like Tableau, for multimedia reporting.

+ Skills

Coding

- HTML/CSS

Content Management

- Drupal
- WordPress
- RythmX
- SharePoint

Design

- Sketch
- Adobe Photoshop
- Adobe Illustrator
- Axure
- InVision

User Experience

- Content Inventories
- Content Audits
- Gap/Competitive Analyses
- Metadata/SEO Audits
- WCAG/508 Compliance
- Personas
- Stakeholder Interviews
- User Interviews
- User Journeys
- Wireframes
- Information Architecture
- Taxonomies
- Content Modeling

+ Education

General Assembly [UX Design](#)
Washington, DC [Visual Design](#)

American University [Interactive Journalism](#)
Washington, DC (M.A.)

Frostburg State University [Psychology](#)
Frostburg, MD (B.S.)