

JENNIFER BOUDINOT

Content strategy leader with 20+ years' experience at the intersection of content design and business development. Copywriting background includes short-form, long-form, B2B, B2C, UX, and L&D. Expert at uncovering product value props to power platform-specific strategies, then bringing them to life.

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Contact Info

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Portfolio

jenboudinot.com

Password for
gated areas:
Hello123

Experience

Senior Content Designer / Strategist (Contract) | AKQA Nov 2023–Jan 2024

Part of WPP, AKQA is a renown global design and innovation agency.

- **Strategy direction:** For Aeromexico airline app, leading strategy for in-app messaging, push notifications, live iOs content, widgets, and handling of flight disruptions (IROPs); creating strategy artifacts in Figma
- **Content design (UX):** Creating end-to-end user flows and content blocking in Figma; reviewing designed screens for copy, consistency, and other strategy concerns
- **AI copy generation:** Using ChatGPT queries to generate messaging and editing the output

Associate Director, Content Strategy / Copy Lead, Experience Design (Contract) | Huge | April–Dec 2022, May–Oct 2023

Part of IPG, Huge is an award-winning global agency with top clients

- **Top agency clients:** Oversaw B2B and B2C website content strategy for high-value clients including Barclays CIB, Clover POS systems, Sphera ESG (part of Blackstone) and Virgin Voyages
- **Strategy direction:** Devised conversion strategies through content audits, competitive research, and stakeholder sessions (including SME interviews, focus groups, and on-site workshops); reviewed creative team's work and helped them implement client feedback
- **Content design (UX):** Wrote creative briefs; created content blocking and low-fi wireframes (using Figma and Miro); advised UX Designers on wireframe creation and IA/navigation; conducted content modeling for new website components; wrote documentation
- **Copy direction:** Led copywriting team, including review and approval of copy docs; created FAQ strategy based on SEO analysis
- **Copywriting:** Wrote UX copy as needed, including for CTAs, customer booking & payment flows, landing pages and other webpages, FAQs, and other areas of client websites

Senior Content Designer / Senior Strategist (Freelance) | Various Firms May 2021–June 2023

Agencies included Valtech, Flume Digital, and SYPartners. Non-profits included Little Caribbean NYC and Outride.

- **Top agency clients:** Worked in client-facing role with Twitter, Mandarin Oriental, and Aramark
- **Team leadership** Guided copywriters and content strategists to create content-specific frameworks, templates, and governance
- **Content Strategy:** Conducted content audits, gap analysis, competitive analysis, and SME focus groups; created client-facing decks, white papers, and memos to advance strategy
- **Content strategy (UX):** Created content blocks/maps, conducted content modeling, and worked with UX designers on wireframes and IA
- **Email strategy:** Devised email strategy for high-volume lists including creating content verticals and messaging, segmenting lists, and creating drip campaigns
- **Copywriting:** B2B and B2C, UX / web, SEO, social, email, OOH, print, user stories, internal employee communications

Senior Content Strategist | Beyond | Aug 2019–Dec 2020

Beyond (bynd.com) designs special experiences for major tech companies

- **Top agency clients:** Worked closely with clients including Google, Mailchimp, and Snapchat
- **Content strategy (L&D):** Using background research, existing materials, and SME interviews, created concepts and templates for 30+ elearning courses (B2B and B2C); refined content based on client feedback and user testing
- **Copywriting:** Wrote elearning courses and email drip campaigns for new product adoption
- **Creative collaboration:** Using an Agile framework, collaborated with designers, developers, QA, and other stakeholders

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Skills

Core Competencies

Content strategy
Content design
Customer strategy
Brand strategy
Social strategy
Creative direction
Copywriting
UX, CX, XD
User flows
User journeys
Content map
Content audit
Content model
Gap analysis
E-learning, L&D
Email marketing
Persona creation
Audience research
User data analysis
Proposals and decks
Creative briefs
White papers
Client presentations
Client relations
Leading teams
UX writing, SEO
Copywriting
B2B writing
B2C writing
Documentation
Style guides
Copyediting
Shortform, longform
Digital, print
Storytelling

Methodologies

Agile
AP, Chicago styles

Programs

Google Suite
MS Office
Jira
Airtable
Miro
Figma
ChatGPT
Slack
Zoom, Teams
Salesforce

Platforms

Wordpress
Moveable Type
Squarespace
Mailchimp
Exceed/Intellum
Custom CMSes

Experience (continued)

Freelance Content Strategist | The Charles | March–Dec 2019

The Charles (thecharlesnyc.com) is full-service advertising agency

- **Digital strategy:** Oversaw digital strategy for the 2019 Tony Awards, including editorial calendar and audience personas, and live coverage during the show for @TheTonyAwards Instagram
- **Brand strategy:** Researched and wrote brand strategy decks outlining brand identity, target audiences, voice and tone, and content concepts for brands such as Hard Rock Hotels and Bacardi

Content Marketing Specialist | Chicago Ideas | 2017–2019

Chicago Ideas is a nonprofit known for its festival of thought leaders

- **Content strategy:** Created editorial calendar for website, email, and organic and paid social
- **Brand strategy:** Created sponsored posts by interviewing executives from such companies as MillerCoors, Boeing, and EY, then strategizing content and providing copy support
- **Copywriting:** Wrote or edited 200+ event descriptions/speaker biographies for annual festival

Owner & Content Strategist | Green Tiger, LLC | 2013–2018

Green Tiger (greentigerbooks.com) is a book production company I own & operated, whose books have sold more than 500,000 copies.

- **Creative direction:** Oversaw all content (from conception to finished product) for non-fiction books including copy and art direction
- **Team leadership:** Recruited and managed creative teams including writers, editors, designers, and illustrators
- **Content strategy:** Created content architecture, templates, and content matrixes for longform content

Director, Digital & Content | Castle Point Publishing | 2009–2017

Castle Point published the bestselling line of "Who Knew?" books as well as other custom publishing projects

- **Content strategy:** Oversaw content strategy and content creation (including SEO and style guide) for website, social media, podcasts, UX, ebooks, and monetized print media
- **Content strategy:** Created information architecture for knowledge database; conducted content audit and transitioned content when brand was sold to Macmillan
- **Social strategy:** Created editorial calendars for social media and grew followers by 150,000+

Editorial Assistant > Associate Editor > Editor, Publishing | Barnes & Noble, Inc. | 2003–2009

Barnes & Noble is the world's largest book retailer, with an in-house publishing wing.

- **Content strategy:** Conceptualized new books, helped create brand look and style for book series, and acquired new authors, leading to gross sales of approximately \$10–\$30 million per year
- **Team leadership:** Oversaw 10–15 book projects simultaneously, including leading content strategy, working with licensors (including TV Guide and AMI), finding and hiring creatives, guiding authors, and editing

Education

Emerson College

Bachelor of Arts in Writing, Literature, and Publishing

- Graduated magna cum laude

See my portfolio at jenboudinot.com

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