

Márcia Volpe

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cell (415) 235-5487

UX Sr Content Strategist

“User Advocate”

Specialized in strategizing content message delivery within the user experience flow to maximize communication effectiveness.

After many years working in Marketing Communications, handling all different channels used to educate and assist customers, I acquired a deep understanding of both sides of this interaction. The information required on one end, versus the one desired to be shared; and the best way to connect those dots. Finding the balance between what the company wants to say and what is sought by consumers.

For the past ten years I have been performing intensive UX research, content inventory, information architecture analysis, user experience evaluation and recommendation – agency and client sides, actively contributing in websites creation or re-design projects; such as Renesas, Visa, Intel IoT, Hitachi IoT, Microsoft, Google Enterprise, Chevron, Wells Fargo, LeapFrog, Ortho, etc.

Professional Skill Highlights

Management – at *Renesas, Epsilon, Razorfish, LeapFrog, Extractable, Lattice Technology, R.F. MacDonald, and Philips do Brasil.*

- Notably flexible, and conscious of budget limitations, hiring and managing, from 12 to 1 direct subordinate, several vendors and contracts at any given time and anything in between, since the beginning of the career in MarCom.
- Building and managing various types of teams - in-house, abroad, full-time, agencies, and contractors, for the past 10 years in the content strategist role to deliver on schedule and within budget.
- Built the content strategy practice and team to accommodate the consolidation of three websites at Renesas, the current role. Starting the project with a team of 11 members and one vendor and trimming down to 4 to handle content maintenance and enhancements post-launch.

UX Content Strategy – at *Renesas, Beyond, Epsilon, Doremus, Razorfish, Jawbone, Yahoo, Leapfrog, Lattice Technology, Extractable, R.F. MacDonald, e-Acumen, Philips and Ritmo Advertising Agency.*

- Capability to think out-of-the box, and elaborate solutions for complex situations.
- High level of collaboration with multiple content strategists, IAs, designers, etc. and an ongoing teamwork with copywriters.
- Responsible for evaluating existing content, analyzing project messaging needs, developing content strategy for complex informational interfaces (transactional websites, intranets, knowledge management systems, etc.) and recommending options for sourcing new content as needed.
- Extremely driven by metrics, recognized for building cases based on analytics and creating data-informed content strategy.
- Always ensuring content management systems meet publishing requirements, analyzing and documenting detailed online interfaces with an eye to optimizing user experience.
- Hands-on AEM content migration manager, collaborating and providing leadership guidance to onshore & offshore teams, establishing processes and procedures, supporting task execution and facilitating communication.

Web Globalization – at *Renesas, Epsilon, Doremus, Razorfish, Minty Fresh Digital, LeapFrog, Google, Apple, BrasilBest, Lattice Technology, Extractable.*

- Understand the goals of the website and lead development of global strategy. Evaluating content, analyzing messaging, performing gap analysis, and overseeing all content requirements in the different regions.
- In charge of global rollout discovery deliverables – inventory, audit and analyzes of regional content. Build the current site map, perform gap analyses and allocate the current sites content into the new experience. Deliver regional strategy along with existing site detailed report.
- Development and implementation of new formats to present global migration plan – allowing stakeholders to visualize the content within the new experience.
- Create tailored briefs to convey detailed content and page template strategy. Providing all audiences – from stakeholders to developers, an easy way to understand message role and deliver as well to reduce the development and implementation framework.

Digital Marketing – at *Minty Fresh Digital, AC Transit, AirCargo, LeapFrog, Google, Apple, BrasilBest, Lattice Technology, Extractable, R.F. MacDonald, Monster Cable, e-Acumen, Zengine, MCSi, Philips of Brazil Ltd and Ritmo Advertising.*

- Web marketing techniques and analytics knowledge - including SEM, CRM, and deep CMS experience provide driving core insights from website behavior and customer experience analysis to suggest, create, and execute online/mobile marketing initiatives.
- Build wireframes and dynamic HTML page/emails to improve the look and feel within brand guidelines and industry best practices, due to graphic and web design experience with advanced knowledge of HTML and CSS.
- Outstanding web development and SEO comprehension to determine the information architecture to plan for content, products, and services analytics data capture. Ensuring the performance is measurable, identifying gaps and recommending enhancements to focus on providing stats which are increasingly accurate, usable, and actionable.

