

Holly Cooper

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Web Content Designer

- Ten+ years of experience creating and managing user-focused web and SaaS content.
- Skilled at using empathy to convey complex information in simple, useful language.
- Collaborative, curious, strategic, and proficient with data.
- Passionate about using words and a systems approach to solve problems and guide user journeys.

PROFESSIONAL EXPERIENCE

Wells Fargo — Corporate Public Affairs, San Francisco, CA

Digital Content Editor/Writer (multiple contracts)

Performance Management — HR site transformation: January 2020 – April 2021

- Collaborated with stakeholders to develop content strategy recommendations, with goal to improve usability, findability, and consistency across channels.
- Incorporated international content to reach all global employees (~270K).
- Conducted content audits, gathered requirements, and developed use cases, user flows, design concepts/prototypes, and information architecture.
- Wrote, edited, staged, QA'd, and published content.
- Upheld brand, editorial, and accessibility guidelines; ensured that all content was concise, factual, actionable, task-oriented, and user-centered.

Manager Center redesign: August 2017 – January 2019; May to August 2015

- Assisted with requirements gathering, content audits, and content strategy.
- Collaborated with writers, subject matter experts, and designers to develop and edit over 200 pages of targeted content for managers worldwide.
- Performed site QA, triaged and resolved issues from staging through post-launch.
- Developed and iterated on new digital style guide while adhering to corporate standards.

Annual Benefits Enrollment: June 2016 – January 2017

- Managed editorial process and assisted with content strategy for development of new intranet site and 150+ targeted open enrollment communications.
- Edited/fact-checked content, enforced compliance and style guidelines, verified that page drafts matched wireframes, and recommended improvements to UI text.
- Performed site QA and worked with developers throughout production, staging, and launch to resolve issues on tight deadlines.
- **Results:** 40% increase in traffic compared to previous year, with 56% increase in clickthroughs to external benefits tool and 3x increase in health plan downloads.

(continued)

Freelance editor/content specialist, Oakland, CA

October 2014 – present

- Write, edit, and restructure websites, blog posts, infographics, microcopy, user help content, and user-facing touchpoints; ensure that content is clear, concise, useful, and on-brand.
- Apply research, documentation (personas, use cases, wireframes), and empathy to design content that helps solve users' problems while aligning with business goals.
- Conduct content audits, site assessments, topic research, and competitor/keyword analysis to inform content design.
- Optimize content for humans and search engines, ensuring that vocabulary is appropriate and appears in a predictable format.
- Collaborate with teams to design content, content strategy, and information architecture.

(Client list available upon request.)

Teachscape, Inc. (now Frontline), San Francisco, CA

Copywriter/Editor

October 2010 – October 2014

- Developed enterprise web content about SaaS products for K–12 and higher education.
- Restructured, rewrote, and edited FAQs and other user help documentation.
- Conducted customer interviews to understand use of and challenges/pain points with the company's digital learning products.
- Partnered with CMO, product, and design teams to create and refine content across channels and plan/execute product rebranding.
- Wrote and edited marketing and sales materials, case studies, white papers, proposals, and articles about teaching, professional development, and e-learning.

TECHNICAL SKILLS

Proficient in:

- MS Office 365, Adobe Acrobat Pro, G Suite.
- WordPress, SharePoint, Squarespace, + other CMSs.
- HTML, CSS.
- MS Teams, JIRA, Asana, Pivotal Tracker, Zoom, Skype for Business.

EDUCATION & CERTIFICATION

- B.A., Finance, Michigan State University, East Lansing, MI.
- Professional Certificate in Editing, University of California, Berkeley Extension.