

# Chris Woolfrey

Portfolio

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## DIGITAL CONTENT STRATEGIST AND SENIOR COPY EDITOR

Versatile and innovative content strategist specializing in frontend strategy: persona research and creation; customer journey mapping; creation and maintenance of content production schedules; guideline writing. With a proven ability to lead multidisciplinary teams, I combine strong writing skills with strategic vision, project management success and a cutting edge understanding of emerging trends on the web, from experience design (XD) to on-site user experience (UX) best practice.

Expertise including but not limited to:

- Developing user personas
- Creating content guidelines
- UX copywriting
- Copy editing
- Omnichannel content strategy
- Branding documentation
- Managing small teams
- Translation management
- Customer journey mapping
- Developing content calendars Copy
- for microinteractions Managing
- social media accounts

## PROFESSIONAL EXPERIENCE

CONTENT STRATEGIST | Segal (New York City, USA)

July 2018 - Present

Recruited to lead The Segal Group's digital content strategy, working closely with senior leadership, consultants, developers and designers and others to re-define the group's diverse portfolio of digital properties.

Key contributions so far:

- Developed and embedded omnichannel KPIs, for use across the organization
- Implemented best practices on high-profile site sections, resulting in threefold improvement in key metrics
- Created diverse channel strategies, with defined goals and task lists, to measurably improve performance across 2019

FREELANCE STRATEGIST | Mile End (Montreal, CA)

May 2018 - July 2018

Hired for a project to re-design and re-launch Purge Labs, a client of Mile End's. In order to develop a conversion-focused website with a distinct brand, I created user personas, tone of voice guidelines, user needs statements, a new information architecture, and more. I then provided all the text content.

CONTENT MANAGER | TRVL (Amsterdam, NL)

Nov 2017 - May 2018

Headhunted by this fast-growing travel startup to develop a content strategy that accelerates growth and focuses TRVL's brand message. My responsibilities include but are not limited to: research for and creation of user personas; full content audits; site functionality recommendations and UX improvements; synchronization of advertising and content marketing.

Key contributions:

- Developing user personas, customer journey maps, and content guidelines
- Creating a content strategy across marketing, sales, and publishing
- Managing a network of writers

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## WEB CONTENT SPECIALIST | Albelli (Amsterdam, NL)

2016 - Oct 2017

Recruited to produce a documented omnichannel strategy and develop Albelli's web and application content. Leading a cross-departmental group to align on a single strategy covering these areas and also social media, online marketing, blog content, and more. Further: managing translations into eight languages, copy editing all commercial content and working closely with UX designers to overhaul our website and software applications.

Key contributions:

- Launched the Albelli smartphone app, working closely with designers and developers, in February 2016
- Redefined Albelli's web tone of voice to match a new brand identity in October 2016

## SENIOR WEB EDITOR | The IB (The Hague, NL)

2014 - 2016

Briefing and editing all web content and managing the production and publishing of video, blog and social media content, I worked across the organization to embed research-led user personas across the International Baccalaureate's marketing and communications.

Key contributions:

- Launched the new IB website in November 2014, tripling conversions year on year
- Developed and embedded the organisation's first omnichannel content strategy, published in 2016
- Established a new tone of voice for the IB, focused on friendliness and plain speaking

## WRITER AND RESEARCHER | The Key Support (London, UK)

2012 - 2014

Working within the editorial team, I researched and produced concise, plain-speaking information and policy articles for UK schools.

## CONTENT EDITOR | Quad Digital (London, UK)

2010 - 2012

Quad was an article marketing agency that worked closely with other agencies to produce SEO content for their clients. I managed a team of twenty freelance writers, sub-editing and copy editing their work.

## FREELANCE WRITER | Various Clients (UK, NL, USA)

2008 - Present

From 2008-2010 I worked for a range of clients including Charles Tyrwhitt, Ecoswitch and Hiscox. Since 2014 I've been published by The Wire, VICE, Boiler Room, and others.

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## EDUCATION AND TECHNICAL EXPERTISE

Master of arts (MA) in Modern and Contemporary Literature (2011)

Birkbeck College, University of London, UK

Bachelor of arts (BA) in English Literature with Creative Writing

The University of East Anglia, UK (2008)

## TECHNICAL EXPERTISE

Adobe: Analytics, InCopy, InDesign

Coding and design: CSS, HTML, Sketch

Google: Adwords, Analytics

iWork: Keynote, Numbers, Pages Microsoft

Office: Excel, Outlook, PowerPoint, Word

Various CMS: EPiServer, Magento, Wordpress

## CONTACT DETAILS

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