

Nikki McConnell

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WORK EXPERIENCE

Senior Digital Content Strategist

Sep 2022 - Present

Vibes Media LLC

- Technical writing: Owned planning, writing, and organization of customer-facing developer documentation
- UX/UI writing: Worked alongside designers to develop content: microcopy, errors messages, walkthroughs, etc.
- User guides: Wrote educational user-facing guides for existing products and new releases
- Project management: Championed & managed project to migrate developer documentation for major product lines

Content Strategist, Contractor

Mar 2022 - Sep 2020

Vibes Media LLC via Strive Consulting

- Led transformation of Vibes Connect documentation via a content audit of over 35 articles
- Researched new CMS solutions for documentation and presented findings to stakeholders
- Within 6 months, developed cross-departmental relationships, educated teams, and created new documentation standard

Digital Content Strategist, Contractor

Oct 2020 - Mar 2021

Humana via GKN Corp

- Ideated, defined, and implemented content strategy for brand new digital product with aggressive business goals
- Through strategy, helped product reach goals of 70% engagement, 20% completion, and data from 25% of users
- Allocated resources and developed calendars to ensure content deliverables met business deadlines
- Analyzed user testing and customer feedback to refine content and eliminate roadblocks for users

Editorial Manager, Content Operations

May 2018 - June 2020

Groupon, Inc

- Led a team of up to 15 writers and editors, mentoring and providing feedback on performance
- Wrote educational content for internal editorial agents and oversaw new process launches
- Advocated for UX/UI fixes and automations in internal tools to improve user satisfaction and department metrics
- Became a cross-department partner with Sales, Product, and Customer Service to improve processes and TAT

Editor

June 2015 - May 2018

Groupon, Inc

- Self-managed writing of content for web publication, meeting deadlines and surpassing goals in both quality & quantity

SKILLS

- UX/UI writing & content design
- Writing for SMS, email, mobile, web, and push
- Content strategy
- Technical writing
- Information architecture & taxonomy
- Content audit & gap analysis
- Voice & tone auditing

- Project management
- Cross-functional teamwork
- Strong collaboration skills & ability to gain stakeholder buy-in & trust
- Flexibility
- Active listening and communication
- People management and mentorship

Experience with:

- Agile methodologies
- Figma/Sketch and design tools
- Swagger/OpenAPI
- JIRA
- HTML & CSS
- ZenDesk
- SaaS lifecycle
- ReadMe

EDUCATION

Loyola University Chicago

Bachelor's of Science in Film & Digital Media Production

Aug 2012 – Aug 2014

Certifications

Six Sigma Yellow Belt (2020)