

# Charlene Jaszewski

Content Strategist / UX Consultant / Experience Producer / Friendly Writing Evangelist

<b>ABOUT ME</b>	Energetic well-organized communication professional with a blend of organizational fire and technical expertise.
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## SKILLS AND QUALIFICATIONS

<b>Writing/Editing</b> <ul style="list-style-type: none"> <li>• Writing</li> <li>• Editing</li> <li>• Corporate Communications</li> <li>• Technical Writing</li> <li>• Blogging</li> </ul>	<ul style="list-style-type: none"> <li>• Passion for transforming even complex technical copy into friendly writing for humans</li> <li>• Concise, SEO-friendly content</li> <li>• Corporate communication including marketing copy, Powerpoint presentations, press releases, inter-office communiqués, newsletters, talking points</li> <li>• Technical writing for both expert and end users: task-based user guides, best-practice guides, reference manuals, training guides, “how-to” shortcut sheets</li> <li>• Outstanding interviewing, analysis and research skills; able to quickly extract, clarify and synthesize information</li> <li>• Developmental editing for both fiction and non-fiction books</li> <li>• Comprehensive conference coverage, including live-blogging and live-tweeting</li> </ul>
<b>Business Analysis</b>	<ul style="list-style-type: none"> <li>• Gathering business and functional requirements from stakeholders</li> <li>• Competitor content analysis, demographic and visitor research</li> <li>• Discovery/workflow process analysis: performing content source and quality audits, gap analysis; learning how visitors move through and consume content</li> <li>• Determining technology/CMS requirements and limitations</li> </ul>
<b>Content Strategy</b>	<ul style="list-style-type: none"> <li>• Editorial: analyzing/streamlining/developing content generation/editing/publishing processes, developing style guides for tone and consistent voice across new and legacy content; drafting editorial subject and publishing calendars</li> <li>• Branding/Messaging: discovering and communicating the company and content’s unique value proposition</li> <li>• Organization: organizing content; ensuring consistency; creating common naming conventions; curating taxonomies and metadata for proper tagging; developing CMS content templates as needed</li> </ul>
<b>SEO/Usability</b>	<ul style="list-style-type: none"> <li>• Heuristic evaluation of site usability and user experience analysis, recommendations</li> <li>• Onsite SEO: knowledgeable in white-hat methods for making site content SEO-friendly: quality content, keyword generation/usage, proper tagging and metadata</li> <li>• Long-term strategies for offsite SEO: developing valuable inbound links, social media and targeted content generation</li> </ul>
<b>Project and People Management</b>	<ul style="list-style-type: none"> <li>• Communicating between myriad teams/stakeholders/vendors to accomplish aforementioned tasks with efficiency, clarity and humor</li> <li>• Continually looking for ways to improve processes and workflows</li> <li>• Mastery of chaos gleaned from years working at startups, agencies and freelancing coupled with stellar organizing skills for tracking multiple projects and corralling loose ends</li> <li>• Creating and adjusting project plans based on resources and changing time constraints</li> <li>• Presenting to stakeholder/client audiences to illuminate recommendations, findings, and change process</li> <li>• Curriculum design and training</li> <li>• Managing, editing and mentoring writers</li> </ul>

