

PEOPLE MANAGER | UX/UI CONTENT DESIGN LEADER

Strategic and empathetic UX content design leader specializing in human-centered design with experience supporting and growing teams to be more data-driven and efficient when designing content for a user experience.

PROFESSIONAL EXPERIENCE

VP, Content Design Manager · PNC Bank · Pittsburgh, PA · Oct 2021 – Current

The 5th largest bank in the U.S. with over 10 million customers across our digital properties and branches in 27 states.

Manage and direct the content design team aligned to PNC Online Banking. Working alongside experience design, product, legal, accessibility, and development leaders supporting PNC's digital properties to drive performance, map workflow, and support the business initiatives at PNC Bank.

- Hire, manage, and direct the digital content design team overseeing PNC's authenticated experience
- Coach, mentor, and manage the HR responsibilities for 11 employees - grew team from 4 in two years
- Working directly with our CEO and C-suite leaders to provide status reports on current projects
- Working to modernize digital channels to be more in-line with the top 4 banks in the U.S. - PNC is #5
- Define content standards and guidelines aligned to PNC's digital channels
- Oversee execution of user research to make data-driven decisions to optimize user experience

Strategic Marketing Manager · Carney Digital Agency · Pittsburgh, PA · Jan 2020 – Oct 2021

A dynamic digital agency with clients like, Allegheny Conference, XQ Institute, WYEP, Union Project, and Carnegie Museums of Pittsburgh.

Managed day-to-day contact with 7-10 clients across industries such as, Education, CPG, B2B, Economic Development, and Non-Profit. Developed timelines, creative, marketing strategy, audience segments, and reporting. Implemented new processes to elevate project management, improve cross-functional collaboration, and overall client satisfaction.

- Owned web design projects from discovery phase to final launch
- Persona and journey development to produce relevant content
- Cross-functional collaboration with creative and development
- Define website infrastructure and content strategy
- Qualitative and quantitative research to understand audiences and topics
- Develop engaging digital campaigns and reported on results

Content Strategist · Pipitone Group · Pittsburgh, PA · July 2018 – January 2020

An integrated marketing agency with clients like Kean University, Pittsburgh International Airport, and University of Pittsburgh's Innovation Works.

Developed user-friendly content for web, social media, email, long-form whitepapers and blogs as well traditional channels. Deployed and analyzed social media and email campaigns to recommend optimizations and deliver results. Developed long-term and short-term content strategies to achieve goals.

- Created engaging, on-brand content to convert users to take action
- Qualitative and quantitative research to build content strategies
- Collaborated cross-functionally with creative, development, and digital
- Brainstormed engaging creative concepts and content
- Developed and analyzed agency and client social marketing communication efforts

Styling Team Lead · Stitch Fix · Remote Role · July 2016 – February 2018

A publicly-traded personal styling service that sends individually picked clothing and accessories items for a styling fee.

Styled clients for 3 mos. and was promoted to lead a remote team of 45 direct reports in women's business line. Assisted them in understanding the brand and meeting their performance targets. Served as a creative communication resource for the region. Developed engaging content for weekly team email communication and instructional training sessions.

- Trained, coached, and developed a team of high performing Stylists
- Developed content to educate Stylists on product launches and brands
- Executed two weekly newsletters per week using Canva and MailChimp
- Promoted partnership and brought Stitch Fix culture to life in a remote workforce

Marketing and PR Coordinator · Dona Jo Fitwear · Pittsburgh, PA · Oct 2014 – July 2016

A local women's activewear brand created for all sizes of women and made of vibrantly printed fabrics ethically-sourced from Brazil.

First full-time marketing strategist to create a content strategy for the brand including web, social media, email, and blog efforts. Optimized website IA and content to improve site traffic. Developed strategies for product launches and partnerships. Increased Instagram following by 30,000. Increased online conversion rate by 3%.

- Collaborated with experience designer to produce content guidelines and standards
- Optimized content based on keyword research and best practices
- Developed timelines and strategy for product launches
- Created and converted shoppers to brand loyalists
- Planned and executed web and marketing strategy

OTHER ROLES

rue21 · Sept 2013 – Oct 2014

Digital Marketing and PR Coordinator

rue21 · Feb 2012 – Aug 2013

Marketing Assistant

WHIRL Magazine · May 2011 – December 2011

Editorial Freelancer for Music + Fashion

EDUCATION

University of Pittsburgh

Bachelors of Arts in Communications with a focus on Media Studies; Minor in Journalism

GPA: 3.7

Pittsburgh, PA

May 2011

College Internships:

Editorial Intern - Whirl Magazine (2009-2011)

Events Intern - Phipps Conservatory (2008)