

# Stephanie Watson

## Senior Content Designer/UX Writer and Content Strategist

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### **OVERVIEW**

Senior content strategist and writer with over 22 years of experience crafting digital content for a variety of industries including retail, tech, financial, and health care. Skilled in working with cross-functional teams to reach alignment on project goals and execute strategies. Able to deliver high-quality content tailored to various mediums including online, social media, email, and print.

### **SKILLS**

- Development of content strategy for a variety of applications
- Senior-level strategic content writing for various platforms
- Conducting user experience research and interviewing key stakeholders to help inform content strategy and design
- Working with style guides, data insights, SEO strategy and other key inputs to design content that's user-centric while also meeting business goals
- Decades of successfully collaborating with UX specialists, content strategists, SEO experts, and other team members to bring projects to life
- Able to work independently, too
- Creative problem-solving skills and a high level of adaptability
- Proficient in Figma and other platforms

### **PROFESSIONAL EXPERIENCE**

#### **Independent/Freelance Senior Content Strategist, Content Designer/UX Writer, and Copywriter**

Plumlines, Inc

2002 – Present

As an independent content strategist, content designer and writer, I've served a wide variety of Fortune 500 companies and top brands including Target, Best Buy, Sony, Google, 3M, Boston Scientific, Capella University and many more. I've partnered with dozens of local creative agencies including Brain Traffic, King Content, Arrowplane, and Gage Marketing. This breadth of experience has made me an incredibly flexible partner, able to quickly sync up with fellow team members and strategic goals to craft solid communication strategies and write great content together.

### **EDUCATION**

#### ***Confab Content Strategy Conference***

2023

#### ***Sarah Lawrence College, New York***

B.A. in Liberal Arts, May 2001. Studies included writing, literature, foreign languages, theater and dance.

#### ***University of São Paulo, Brazil***

Academic year abroad, 1999 - 2000. Studies included Portuguese, Brazilian literature, culture, politics and drawing.

Samples of my content strategy work and writing, as well as references, are available upon request.