## EXPERIENCE

<b>2006–present</b>	<p><b>Senior Content Strategist/Experience Producer (consultant)</b></p> <p>Help businesses organize, optimize and manage their content to achieve marketing and business development goals. Consult on functionality and usability of content structure/UX within websites, applications or offline. Understand the nuts and bolts of website design and structure.</p> <p>Select projects include:</p> <ul style="list-style-type: none"> <li>• <b>Videri</b>: Technical communications manager for digital signage company</li> <li>• <b>Chronicle Books</b>: writer/editor for hire on pop culture division book projects</li> <li>• <b>SapientNitro</b>: Senior Content Strategist on site redesign for MGM Grand websites</li> <li>• <b>Nice Signatures, LLC</b>: Strategist and copywriter for new signature standardization software service</li> <li>• <b>TEN7 Interactive</b>: UX consulting, content strategy and training writing for interactive agency</li> <li>• <b>And ACTION Entertainment</b>: Creative producer for small comics publisher. Projects include website design, social</li> </ul>
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	<p>media content strategy, consulting on proper sales strategies and channels, ecommerce store.</p> <ul style="list-style-type: none"> <li>• <b>Mobients:</b> Content strategy and development for a second-screen application (desktop/iPad) for GRACELAND, a USA Network TV Show: strategizing content topics and types, developing content release schedule, authoring content matrices to track all moving parts, developing/writing content (including help), managing/editing other writers, monitoring social media to ensure app content is responsive to fans.</li> <li>• <b>ArnoldNYC:</b> Content strategist for pharmaceutical product website and accompanying “lifestyle” content site. Performed content/competitive analysis, suggested content topics, identified opportunities for syndicated and/or outsourced content and hired content vendors, reviewed and edited material from copywriters.</li> <li>• <b>DDB:</b> Digital strategy/content auditing for a new business pitch in pharmaceutical industry in extremely accelerated timeframe.</li> <li>• <b>Digitas Health:</b> Strategized and curated quality content for pharma client; managed content acquisition and legal approval process.</li> <li>• <b>Sapient Nitro:</b> Worked with a team of content strategists to slash an 1800 page legacy consumer website by 50%. Performed thorough content analyses, created content matrices, provided revision and migration recommendations, audit findings, and authored SEO best practice documents for client and future writers.</li> <li>• <b>U.S. Bank Treasury Dept. Document Standardization:</b> Analyzed online reference document library templates. Developed information taxonomy, simplified and standardized template set, reducing templates in use by 75% and speeding up concept-to-publication time by 50%.</li> <li>• <b>Salaam Garage:</b> Performed content strategy and website redesign for non-profit website providing media access to NGO sites worldwide and locally. Site redesign increased site visit time an average of 50%, increased trip sign-up rates by 25%, and inclusion of social media sharing tools increased referral traffic by almost 40%.</li> <li>• <b>Pfizer:</b> Wrote end user documentation, functional specs, data dictionaries, feature tracking specs, product mockups, performed product QA, mobile application usability and UX.</li> <li>• <b>Jonathan Forgash:</b> Crafted media presence for chef and upcoming author, including branding, content strategy, video and podcast production, built website.</li> </ul>
<b>2006–present</b>	<p><b>Writer/Editor (freelance)</b> Select projects include:</p> <ul style="list-style-type: none"> <li>• <b>Chronicle Books:</b> Writer/editor for hire on “Pop Culture” division book projects</li> <li>• <b>Gearstream:</b> Ghost writer/editor for white papers, blog articles, and marketing copy</li> <li>• <b>Red Rover HQ/Private Client:</b> Refined editorial tone and clarified website content, including rewriting internal communications and website copy to be friendlier and more accessible.</li> <li>• <b>AIMCLEAR:</b> AIMCLEAR correspondent for SEO conferences; wrote concise, easy-to-understand articles about the often-complex world of SEO/SEM</li> <li>• <b>adriandayton.com:</b> Researched and wrote timely articles on SEO and linking methods</li> <li>• <b>I’m Outta Here: How Coworking Is Making The Office Obsolete:</b> Content-edited the first book on Coworking movement; rewrote sections, collaborated on book theme and purpose</li> <li>• <b>Geekgirlsguide.com:</b> Researched and wrote articles and appeared on Geek Girls Guide podcast</li> </ul>
<b>2001–2006</b>	<p><b>Technical Publications Manager/Editor for Wily Technology, Inc., Brisbane, CA</b> Managed technical publications department for Wily Technology (back-end website monitoring software), including supervising and editing other writers. Accomplishments included:</p> <ul style="list-style-type: none"> <li>• Managing technical publications for 12 user guides simultaneously on extremely tight deadlines (researching, writing, editing, maintenance).</li> <li>• Interfacing directly with engineering team to write manuals in parallel with Agile development process, sometimes heading off UX issues before they even got to QA.</li> </ul>
<b>1999–2000</b>	<p><b>Documentation Manager/Editor for Burst.com, San Francisco, CA</b> Managed user documentation process for three user guides from planning to production. Managed writing staff and edited their work.</p>
<b>1998–1999</b>	<p><b>Communications Liaison for Catholic Healthcare West Shared Business Services, Phoenix, AZ:</b> Developed and supported strategic communication initiatives for the CHW hospital system during transition to shared business services model including: newsletters, press releases, talking points, presentations, memos and marketing materials. Created company’s first internal website and digital suggestion box, resulting in reduction of calls to help desk for non-critical issues. Created dummy-proof communication formats for IT messaging, reducing helpdesk calls to clarify details.</p>
<b>1995–1998</b>	<p><b>Training Director, Campbell Mithun, Minneapolis, MN:</b> Developed focused training system to efficiently match training needs to user aptitude, resulting in significant reduction of tech support calls from participants after classes.</p>
<b>1993–1995</b>	<p><b>Technical Trainer/Curriculum Designer, Multi-Ad Services, Minneapolis, MN:</b> Wrote pleasurable, self-directed manuals. Did client training onsite nationwide and was one of the most requested trainers.</p>

## EDUCATION

University of Wisconsin, Madison: Bachelor of Science Degree in Consumer Journalism