

Shawn Perry > Digital Content Strategist / Writer

SUMMARY

Experienced digital content strategist / writer skilled in research, writing and editing a broad range of content. Proficient in online content design, user experience research, and working quickly to produce exceptional deliverables. Works independently to write concise, clean, and clear copy. Excellent communication, relationship-building skills, performance under pressure, and judgment within tight deadlines.

EXPERIENCE

Senior UX Content Strategist

CVS Health - remote
2020 - 2023

- Developed and implemented content strategies for scheduling vaccinations, including COVID-19
- Collaborated with designers, accessibility consultants, researchers, product owners, SMEs, and other stakeholders
- Aligned with company tone and voice, CDC/FDA guidelines, and WCAG compliance

UX Writer / Editor

Kaiser Permanente - Pasadena, CA
2018 - 2020

- Wrote, edited, translated, and managed UX copy around health care for members
- Collaborated with stakeholders to define content goals and objectives

Technical Copywriter

Toyota - Torrance, CA
2016 - 2017

- Developed, optimized, and copy-edited UX content for TFS and LFS digital channels (web, mobile app)
- Created content for multi-factor authentication (MFA), ePrivacy, Touch ID, and Android Fingerprint

SKILLS

- Content strategy and creation
- Proactive and deadline-driven
- Knowledge of digital content and design best practices
- Understanding of the latest content trends and tools
- Experience working in interdisciplinary teams and agile methodologies
- Competitive research and analysis
- User research and testing

TOOLS

- Airtable
- Figma
- Miro
- Rally
- Teamsite
- Confluence
- Microsoft Suite
- Jira
- Photoshop
- HTML

EDUCATION

B.A., English

California State University,
Long Beach - Long Beach, CA

A.A., Journalism

Cypress College - Cypress, CA

Certificate of completion - UX Strategy

Michigan Online

CONTACT

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PORTFOLIO

- stperry.com