

MÁRCIA VOLPE



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Bold Profile

SKILLS

Technical

Inventory & Audit
Gap & Competitive Analysis
UX Research
Usability Testing
UX & UI
Quantitative & Qualitative Analysis
Data Visualization
Information Architecture
Taxonomy
User Flow & Roadmap
Content Engineer
User Testing
User Interface
Wireframing & Prototyping
Product Strategy
Program Management
Project Management

SUMMARY

USER EXPERIENCE STRATEGIST

Experienced self-starter UX Sr Content Strategist with an entrepreneurial mindset, focusing on user research, content inventory, gap analyses, information architecture, analytics, data analysis, strategy, customer journey, and content structure. Strong user centered UX design skills developed despite not holding an official UX Designer title. Thrives on crafting balance between message, info, and engaging content, establishing effective audience communication connections, with strong attention to detail and analytical capabilities. Proactive leadership identifies potential, shares best practices knowledge, and inspires passion, fostering professional development and effective teams. Confidently embraces the innovation of the UX Strategist role, driving successful, scalable user digital experience across web, iOS, and Android platforms and currently exploring artificial intelligence (AI).

ACCOMPLISHMENTS

- Drove +211,400 unique users - a 65% growth from the past year, by onboarding 80 Amazon orgs, building 189 business lines information architecture - a rise of 195% from the previous year, and structuring the migration of 28,952 technical documentation from 8 different platforms.
- Facilitated \$918K cost avoidance by challenging a new experience scheduled to launch. Pressed for additional user experience research and insisted on a feature to allow users to switch between experiences. Both strategic actions reversed the decision to change to a newly developed user experience with detrimental usability.
- Volunteered as a content strategist and UX graphic designer for a

Soft

Empathy

Emotional Intelligence

Storyteller

Problem Solving

Detail Oriented

Customer Obsession

Persistent

Solution Driven

Data Driven

Decision Making

Can-Do Attitude

Insist on High-Standards

Critical Thinking

Analytical Thinking

Communication & Interpersonal

Team Leadership

EDUCATION & TRAINING

Bachelor's - Social Communication Advertising & Marketing

FAAP (Armando Alvares Penteadó University)

São Paulo, Brazil, Brazil

Marketing Certificate

University of California – Berkeley

San Francisco, CA

Visual Communications - Graphic Design

volunteer-run writing workshop program that helped 72K live and on-demand learners save 1.6K–2.9K FTE (2.6M–4.8M hours) and deliver up to 624K successful docs in a year.

- Created a highly effective solution to consolidate, restructure, and significantly enhance a fragmented user experience across three different digital platforms, including addressing the complexities of global software distribution while ensuring privacy & legal compliance with US Export Control regulations. Renesas consolidated website significantly impacted business operations, vision efficiency, and improved hardware and cloud software distribution.
- Led content team contribution to build the Intel design system, earning recognition from upper management.
- Scaled the VISA website down to 27% of its original size, focusing the message content on meeting users' demands.
- Consistently maintained high customer satisfaction ratings.
- Redesigned Microsoft distributor website - Rackspace, user experience, improving sales conversion, and reducing live touchpoint volume.
- Introduced Hitachi IoT business segment by launching an innovative scalable website foundation with framework and content structure.
- Repurposed Chevron's social media campaign, creating a microsite to increase engagement.
- Redesigned Ortho's user experience through 3 sites in 4 languages, translating messages into digestible size for a user-friendly experience and ultimately increasing engagement.
- Built Wells Fargo content governance plan after analyzing the digital presence, inventorying & auditing content, and interviewing stakeholders.
- Delivered Google Enterprise Google microsite structure - information architecture, sitemap, and content strategy, improving target market perception of Google Security Solutions.
- Consolidated Leapfrog corporate and e-commerce sites - over 1,200 right-reserved products, created templates, and implemented content processes.

EXPERIENCE

UX Sr Content Strategist

EPA – Escola Panamericana De Artes

São Paulo, Brazil, Brazil

UX Design

General Assembly

San Francisco, CA

UX Design For Non-Designers

Stanford University

Stanford, CA

Neuro Marketing

Stanford University

Stanford, CA

Tame Big Data to Drive

Stanford University

Stanford, CA

Mobile Marketing

Stanford University

Stanford, CA

Mobile Web Application Development

Stanford University

Stanford, CA

Strategic Marketing 2.0

University of California – Berkeley

San Francisco, CA

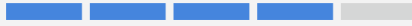
Amazon | Seattle, WA

12/2019 - 03/2023

- Inventory and audit content from different sources in diverse formats, with specific functionalities to recommend consistent migration structure and format to maintain information performance.
- Created a lean distinct taxonomy navigation structure for each audience/use case, combining stakeholders' content in storytelling ecosystems focused on the user experience, employing design thinking principles. Leveraged web development expertise to migrate and integrate the content into a custom-built content management system (CMS) my team developed from scratch, focusing on privacy & legal compliance.
- Foster a collaborative approach while working with cross-functional teams in a fast-paced environment. Gather user feedback, drive process continuous improvements, and utilize insights to inform and refine content strategies. Ensure seamless implementation and alignment with overall UX objectives through effective teamwork. Provide coaching + mentorship to team members to enhance their skills and facilitate growth.
- Hired, trained, and managed six contractors, incorporating finance and labor procurement strategies, and offering clear direction, collaboration, and motivational leadership.
- Volunteered as a content strategist and UX graphic designer for The Writer's Kitchen, applying design patterns and leveraging a strong design sense. Redesigned the Gather events, posters, and emails, incorporating design patterns, and created the logo. The simplified, clear, and easy-to-read communications, developed with a strong design sense, significantly increased attendance, and improved

