

Adrienne Matt

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Agencies:

DeSantis Breindel

Digitaria

Digitas

G2

HealthEd

Matter Worldwide

OgilyOne

Publicis Kaplan Thaler

Publicis Modem

RAPP

Rosetta

Rufus Leonard (UK)

SapientNitro

Sequel Studio

Wunderman

Companies:

Bloomberg LP

Institutional Investor magazine

Clients:

Tech

IBM

SAP

Dell

LG

Samsung

Finance

Lord Abbett

BlackRock

American Express

PNC Bank

Telecommunications

Qualcomm

ADC / TE Connectivity

CPG

Dawn

Cascade

Healthcare/Pharma

United Healthcare

Boehringer Ingelheim

Allergan

Pfizer

Novartis

Utilities

APS (Arizona Power Supply)

Non-Profit

Robert Wood Johnson Foundation

The Pittsburgh

Foundation

John Templeton

Foundation

Green School Alliance

Some of the tasks I perform as a content strategist include:

Competitive Analysis

Competitive Research

Stakeholder Interviews

User Interviews

Consumer Research

Primary Research

Secondary Research

Trend Analysis

Industry Analysis

Storytelling

Content Inventory

Content Audit

Content Assay

Content Gaps

Content Archiving

Content Development

Content Data Flow

Taxonomy

Live User Testing

Remote User Testing

Card Sorting

Task Lists, Root Tasks

CMS Audit

CMS Analysis

CMS Evaluation

CMS Planning

Style Guide

Workflow

Publishing Cycles

Editorial Planning

Personas

User Journeys

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EXPERIENCE

Content Strategist

HealthEd | Client: Johnson & Johnson

August 2013 – Present (2 months) New Jersey

- Primary user research
- Project taxonomy
- Root task and labels
- Content mapping of diabetes and prediabetes

Content Strategist

Matter Worldwide | Client: BlackRock

July 2013 – Present (3 months) New York

- Interview content developers
- Analyze CMS, DAM, web publishing platforms

Content Strategist

Publicis Kaplan Thaler | Client: P&G - Dawn, Cascade

May 2013 – Present (5 months) New York

- Content inventory
- Content audit, documentation
- Content recommendations

Content Strategist

SapientNitro | Client: Lord Abbett

March 2013 – June 2013 (4 months) New York

- Content inventory
- Migration evaluation
- Workflow development (Adobe CQ5)
- Content governance
- Root task workshops
- Taxonomy

Content Strategist

Bloomberg LP

September 2012 – March 2013 (7 months) New York

- Curate a Knowledge Base to capture process, definitions and insights from team members
- Oversee writing, rewriting and editing of content for marketing site and service site

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Content Strategist & Information Architect

Matter Worldwide | Client: BlackRock

September 2012 – October 2012 (2 months) New York

Built an iPad application for in-field, road warrior sales people to manage accounts.

Strategy Consultant

Rufus Leonard | Client: InterContinental Hotel Group

March 2012 – November 2012 (9 months) London

- Governance documentation
- Workshops
- Stakeholder interviews
- Content strategy

Content Strategy Manager / Specialist

SapientNitro | Client: APS (Arizona Power Supply)

October 2011 – December 2011 (3 months) New York

- Content audit of 1800-page site
- Define and hone heuristics

AD Content Strategist

Digitaria, a JWT Company | Client: Qualcomm

August 2011 – October 2011 (3 months) San Diego

- Stakeholder interviews
- Content audit
- Competitive analysis
- Target audience research
- User journeys
- High-level site architecture

Content Strategist

Rosetta | Client: United Healthcare

July 2011 – August 2011 (2 months) Princeton, NJ

- Content inventory for intranet, portal and consumer sites
- Content recommendations
- Site structure and navigation labels

AD Content Strategist

Digitaria, a JWT Company | Client: Qualcomm

April 2011 – July 2011 (4 months) San Diego

- Content strategy for web, mobile and product
- Taxonomy for web, mobile and product
- Annotate content tags at wireframe level
- Curate content

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AD Interactive Design

Publicis Modem | Client: LG

November 2010 – February 2011 (4 months) New York

- Stakeholder interviews
- Consumer surveys
- Survey competition
- Synthesize findings

Content Strategist | User Experience Designer

Wunderman | Client: Dell

April 2010 – November 2010 (8 months) New York

- Conduct user research
- Editorial programming
- Process flows
- Content audit
- Gap analysis

UX Lead

Sapient | Client: ADC / TE Connectivity

November 2009 – March 2010 (5 months) Minneapolis

- Content strategy
- Information architecture
- Stakeholder interviews
- Card sorting

User Experience Lead

DeSantis Breindel | Clients: Robert Wood Johnson Foundation, The John Templeton Foundation, The Pittsburgh Foundation

July 2009 – November 2009 (5 months) New York

- Digital strategy
- User experience
- Information architecture
- Content strategy

Content Strategy

RAPP | Client: Nicorette

May 2009 (2 weeks) New York

- Editorial programming, frequency
- Content development guidelines (original, partnered, syndicated and community-driven content)
- Interpret primary research into content needs, types

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Information Architect

G2 Direct and Digital | Clients: Boehringer Ingelheim, Green Schools Alliance, Allergan
October 2008 – January 2009 (4 months) New York

- Information architecture
- Userflows
- Use cases

Director of Interactive Content

Institutional Investor magazine

April 2008 – October 2008 (7 months) New York

- Manage and oversee daily look, feel and interactivity of site
- Develop mobile user plan
- Recommend new business models
- Develop content partnerships and content ventures
- Oversee and manage newsletter campaigns
- Develop linking strategy
- Oversee and implement the development of multimedia content

Content Strategist

Digitas | Clients: IBM, American Express OPEN

December 2005 – April 2008 (2 years 5 months) New York

- Publishing models & guidelines
- Content development guidelines (original, partnered, syndicated and community-driven content)
- Editorial calendars
- Content audits and gap analysis

Content Architect

Sequel Studio | Client: PNC Bank

September 2005 – December 2005 (4 months) New York

- Copydeck guidelines
- Style guide
- Content business rules
- Sitemap

Senior Content Strategist

Ogilvy One Worldwide | Clients: SAP, IBM

February 2005 – July 2005 (6 months) New York

- Content audits
- Editorial calendars
- Competitive analysis