

Dani Caron

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About me

Professional purpose

Create content mindfully while growing individually and collectively with my team

Focus areas

Content strategy, content writing, UX writing

Education

- University of San Francisco, B.S. in Marketing
- General Assembly Certificate in Digital Marketing + Front-End Web Development

UX writing

Merchant Onboarding (wireframe)

Alert message

Challenge

Alert sales consultants when they are about to change from an e-signature to wet signature process

Target

-To make the message more purposeful, we'll use one of the Wells Fargo product values, efficiency, and focus on alerting the user about the workflow impact

-Because the e-signature process involves emailing the merchant, it's important to inform the sales consultant that switching will cancel this workflow

-Because we assume the user knows changing back to e-signature (again) will require a new email we'll omit this information

WELLS FARGO | Merchant Onboarding

Upload Documents

Current tasks (##) Completed tasks (##)

Are you sure you want to switch to wet signature?

Switching to wet signature cancels your e-signature already in process.

No

Yes

Wet signature

E-signature

Document name

Wet signature

E-signature

Document name

Wet signature

E-signature

Merchant Onboarding (wireframe)

Notification

Challenge

Notify sales consultant when they need to correct an upload due to a timeout (system) error

Target

- Because developers mentioned there's no 'replace" feature, it's important to instruct the exact steps in simple terms
- Because this error could apply to one or multiple documents, we'll use (s) at end of the noun to satisfy the singular and plural forms
- To keep it clear and concise, we'll omit any technical jargon about the error provided by the developers

WELLS FARGO | Merchant Onboarding

Upload Documents

 Please delete your document(s) below with an error and re-upload again.

Bank Statements

Required documents for a higher likelihood of credit approval

Add files for upload

File formats supported for uploading are PDF, JPEG, BMP, PNG, GIF OR TIFF. Uploading files over 1GB is not supported.

+

Drag and drop files here to upload



bank-statement-new-10000.pdf
File is ready to be uploaded

X



bank-statement-new-20000.pdf
Error

X

Cancel

Save

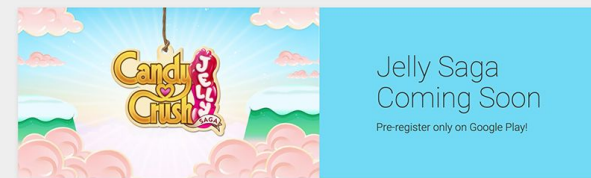
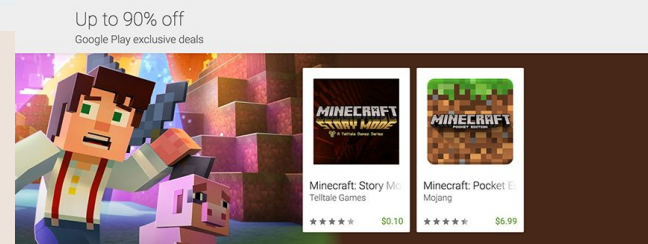
Google Play store Shelf titles + descriptions

Challenge

Create shelf titles that are brand compliant but also satisfy business needs for both evergreen genres and strategic developer partnerships

Target

- Entice paying users by mentioning steep discounts on in-game sales
- Use visual writing that pairs nicely with original banner art to heighten the merchandise experience



Content writing

Volunteer page Header content

Challenge

Educate dog rescue volunteers to help lower email inquiries for the client

Target

- Reinforce rescue aspirations in H1 to quickly engage pet-loving volunteers
- Use primary button styling to entice volunteers to foster to help attract new foster leads
- Use verb first actions and jump links to quickly direct volunteers to their preferred volunteer activity



We are a small team with big dreams who could really use some help!

Choose how you'd like to get involved:

JOIN OUR FOSTER TEAM

DONATE MONEY OR SUPPLIES

HELP TRANSPORT DOGS

Become a Foster!

As a foster-based rescue, we could not continue our rescue efforts without people opening up their hearts and homes to a dog in need. We try our best to pair you with the best match; whether you work, live in a small apartment, or have never owned dogs before, we can help find a foster dog for you!

Adobe onboarding (internal site) Homepage

Challenge

Strategize content for training + development for new and basic users of Adobe Experience Manager

Target

- Conduct user journey mapping to identify pain points in the current journey and key channels to reach the audience
- Strategize content that fulfills accessibility, information, and transparency needs for the new and basic user
- Create an editorial calendar for the homepage that satisfies timely training for known marketing programs and common inquiries
- Lead office hours to satisfy kinesthetic learning

The screenshot shows the homepage of the CommonSpirit Health Adobe resource hub. The page features a navigation bar with the CommonSpirit logo, a search bar, and a 'Submit a Support Ticket' button. Below the navigation bar, there are links for 'Adobe products', 'Knowledge center', 'Getting started', 'What's new', and 'Contact us'. The main content area is titled 'Welcome to the CommonSpirit Health Adobe resource hub' and includes a photograph of a woman working on a laptop. Below the title, there is a sub-headline: 'Your one stop shop to understanding our Adobe marketing tools and how to become an expert. Check back weekly for new onboarding and training material.' The page is divided into three columns of content: 'Latest code releases in AEM', 'Getting access to Marketing Analytics', and 'UX + content guidelines'. At the bottom, there is a section titled 'Adobe marketing tools available today + how to get started' with a sub-section for 'Adobe Experience Manager (AEM)' and a 'Submit a support ticket' button.

interstitial

CommonSpirit

Search

Submit a Support Ticket

Adobe products Knowledge center Getting started What's new Contact us

Welcome to the CommonSpirit Health Adobe resource hub

Your one stop shop to understanding our Adobe marketing tools and how to become an expert. Check back weekly for new onboarding and training material.

Latest code releases in AEM

Stay up to date with new features, bug fixes, and overall enhancements.

Getting access to Marketing Analytics

See what analytics dashboards are available and how to request access as a new user.

UX + content guidelines

Stay up to date with our design standards and find important links to Brand approved guidelines, including our editorial guidelines.

Adobe marketing tools available today + how to get started

Adobe Experience Manager (AEM)

Need to manage your website content or request web strategy support? Submit your request ticket and begin learning about our templates and components in our Knowledge Center.

NOTE: Enterprise wide web postings (publishes on across every facility) require a minimum of 3-4 weeks to process.

Submit a support ticket

See available templates, features and more

How to create a new issue during UAT Documentation

Challenge

Create documentation on how to create a bug (issue) in ADO for new users

Target

- Use screenshots provided by UAT owner
- Provide visuals for visual learners + to help orient new users
- Use header styling to break out different steps
- To help UAT triage team, speak to major points of controlling ticket creation (reproduction details, choosing priority level, and validation step)

[How to create a new bug in Azure Dev Ops \(ADO\)](#)

Copywriting

Health topic article