

STEPHANIE WATSON

SENIOR CONTENT STRATEGIST & WRITER

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PROFESSIONAL SUMMARY

I'm a Senior Content Strategist and Content Designer with over 20 years of experience crafting user-centric experiences. I've served global brands including Boston Scientific, Target, Best Buy, Sony, The Ritz-Carlton, 3M, Ecolab, and The University of St. Thomas. I've written for various industries including medtech, healthcare, SaaS, financial, and retail.

I'm passionate about creating user-focused content that helps companies authentically engage the people they're trying to reach. I enjoy translating complex ideas into clear, compelling content that connects with target audiences.

Working across industries and collaborating with all kinds of teams has made me into a flexible, creative problem-solver who collaborates well. I'm a strong yet diplomatic advocate for customer experience and content best practices, using data and research to back up my recommendations and influence decision-makers. At the same time, I know when to flex for the greater good of a project. I love to collaborate, but when necessary I'm able to take a task and run with it.

EXPERIENCE

Senior Content Strategist and Writer

Boston Scientific

Jan 2025 – June 2026

- Led the content strategy, scriptwriting, and launch of net-new call center for Endura Weight Loss Solutions
- Worked closely with legal and regulatory partners to create content that was both user-centric and legally compliant
- Helped to design and execute target audience research, to support data-driven content
- Worked with internal and external partners to create promotional videos and web content for both patients and physicians
- Collaborated broadly with cross-functional teams
- Winner of the 2025 Q2 ONE Endoscopy Award and 2025 Endoscopy Team Excellence Award

Senior Content Strategist, Content Designer and Writer

Plumlines (self-employed)

2002 – Present

Through my content consultancy Plumlines, I've crafted content for nearly every industry, including retail, tech, software, financial, health care and med tech. I've partnered with dozens of creative agencies including Brain Traffic, King Content, Arrowplane, Gage Marketing, and more. Below are some examples of my work.

SAMPLE CLIENTS & PROJECTS

Client: Pearson

Senior Content Strategist & Content Designer | Contract | Oct – Dec 2024

Core responsibilities:

- Collaborate with a 3-person content strategy team on the rebrand of Pearson.com
- Create user journeys, content components, and page content frames in Figma
- Create audience archetypes for target users
- Draw on user research and data to make recommendations for key messages and hierarchy
- Write an updated style guide to help ensure quality with Pearson's democratized content model
- Write content guidance to be included in Design System and CMS (Adobe Experience Manager)
- Write updated, keyword-optimized content for level 1 and level 2 pages on Pearson.com
- Collaborate with UX designers, product managers, leadership and fellow content strategists

Client: Trinity Solar and Roofing

Lead Content Strategist & Writer | Contract | Mar – Oct 2024

Key accomplishments:

- Collaborated with Trinity Solar leadership and UX designers to determine page structure and messaging hierarchy
- Wrote keyword-optimized website content for site selling solar and roofing services
- Established messaging guidelines, voice and tone for web, email and social
- Led content-focused meetings with key stakeholders and SMEs
- Created user journey maps/user flows
- Mapped out project steps and timelines for content team
- Mentored junior staff writer to help her craft blog posts and articles

Client: Connect Homes

Lead Content Strategist & Writer | Contract | Mar 2023 – Feb 2024

Key accomplishments:

- Led the development of Connect Homes web content strategy
- Wrote keyword-optimized website content
- Wrote lead-nurturing email campaigns and social media posts
- Founded the Connect Homes blog, created a blog editorial calendar, interviewed SMEs and wrote blog posts
- Led content-focused meetings with Connect Homes CEO and partner agency, Cue Design

Client: Ecolab

Lead Content Strategist & Writer | Contract | Apr 2021 – Jul 2023

Key accomplishments:

- Led development of content strategy for migration of Bioquell website to Ecolab.com
- Completed a content inventory and qualitative audit of old Bioquell site
- Led research interviews with Bioquell SMEs to collect source content
- Collaborated with a large cross-functional team of agency staff and internal stakeholders
- Wrote keyword-optimized web content, and worked with compliance team to integrate legal requirements
- Added approved content to CMS
- Collaborated with project owners to create updated content for Ecolab Pest Control web presence
- Worked with legal/compliance department to fine-tune content

Client: Two Bettys Green Cleaning

Lead Content Strategist & Writer | Contract | 2018 - 2022

Key accomplishments:

- Led development of content strategy for refreshed website
- Wrote voice and tone messaging guide
- Oversaw website content writing; mentored junior staff writer
- Created editorial calendar for blog and social media content
- Conducted interviews with Two Bettys CEO to gather blog source content; wrote blog posts

Client: University of St. Thomas/Opus College of Business

Senior Content Strategist & Writer | Contract | 2018

Key accomplishments:

- Worked with a team of content strategists from partner agency Brain Traffic to plan the new Opus College of Business website
- Conducted a content inventory and qualitative audit of old web presence
- Led interviews with internal university stakeholders and students
- Designed page tables to determine messaging hierarchy
- Wrote keyword-optimized content for new website
- Collaborated with university leadership and UX specialists

For work samples, please visit my [portfolio website](#).

EDUCATION

- Button Content Design Conference, 2024
- Confab Content Strategy Conference, 2023
- Sarah Lawrence College, New York, B.A. in Liberal Arts, 2001
- University of São Paulo, Brazil, academic year abroad, 1999 - 2000

SKILLS

- Content strategy
- Content design
- Copywriting
- UX writing
- Email marketing
- User research
- Competitive market research
- Stakeholder interviews & workshops
- Content inventories
- Content audits
- User journeys/user flows
- Style guides & messaging frameworks
- Naming taxonomy
- Cross-functional team collaboration

TOOLS

- Figma
- Miro

- Airtable
- InVision
- Jira
- Microsoft Office Suite
- Google Docs
- Google Sheets