*BA Social Communications – Advertising & Marketing, Brazil
Marketing Certificate, UC Berkeley
Native Brazilian Portuguese, Fluent English, Proficient Italian and Spanish*

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Professional Experience

- May '16 – present* **Renasas** **UX Senior Content Strategist** – Contract/Full-time
Semiconductor Manufacturer *San Francisco, CA*
Elaborated and executed different site locations/experiences/systems consolidation into an integrated Adobe Experience Manager (AEM) site with dynamic content fed by corporate product, store and documentation databases. These sites had static and active, user specific gated content.
- Researched the corporation web presence.
 - Inventoried all division web content.
 - Built consolidation plan.
 - Created new experience information architecture and sitemaps.
 - Created content brief pages content, page block maps and proved guidance for wireframes design.
 - Built and execute a complex migration plan, providing guidance and leadership to a global team.
 - Launched a concise web experience, within the corporate site as a silo.
- Sept '16 – Oct '16* **Beyond** **UX Senior Content Strategist** – Contract
Digital Marketing Agency *San Francisco, CA*
Worked on a project that required deep search for available content from different sources with different purposes, detailed audit, information architecture, sitemap and content strategy.
- Google – created the structure of the Enterprise Security microsite to improve target market perception of Google and its security solutions.
- Jan '16 – to Aug '16* **Epsilon** **UX Senior Content Strategist** – Contract
Digital Marketing Agency *San Francisco, CA*
Worked on four projects, as listed below. All required extensive research - client, competition and user's behavior/preferences to build accurate personas, define the message and create efficient user/page flows to guide and support the content strategy. Managed copy creation and content migration – from beginning to end.
- Rackspace (Microsoft distributor) – redesigned user experience to improve sales conversion/reduce live contact.
 - Hitachi – created the website for a new company/division.
 - Chevron – repurposed social media campaign to create a microsite.
 - Ortho – redesign user experience through three sites in four languages.
- Nov '15 – to Dec '15* **Doremus** **UX Senior Content Strategist** – Contract
Digital Marketing Agency *San Francisco, CA*
Worked as a consultant for BBDO/Doremus on a project to build the Wells Fargo Wholesale website governance guidelines.
- Researched and analyzed the whole Wells Fargo presence.
 - Inventoried and audited the Wholesale silo.
 - Interviewed stakeholders.
 - Summarized findings, built and provided project plan.
- Jan '15 – to Oct '15* **Razorfish** **UX Senior Content Strategist** – Contract
Digital Marketing Agency *San Francisco, CA*
Worked on redesign of Visa and Intel IoT websites.
- Audited and analyzed corporate sites content and assets.
 - Created content strategy deliverables – content audits, gap analysis, taxonomies, metadata frameworks, style guides, content migration plans, etc., across the project lifecycle.
 - Collaborated closely with the Information Architect, Creative, Strategy and Technology groups.
 - Defined the content needs of websites and applications.
 - Manage VISA content migration into AEM.
 - Worked closely with Intel to ensure content entry run smoothly.

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Professional Experience (*cont.*)

- Aug '14 – Dec '14* **Yahoo, Inc.** **Content Specialist – Portuguese & English – Contract**
Internet & Software *Sunnyvale, CA*
Worked as context analyst to support improvements to search results.
- Analyzed query intents versus search results, to assist algorithm finetune.
 - Monitored and analyzed site traffic and usage data to make programming decisions.
 - Classified diverse unstructured data.
- Apr '13 – Dec '13* **LeapFrog, Inc.** **Web Producer & Digital Content Manager – Contract**
Educational Products Manufacturing *Emeryville, CA*
Worked on the corporate and e-commerce sites consolidation project.
- Started as a gate keep/content manager for LeapFrog's eCommerce website redesign, using an Agile database to push new content on the website.
 - Worked with development and marketing teams to implement Adobe CQ and Scene7 platforms post launch.
 - Created the online editorial guidelines, to maintain consistency throughout all content properties among the team of copywriters.
 - Established and implemented templates and processes to optimize efforts automate procedures and avoid human error, while still allowing the writers free to create content for 1,200 products.
 - Implemented Excel formulas to cross check assets name accuracy, while making sure to keep the SEO nomenclature rules.
 - Expedite legal approvals formatting the content into a mockup page prior to submitting for legal approval.
 - Legal compliance issues, organized, triaged, copyedited and proofread before the content went into the database and assure content information was archived for future needs and reference.
 - Work cooperatively with sales, engineering, copywriter, marketing, legal, localization, promotion teams, meeting with stakeholder frequently to present performance reports, discuss solutions and ensure guidelines adherence.
 - Became the review approved for expedited issues.
 - Oversee freelancers, including writers, copyeditors, and community outreach organizers.
- Jul '13 – Nov '13* **Google, Inc.** **Language Specialist & Speech Data Evaluator – Contract**
Internet, Software & Telecoms Equipment *Mountain View, CA*
Worked on the Google Nexus voice command project concept and implementation.
- Acquired experience with localization in the mobile/voice technology space, working on the development of the Portuguese version of Google Voice.
 - Translated and localized the most typed search terms into speaking version.
 - Evaluate text data to generate test query sets and linguistic rules for Portuguese.
 - Edit script sentences to maximize natural language and basic query coverage.
 - Proofread for language/typing errors, style, readability, sentence length, natural language, etc.
 - Label text with language annotations.
 - Test products and devices voice queries.
- Jan '13 – Mar '13* **Apple, Inc.** **Linguistic Tester – Contract**
Hardware & Software Manufacturing *Cupertino, CA*
Worked on demand generation email communications for the Brazilian market.
- Provide Portuguese linguistic analyses for iTunes machine translated communications initiatives.
 - Develop voice and tone editorial skills to tailor content for various audiences.
 - Test campaign pieces performance along the process.
 - Work with the Engineering team to ensure asset files suitable for localization and integration.
 - Support International Project Manager to maintain the overall project schedule.

