



Sharise Cunningham

Digital Marketer & Word Chef

Contact Me

✉ info@sharisecunningham.com

🌐 sharisecunningham.com

in www.linkedin.com/in/thewordchef

Essential Skills

- Adobe Experience Manager - 19+ yrs
- Agile development cycles - 19+ yrs
- Figma/Mural/Muro - 4+yrs
- Confluence/Jira - 19+ yrs
- Google Suite - 12+ yrs
- Marketing Communications - 19+ yrs
- Microsoft Office Suite - 30+ yrs
- SharePoint - 20+ yrs
- Slack/Teams - 4+ yrs
- Writing microcopy (web/app/social) 18+ yrs
- Writing long-form (digital/print) - 20+ yrs
- Relationship Building - 19+ yrs
- Vendor/Freelancer Management 12+ yrs

Education

CERTIFICATIONS

- Digital Analytics for Marketing Professionals, Coursera, Issued Aug 2017
- Marketing in a Digital World, Issued Apr 2017

CERTTESOL, Oxford TEFL, Prague, CZ.

Certified to teach English as a second language. Specialized in adult general and business instruction.

BACHELOR OF ARTS

JOURNALISM, GEORGIA STATE UNIVERSITY
Journalism major, marketing minor.
Dean's List, two quarters.

About Me

Content leader with a successful record of working with cross-functional teams: product managers, developers, designers, researchers, product owners/SMEs, and legal. My superpower is turning complex information into user-friendly, actionable content that follows a logical flow.

Recent Experience: All contract roles

SR CONTENT WRITER, Kin + Carta (2023)

Successfully performed duties well beyond that of a writer:

- Completed full content audit for two brand websites.
- Completed creation and got buy-in of a new content sitemap.
- Completed multiple readout & proposal decks, highlighting findings and providing a way forward for content dev.
- Co-created wireframes for mobile and website redesign.

CONTENT STRATEGIST, PUBLICIS SAPIENT (2022-2023)

- Worked on various client projects: Deeply involved in research (user interviews, journey mapping, affinity mapping) to create a customized content plan (telecom).
- Strategize content placement, write/edit content for new product microsite (logistics).
- Organize and structure technical content for a tax assessment software program (local government).

CONTENT STRATEGIST, WELLS FARGO (2022)

- Provided general content and strategy consulting services for experimental financial products.
- Created content for prototype sites/apps to help determine product feasibility and gauge whether a product should go to production.

CONTENT DESIGNER, INTUIT (2021-2022)

- Champion for content on the QuickBooks Online, Payments mission team.
- Strategized and created messaging for in-app copy, emails, push notifications, FAQs, knowledgebase articles, and more.
- Worked on several major product enhancements.

SR UX CONTENT STRATEGIST, ANTHEM BCBS (2020-2021)

- Infused clarity into Anthem's B2B broker content.
- Worked with Dev to enhance logic in UX content and flow.
- Primary projects: Broker Portal, Broker Plus mobile app, AI-chatbot, and others.

SENIOR CONTENT STRATEGIST, AKQA (2019)

- Worked with artificial intelligence (AI) and Conversational Design for Delta Airlines' chat feature.
- Created responses and workflows to help users self-serve and reduce contact with representatives in-app and online.
- Mentored junior strategist. Created a CD Voice & Tone Style Guide for handoff to client.

Earlier & Full-Time Experience

Cricket Wireless (AT&T) | Lead Content Strategist

August 2015 – February 2019

- Moved rapidly from contract content strategist to fulltime Lead with a series of increasing responsibility based on revenue-producing content creation, technical ability, and leadership skills.
- Created content and strategized placements of banners, landing pages, and other components of promo campaigns or device launches within Adobe Experience Manager.
- Created new page layouts or worked with Dev to create new templates as needed.
- Worked with Marketing on multichannel promos. Coordinated content with Social teams. Wrote for SEO when appropriate.
- Worked with data analyst to watch buying trends and make shifts in copy or placements, as needed.
- Used heat-mapping, journey mapping, user insights & other tools to understand user interactions and adapt content accordingly.
- Created email campaigns and worked with vendor on distribution and performance.
- Maintained online product reviews, updating the XML file, and sending to vendor.

Sage Software | Principal Content Strategist

NOVEMBER 2014 – JULY 2015

- Led strategic planning, development, and management of global content for a broad range of on-premise, web, and desktop accounting solutions.
- Established guidelines and processes for delivering multi-platform content. Collaborated with Marketing, Product Management, and Development teams to create branded, user-centered content.
- Directed a globally-distributed team of strategists, writers, and translators.
- Created and drove adoption of global content standards and publication best practices in Adobe Experience Manager.

Freelance Language/Content Consultant | Prague, Czech Republic

JULY 2012 – SEPTEMBER 2014

- While in Prague, I successfully owned a freelance business as an English Content Strategist for O2, a major telecom company. Implemented content in a proprietary content management system (CMS)
- Managing Editor at Socialbakers, a SaaS suite of products for social media management.
- Taught small group and individual English lessons on-location. Wrote and published lifestyle articles geared toward Expats and visitors for a local website.

UNITED PARCEL SERVICE (UPS) | Content Strategist

SEPTEMBER 2010 – MARCH 2012

- Created and managed content strategy of various enterprise release projects. Reviewed business requirements, functional requirements, and UI specs to assess project needs.
- Implemented content in Adobe Experience Manager (AEM)
- Provided accurate time/cost estimates.
- Created detailed content plans, content audits, and competitive analyses.
- Worked with industry experts and product owners/SMEs to redesign the UPS Sustainability website, making it more user-friendly, actionable, and engaging.
- Worked closely with project sponsors, developers, and Information Architects.
- Wrote/edited B2B and B2C marketing content, help pages, and web and web app content.
- Developed content matrices, translation manifests and testing manifests throughout the project lifecycle, taking it from inception to launch.