



# Sharise Cunningham

*Word Chef & Linguaphile*

## Contact Me

✉ [info@sharisecunningham.com](mailto:info@sharisecunningham.com)

🌐 [sharisecunningham.com](http://sharisecunningham.com)

in [www.linkedin.com/in/thewordchef](http://www.linkedin.com/in/thewordchef)

## Essential Skills

- Adobe Suite, select products
- Agile development cycles
- CMS (AEM, others)
- Figma/Mural, etc
- Confluence/Jira
- Marketing Communications
- Microsoft Office Suite
- Relationship Building
- SharePoint
- Slack/Teams
- Vendor/Freelancer Management
- Writing microcopy (web/app/social)
- Writing long-form copy

## Education

### **CERTIFICATION**

*CERTTESOL, TRINITY COLLEGE (UK)*

Certified to teach English as a second language. Oxford TEFL, Prague, CZ. Specialized in adult general and business instruction.

### **BACHELOR OF ARTS**

*JOURNALISM, GEORGIA STATE UNIVERSITY*

Journalism major, marketing minor. Dean's List, two quarters.

## Achievements

Increased online revenue contribution 2% M-O-M amid tough industry competition.

Realized an 18% reduction in calls to customer support with support site redesign (aka, cost savings).

## About Me

User-focused content leader with a successful record of working with cross-functional teams: product managers, developers, designers, user researchers, product owners, and legal. My goal is to turn complex information into user-friendly, actionable content that follows a logical flow. I excel in marketing copy and product user experience (UX/UI) microcopy.

## Recent Experience: 2019–Present

### All contract roles

#### CONTENT STRATEGIST, PUBLICIS SAPIENT

- 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

- 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

- 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 CONTENT STRATEGIST/PRODUCT UX, ANTHEM

- Infused personality into Anthem's broker-facing content.
- Worked with Dev to enhance logic in UX content and flow.
- Projects included Broker Portal, Broker Plus mobile app, AI-chatbot, and others.

#### SENIOR CONTENT STRATEGIST, AKQA

- 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.
- Coordinated content development and publication with Retail Marketing and Social teams. Wrote for SEO, worked with Marketing on multichannel promos.
- 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.

### **Prague, Czech Republic | Freelance Language/Content Consultant**

*JULY 2012 – SEPTEMBER 2014*

- While in Prague, I successfully owned a freelance business as an English Content Strategist for O2, a major telecom company.
- 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.
- 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.