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Professional Experience (*cont.*)

Sep '10 – Jul '12

Lattice Technology, Inc.

Digital Manufacturing Software

Marketing Manager

San Francisco, CA

- Created, designed and launched new company website to better address target market. From the concept, content strategy, information architecture, wireframes, template pages, coding, publishing (WordPress) and launching.
- Elaborated and built AB tests to drive fundamental improvements to the site experience.
- Planned and executed strategies based on analyzed collected data to increase web presence and improve budget utilization, maximizing website traffic and increasing brand recognition.
- Implemented marketing automation tools (Marketo & Hubspot) and integrated with CRM (Salesforce) to create lead generation/nurturing programs.
- Designed, built and maintained “Marketing Dashboard” of key performance indicators to continuously refine and improve lead-generation, make data-driven marketing decisions and to continuously improve campaign effectiveness.
- Created and launched the company Blog and Social Media campaigns, and monitored interactions.

Dec '09 – Sep '10

Extractable

Interactive Agency

Website Content Specialist – Project Manager – Contract

San Francisco, CA

- Hired to lead the content management efforts for the Riverbed redesign project (Omniure – AKA AEM).
- Worked along with software engineers to implement appropriate user experience.
- Managed localization efforts for multiple European and Asian languages and lead web content publishing for RedPrairie/JDA redesign project (Ektron).

Other positions

Jawbone

Wearable Devices

Language Specialist & Content Evaluator

Sunnyvale, CA

Minty Fresh Digital

Integrated Marketing Agency

International Brand Marketing Research Manager

San Francisco, CA

AC Transit

Alameda-Contra Costa Transit District

Marketing Outreach Program Manager

Oakland, CA

AirCargo, Inc.

Air Cargo Freight Directory

Product Marketing Development

South San Francisco, CA

BrasilBest

Brazilian Cultural Web Magazine

Translation & Localization

San Rafael, CA

RF MacDonald

Boiler & Pump Sales, Service & Parts

Marketing Manager

Hayward, CA

Monster Cable

Audio & Video Cable Manufacturer

Marketing Manager

Brisbane, CA

e-Acumen

Energy Risk Management Software

Marketing Manager

San Francisco, CA

Zengine

e-Commerce

Marketing Manager

Berkeley, CA

MCSi

Audio Visual & Presentations Systems

Marketing & Events Manager

Berkeley, CA

Philips of Brazil, Ltd.

Electronics Manufacturer

Marketing Manager

Sao Paulo, SP BRAZIL

Ritmo Advertising

Advertising Agency

Marketing Manager

Sao Paulo, SP BRAZIL

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Education

**Bachelor's in Social Communication
Advertising & Marketing**

FAAP (Armando Alvares Penteado University)
Sao Paulo, Brazil

Marketing Certificate
1 year

University of California – Berkeley Extension
San Francisco, CA

UX Design
4 months

General Assembly
San Francisco, CA

Graphic Design – Visual Communications
3 years

EPA (Escola Panamericana de Artes)
Sao Paulo, Brazil

Continuing Education

*Stanford University
University of California Berkeley*

Neuro Marketing
UX Design for Non-Designers
Tame Big Data to Drive Big Insight
Mobile Web Application Development
Strategic Marketing 2.0
Mobile Marketing

Languages & Skills

Portuguese Native **English** Fluent **Italian** Proficient **Spanish** Conversational

Software
PC & Mac Adobe Creative Suites – Illustrator, Photoshop & InDesign, Adobe AEM, Sketch, InVision, Zeplin, Jira, OmniGraffle, Balsamiq, Camtasia, CRM, Salesforce, HubSpot, WordPress, CMS Ektron, Adobe CQ, Transifex.