



# Sharise J Cunningham

Digital Content Strategist & Copywriter

Content leader with a proven record of collaborating with cross-functional, global, and distributed teams. My superpower is simplifying complex info into digestible, actionable content. I plan, create, and manage content that aligns with business goals and resonates with the target audience, be it B2C, B2B, or internal and C-Suite.

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## Soft Skills

- Intuitive Problem Solving
- User/Customer Empathy
- Relationship Building
- Team Leadership
- Vendor Management

## Tools of the Trade

- Content Management Systems:
  - AEM, WIX, WordPress, etc
- Google Suite
- Microsoft Office Suite
- Canva
- ChatGPT, Copilot
- Figma/Mural/Muro
- Confluence/Jira
- Slack/Teams/Zoom
- MailChimp, Constant Contact, HubSpot

## Education

### BACHELOR OF ARTS

JOURNALISM, GEORGIA STATE UNIVERSITY  
Journalism major, marketing minor.

### CERTTESOL, Oxford TEFL, Prague, CZ.

Teach English as a second language. Adult general and business instruction.

## Professional Skills

### COPYWRITING Create engaging and persuasive content in short- and long-form:

- UX: Microcopy (web, in-app, social).
- Writing for SEO, SEM.
- Long-form: print articles, landing pages, blogs, ghostwriting thought leadership.
- Email campaigns: writing, managing.
- Create content plans and get buy-in from SMEs, execs, legal.
- Create presentation decks (GDocs, PPT).
- Marketing comms: funnel, newsletters, emails.

Where: K+C, Publicis, Intuit, Anthem, AKQA, Cricket, Sage, SocialBakers, UPS, IHG, Freelance

### CREATIVE "SOLUTIONING" Co-create wireframes, user workflows, templates, iconography.

- Co-created wireframes for mobile and website redesign.
- Work with UX and visual designers on..
- 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).

Where: K+C, Publicis, Intuit, Anthem, AKQA, Cricket, UPS, IHG, Freelance

### PROJECT MANAGEMENT - Experience managing content projects, incl. effort, timelines, and people.

- Lead content designer/strategist on numerous high profile projects in various industries.
- Coordinated all aspects of & successfully launched localized content in 6 languages for major hotel brand.
- Sole content designer on UPS Sustainability microsite.

Where: Publicis, Cricket, SocialBakers, UPS, IHG, Freelance

### PROOFING/EDITING - Attention to detail; reviewing and refining content to be on-target and on-brand.

- Provide line, substantive, and developmental editing for whitepapers, business plans, manuscripts, training modules.
- Traditional hard copy proofing with marks, or tracking in software.

Where: K+C, Publicis, Intuit, Anthem, AKQA, Cricket, UPS, IHG, Freelance

### COMMUNICATION - strong verbal and written communication abilities to inform...

- Project updates.
- C-Suite stakeholders.
- Subject matter experts.
- Legal counsel, when needed for regulated industry content.
- Customer service, inclusive of all types of "clients."

Where: K+C, Publicis, Intuit, Anthem, AKQA, Cricket, UPS, IHG, Freelance

### SEO, ANALYTICS, RESEARCH - the dynamic trio required to craft top-notch content strategies!

- Participate in Journey mapping.
- Create content audits, content plans.
- Participate in user research, in-person and w/ web apps.
- Work with data analysts, SEO strategists, research teams to understand data and behavior that informs content needs.

Where: Publicis, Intuit, Anthem, Cricket, Sage, SocialBakers, UPS, IHG

## **Contract Roles 2019 – Present**

- Kin + Carta, Digital Agency (2023)
- Publicis Sapient, Digital Agency (2022-2023)
- Wells Fargo, Banking (2022)
- Intuit, Financial Software (2021-2022)
- Anthem, Healthcare (2020-2021)
- AKQA, Digital Agency (2019)

## **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.

### **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.