

Dani Caron

St. Petersburg, FL • (415)-218-1036 • danielleccaron@gmail.com • [LinkedIn](#) • [Portfolio](#)

CONTENT DESIGN + OPERATIONS

Content advocate with 11+ years of experience guiding teams to better communication one phrase and mock-up at a time. Partners cross-functionally to optimize collaboration and develop content with more intention. Excels at connecting the dots, relationship building, implicit & active listening, and workplace mindfulness.

Areas of expertise include:

- User Journey Mapping Research
- Quantitative and Qualitative Audits
- Navigation Design
- A/B Testing
- Brand, Voice, and Tone Guides
- Conversational Design
- Content Localization
- CMS Training
- Product Roadmapping
- Editorial Calendars
- Content Governance
- ASO, SEO Strategy
- Multi-Channel Strategies
- Merchandising Strategies

TECHNICAL SKILLS

Certifications: Front-End Web Design & Digital Marketing at General Assembly

CMS: Adobe Experience Manager, Sitecore, WordPress, Squarespace, Weebly, Act-On, Proprietary tools

Digital Tools: Jira, Azure DevOps, Google Analytics, BrightEdge, Lucidchart

Design: Photoshop and Illustrator, Sketch, Figma, HTML5, CSS, Logic ProX

WORK EXPERIENCE

Wells Fargo (via TekSystems), Remote

Senior Content Strategist

FEB 2022 - Present

- Lead UX sessions with product owners, business stakeholders, and engineers to design product flows and in-product messaging for a variety of user groups that onboard new merchants
- Conduct audits of UI language and terminology, to fix inconsistent messaging and styling, as well as simplify any tech jargon

CommonSpirit Health, San Francisco, CA

Senior Content Strategist

OCT 2021 – FEB 2022

Content Strategist

OCT 2016 – OCT 2021

- Led four content strategists in a variety of campaigns ranging from hospital website migrations, enterprise-wide regulatory posts, to marketing content for digital products and healthcare services
- Awarded Certificate of Excellence in 2021 for strategizing a new support website and implementation of office hours for new users adopting Adobe Experience Manager
- Responsible for 120% more web publishes in 2020 after building a highly scalable intake process that streamlined digital campaign details and educated business stakeholders about the content design process

Google Play, Mountain View, CA**Associate Merchandiser****NOV 2014 – OCT 2016**

- Listened to reviews and collaborated with the app store review team to recommend release updates to game partners, ultimately enhancing homepage collections and increasing downloads for games by 30% in 2015
- Developed banner and collection copy for weekly store releases using Google Play editorial and developer merchandising guides
- Delivered global strategy for Minecraft sales event and coordinated store messaging requirements with international merchandisers, generating 13% more New Paying Users for the US market

Meez (Donnerwood Media), San Francisco, CA**Digital Asset Coordinator****OCT 2011 – SEP 2014****Content Design Intern****MAY 2009 – OCT 2011**

- Pursued e-Commerce methods such as revamped product descriptions and heavy tagging efforts for thousands of virtual apparel and home goods sustaining 10% sales growth year-over-year
- Centralized the design process for more than 7,000 virtual products and 350 multi-channel digital banners
- Introduced a 'special edition' concept for virtual apparel generating \$400,000 in cash goods revenue

PROFESSIONAL DEVELOPMENT & EDUCATION

Bachelor of Science in Business Marketing**JUN 2005 - OCT 2009**

University of San Francisco, San Francisco

Certificate in Digital Marketing**MAR 2017 - JAN 2019****Certificate in Front-End Web Development**

General Assembly, San Francisco