

Adrienne Matt

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Content Strategy Specialist

Agency: [SapientNitro](#), Oct-Dec 2011

Client: [APS](#)

- Collaborated with small team of content strategists and producers
- Analyzed content of 1800-page site
- Made recommendations for current and future content development
- Defined and honed heuristics

AD Content Strategist

Agency: [Digitaria](#), Aug-Oct 2011

Client: [Qualcomm, Snapdragon](#)

- Conducted stakeholder interviews
- Conducted content audit
- Surveyed competition in chipset field
- Researched target audience
- Created user journeys
- Created high-level site architecture

Content Strategist

Agency: [Rosetta](#), Jul-Aug 2011

Client: [United Health Care](#)

- Conducted content inventory for intranet, portal and consumer sites
- Made high-level content recommendations for three properties
- Collaborated with IAs on site structure and navigation labels

AD Content Strategist

Agency: [Digitaria](#), Apr 2011-July 2011

Client: [Qualcomm](#)

- Developed content strategy for web, mobile and product
- Defined systemic taxonomy for web, mobile and product
- Annotated content tags at wireframe level
- Curated marketing content
- Developed content production tracking system

AD Interaction Design

Agency: [Publicis Modem](#), Nov 2010-Feb 2011

Client: [LG Global](#)

- Constructed and then conduct stakeholder interviews
- Developed consumer surveys
- Surveyed competition, in and outside of industry
- Synthesized findings to inform strategy for next gen site platform

Content Strategist / User Experience Design

Agency: [Wunderman](#), Mar-Aug 2010

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Client: [Dell](#)

- Developed editorial calendars, content development guidelines & content creation workflow
- Conducted site and content audit across different business units & provided gap analysis
- Collaborated with information architects & creatives on projects
- Analyzed competition content
- Translated business needs into user experience strategies
- Advised account teams best practices for content strategy

Launched LinkedIn group: [Business Solutions Exchange](#)

Launched You Tube channel: [Dell Business: IT Solutions for Business](#)

User Experience Lead / Content Strategist / Information Architect

Agency: [Sapient](#), Nov 2009-Feb 2010

Client: [ADC](#) (now TE Connectivity)

- Conducted stakeholder interviews & synthesized output for team
- Facilitated workshops with clients, including card sorting, root task definition & sitemap exploration
- Managed junior IA & content strategist
- Created new sitemaps & wireframes for redesign in concert with senior IA
- Provided framework & project plan for content strategy & IA deliverables

User Experience Lead / Information Architect / Content Strategist

Agency: [DeSantis Breindel](#), Jun-Nov 2009

Clients: [Robert Wood Johnson Foundation](#), [Templeton Foundation](#), [Pittsburgh Foundation](#)

- Provided clients with digital strategy
- Translated business needs into user experience strategies
- Created sitemaps & wireframes for websites & experiences
- Developed content strategies & their implementation plans

Information Architect

Agency: [G2 direct & digital](#), Oct 2008-Jan 2009

Clients: [Boehringer-Ingelheim](#), [Allergan](#)

- Created sitemaps & wireframes for websites & applications
- Identified & translated business requirements into information & visual design
- Developed userflow diagrams to narrate the user's site experience
- Collaborated with art directors & copywriters to translate wireframes into designed pages

Director of Interactive Content

[Institutional Investor](#), Apr-Oct 2008

- Secured content partnership with Bloomberg to distribute Institutional

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- Investor & Alpha magazine content
- Hired & managed interactive team
- Developed linking strategy, social networking and community outreach
- Planned & oversaw multimedia content, including podcasts, vcasts & slideshows
- Oversaw & managed newsletter campaigns

Content Strategist

Agency: [Digitas](#), Dec 2005-Apr 2008

Clients: IBM, American Express

- Advised account teams best practices for content strategy
- Executed content audits & provided gap analysis
- Developed editorial guidelines, content creation & workflow
- Collaborated with information architects & creatives on projects
- Analyzed competition content

2008 Award: [MIXX Award, Gold](#) for [American Express' Open Forum](#)

2007 Award: [MIXX Award, Bronze](#) for IBM's Executive Interaction Channel

Content Strategist

Agency: [Sequel Studio](#), Aug-Dec 2005

Client: [PNC Bank](#)

- Pared down a 1200-page website to 700 pages
- Aligned site navigation and usability with new branding objectives
- Collaborated with client, 3rd party site developer & brand planner to implement vision
- Hired & managed team of writers and editors to rewrite site content
- Developed system to capture content creation, editing & approval process

Content Strategist

Agency: [OgilvyOne Worldwide](#), Feb-Jul 2005

Clients: SAP, IBM, Lenovo

- Advised account teams best practices for content strategy
- Collaborated with information architects & creatives on projects
- Created matrices for editorial content in websites, newsletters & emails
- Analyzed competition content
- Initiated content audit, creating database of online public & private assets & gap analysis
- Developed editorial guidelines, content creation & workflow