

COURTNEY STOKER

DESIGN CONTENT STRATEGIST & CONTENT MANAGER



PORTFOLIO

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EMAIL

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PHONE

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SKILLS

Content strategy

Content governance

Analysis & problem-solving

Writing

Working with SMEs

UX design

SOFTWARE

Confluence

JIRA

MS Office

InDesign

Figma

EDUCATION

MASTER'S IN ENGLISH

Texas A&M University, 2011

BACHELOR'S IN ENGLISH

Southwestern University, 2009

WHAT I CAN DO FOR YOU

With a background in education, content strategy, and user experience, I can create and execute content solutions that are engaging, intuitive, and data-driven. I can develop style guides and standards, train writers and other content creators, and develop governance processes that ensure every piece of content exceeds expectations.

WORK EXPERIENCE

SENIOR CONTENT STRATEGIST

MAY 2023- PRESENT, CITIBANK

2019 - APRIL 2023, RAZORFISH

- Develop strategy and content for web-based credit card platform, including the card application and servicing site
- Collaborate closely with UX designers, visual designers, copywriters, product managers, and project managers
- Successfully revamped onboarding process for creative and product teams and personally onboarded 30+ new hires

MANAGING EDITOR

2017 - 2019, DOOK DOOK FERRET MAGAZINE

Yes, I did actually run a magazine about ferrets!

- Created and maintained style guide for editors and writers
- Developed themes, solicited articles from freelance writers, wrote content, and organized each issue
- Spearheaded "Ask a Vet" column, persuading vets from around the world to participate, developing a reader submission form, and establishing a process for questions to be assigned
- Instrumental in increasing average issue length from 10 pages to 70 pages
- Developed content management system to track article progress, decreasing time from submission to ready-to-publish by 30%

UX CONTENT LEAD & KNOWLEDGE MANAGER

2018 - 2019, CS DISCO

- Wrote, maintained, and managed:
 - The customer-facing knowledge base
 - UX copy
 - Style guide used by the UX, marketing, enterprise, and customer service teams
- Worked closely with designers, product managers, software engineers, lawyers, the enterprise/customer service team, and the marketing team

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WORK EXPERIENCE, CONTINUED

TECHNICAL WRITER & KNOWLEDGE MANAGER

2016 - 2018, APPLE

- Rebuilt the internal wiki for a GIS (geographical information systems) technician team from the ground up, interviewing SMEs, updating UI, developing templates, and rewriting all content
- Because of this revamp, the team was able to grow from <30 local technicians to >1,000 domestic and international technicians
- Established a reputation that resulted in multiple teams requesting my assistance in creating their own documentation systems
- When department was merged with other tech writer teams, planned and facilitated team meetings to develop new processes and style guide
- Created and regularly implemented training for new tech writers

CUSTOMER SERVICE EMAIL SPECIALIST

2015 - 2016, LEGALZOOM

I was an email agent, answering hundreds of customer emails a day. I took the initiative to develop new templates, a style guide, and eventually manage the Customer Care knowledge base.

- Developed style guide adopted by email and QA teams
- Developed and presented team training for email writing style
- Part of 2-person team that rewrote all email templates for customer service chat pilot
- Wrote 30+ templates used regularly by email team
- Revised and published 40+ articles for Customer Care wiki

CO-OWNER & WRITING COACH

2014 - PRESENT, AUSTIN WRITING SHOP

I run a part-time business that provides all kinds of writing help: creating resumes; helping students with essays; assisting with college, graduate, and professional school applications; and offering critique for fiction and nonfiction.

- Go-to coach for essay help and business writing
- Trained co-owner in writing effective, attractive resumes
- Created and maintain accounting records
- Maintain content on company website

ADJUNCT PROFESSOR

2012 - 2014, LONE STAR COLLEGE & HOUSTON COMMUNITY COLLEGE

I taught composition and rhetoric (2-6 classes per semester) at several campuses across the city. I helped my students become better readers and writers of academic tests, political rhetoric, advertisements, blog posts, and social media.

- Continually revamped course using student evaluations and feedback
- Created unique and engaging writing assignments, including grading rubrics and helpful examples
- Created units and wrote content for topics not typically covered by other rhetoric classes, including the rhetoric of protest, swearing effectively in writing, analysis of comics, and the rhetoric of internet memes