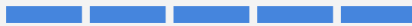
LANGUAGES

English:



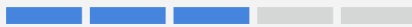
Full Professional

Portuguese:



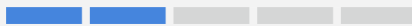
Native/ Bilingual

Italian:



Professional

Spanish:



Limited

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/marciavolpe/>

SOFTWARE

Adobe Creative Suites | AEM |
Drupal | Webflow | WordPress |
Ektron | HTML | CSS | SEO | XD |
Figma | Sketch | Balsamiq |
InVision | Confluence | Zeplin |
Qualtrix | LightRoom | Jira |
Transifex | Lucidchart | Glyfy |
Asana | SLACK | OmniGraffle |
SnagIt | Camtasia | SalesForce |
CRM | HubSpot

participant preparation.

UX Sr Content Strategist

Renesas, Semiconductor Manufacturer | Milpitas, CA

05/2016 - 06/2019

- Elaborated and executed the consolidation of 3 different websites, experiences, and systems into an integrated Adobe Experience Manager (AEM) website - from ideation to execution.
- Launched a B2B / B2C concise product design web experience within the corporate site (silo), featuring static and dynamic user-specific gated content – eight regions and five languages.
- Managed seven direct report content global team members and four developers from two agencies, implementing strategic planning for efficient collaboration and project management.
- Leveraged front-end and back-end web development expertise and strategic planning skills to ensure seamless migration and integration of content into a new platform, including a recent company acquisition.
- Developed and implemented SEO strategies to improve search engine visibility and content optimization for better organic rankings.

UX Sr Content Strategist

Beyond, Digital Agency | San Francisco, CA

09/2016 - 10/2016

- Elaborated on Google Security Enterprise Applications microsite content strategy to improve target market perception.

UX Sr Content Strategist

Epsilon, Digital Agency | San Francisco, CA

01/2016 - 08/2016

- Worked on Microsoft, Hitachi, Chevron, and Ortho projects, requiring extensive client, competition, and user behavior research.

- Built personas, wireframes, defined messages, and created user/ page flows to guide and support the content strategy.
- Led copy creation, document review, and managed content migration.

UX Sr Content Strategist

Doremus, Digital Agency | San Francisco, CA

- 11/2015 - 12/2015
- Worked as a consultant for BBDO/Doremus to build website governance guidelines.

UX Sr Content Strategist

Razorfish, Digital Agency | San Francisco, CA

- 01/2015 - 10/2015
- Contributed to the Visa and Intel IoT website redesign using Agile and Scrum project management frameworks.
 - Created inventory, gap analysis, taxonomies, metadata frameworks, style guides, migration & globalization plans across the project lifecycle.
 - Captured/documented content creation and deployment into the Design System.
 - Hired and managed three content writers and one content strategist.

Content Specialist

Yahoo, Inc | Sunnyvale, CA

- 08/2014 - 12/2014
- Worked as context analyst to support improvements to search results classification.
 - Analyzed query intents compared to search results and classified unstructured data to enhance algorithm performance and human-computer interface (HCI).

Digital Content Manager

LeapFrog, Inc | Emeryville, CA

- 04/2013 - 12/2013
- Collaborated on the project to consolidate

- corporate and e-commerce sites, using an Agile database to push new content on the website.
- Created online editorial guidelines, maintaining consistency throughout content properties among copywriters while keeping them free to create content for 1,200 products.
 - Established and implemented templates and processes, optimizing efforts to automate development and legal approval with regular status updates.
 - Coordinated work of six full-time and two freelance copywriters by creating detailed content briefs offering clear direction.

Language Specialist/Speech Data Evaluator

Google, Inc | Mountain View, CA

- 07/2013 - 11/2013
- Worked on Google Nexus voice command project concept and implementation.
 - Collaborated on developing the Portuguese version of Google Voice.
 - Translated and localized popular search terms into speaking versions, adapting queries to regional culture.
 - Evaluated and labeled text data, generated test query sets, and edited script sentences and linguistic rules for Portuguese speech, applying natural language processing methodologies.

Linguistic Tester

Apple, Inc | Cupertino, CA

- 01/2013 - 03/2013
- Evaluated and edited machine-translated demand generation email communications for the Brazilian consumer market user needs.
 - Provided Portuguese linguistic analyses for the Engineering team, leveraging machine learning tools and algorithms to ensure asset files were suitable for localization and seamless integration.