

Katie Thompson

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Senior Content Strategist & Copy Leader

Elevating digital experiences with transmedia storytelling

Chicago-based, solutions-oriented Senior Content Strategist with over eight years locked in translating complex business goals and technical features into compelling, human-centered digital experiences. Known for leading end-to-end content initiatives including high-converting product pages, SEO/AIO driven landing pages, omnichannel product marketing campaigns, and thought leadership. Introduces strategic frameworks and research to manage robust content governance models, elevate brand voice, and continually iterate with data informed insights.

Skills

Content Auditing | Content Blocking | Copy Editing | Creative Direction | Data Visualization | Digital Advertising | Digital Marketing | Digital Media Ethics | Digital Strategy | Experience Benchmarking | Gamification | Information Architecture | Interaction Design | SAAS Products | Tagging Data | Theming Data | Transactional Copywriting | Synthesizing Data | Quantitative Research Methods | User-Centered Design | Usability Testing | UX Copywriting

Software Platforms: Adobe Analytics, Adobe Commerce, Adobe Experience Manager, Adobe Premiere Pro, Adobe Illustrator, Axure, Canva, Coveo, CSS, Drupal, Hubspot, HTML5, Figma, FullStory, GA4, Jira, Maze, Microsoft Office, Miro, Salesforce, Salsify, SharePoint, Shopify, Sitecore, SurveySparrow, Quantum Metric

Professional Experience

SOUTHERN GLAZER'S WINE & SPIRITS, Chicago, IL (Remote)

Digital Content Strategist, 2024 - 2026

Spearheaded digital content strategy for largest B2B e-commerce platform in wine and spirits industry. Demonstrated strategy prowess in planning and conducting user research/behavior analysis of target audiences. Influenced colleagues across functions by socializing and maintaining content models, taxonomies, and metadata frameworks for mobile, web e-commerce and native apps. Stood up and reported on custom Adobe Analytics dashboards for project teams. Laid the

information architecture foundation for unified payments center, autopay, and account management features, alleviating call center burden and enabling better self-service support journeys for users.

- Led the authoring of 0 → 1 creation of content guidelines and governance standards, which are still used throughout the Southern Glazer's design organization.
- Led development of design archetypes, enabling more refined targeting for digital merchandising segmentation.
- Hosted weekly digital UX copywriting/content office hours.
- Redesigned web and mobile information architecture, improving product findability in a massive catalog.

VML, Chicago, IL (Remote)

Content Strategist & UX Copywriter, 2024 - 2024

Led a team of product designers and data analytics to conduct user research, user-behavior analyses, journey mapping, experience benchmarking, and content audits. Wrote B2B and B2C UX copy for retail clients including Carhartt CCG, United Healthcare, Swisher, Native, and PACCAR.

- Utilized AI tools like Claude, OpenAI, and Azure to capture content inventory and cataloguing, saving time and bandwidth to execute strategic work.
- Led content support for SAP e-commerce implementations.

HILL'S PET NUTRITION, Chicago, IL (Remote)

Content Strategist, 2023 - 2024

Managed agile team of designers and developers to plan and execute content designed to boost engagement across digital channels. Audited e-commerce experience on Shopify store to enhance strategic conversion opportunities and sharper merchandising segmentation.

- Optimized content for email copy, transactional copy, FAQs, and module copy across PLPs and PDPs with B2B and B2C-facing content, including important considerations of cultural context in supporting a global product.
- Shipped global products to 3 new markets, supported by developing content localization and translation processes.

COMCAST BUSINESS, Chicago, IL (Remote)

Content Strategist & UX Copywriter, 2021 - 2023

Supported UX team with sitemapping, reviewed assets to determine any gaps, inaccuracies, or needed updates. Managed content asset library in Sitecore. Curated and developed global style guide to establish and enforce content governance standards.

- Led strategic nomenclature improvements for microcopy such as tag labels, filtering facet labels, and button labels, to enhance product discoverability and prevent cart abandonment.
- Fostered collaboration between cross-functional partnerships with design research and product designers, injecting findings and insights gathered from studies and data / analytics into logic for design iterations.

@PROPERTIES, Chicago, IL

UX Copywriter, 2020 - 2021

Served as staff UX copywriter across web pages. Wrote, edited, and published web and social media content utilizing AEM to author reusable content components.

- Improved search engine optimization (SEO) value with keyword research and performing search engine results page (SERP) analyses.

FOODSERVICE EQUIPMENT REPORTS, Chicago, IL

Content Strategist & UX Copywriter, 2020 - 2020

(Short-term contract) Authored web and social media content, successfully engaging newly targeted audiences. Worked closely with UX teams in an agile environment to manage marketing content assets with Drupal to deliver digital experiences and build integrated marketing campaigns.

- Facilitated numerous virtual workshops with cross-functional partners for maximum collaboration across teams.
- Led content migration from legacy CMS to Sitecore.

NORTH AMERICAN ASSOCIATION OF FOOD EQUIPMENT MANUFACTURERS (NAFEM), Chicago, IL

Technology & Digital Services Coordinator, 2017 - 2020

Authored and published web content and supported UX copywriters with execution. Utilized Adobe Experience Manager (AEM) to design lead generation forms, landing pages, and automate workflows. Stood up google analytics dashboards to monitor content engagement and performance analytics.

- Revamped email marketing and creative design assets, increasing CVR by more than 30%.
- Redesigned interactive templates and led content development for a Learning Management System (LMS) implementation.

Education

- **Master of Arts (MA)**, Digital Communication and Media Arts, DePaul University, Chicago, IL

- **Bachelor of Arts (BA)**, Political Science & Communication Studies, DePaul University, Chicago, IL

Awards

- WSET Level 2 Award in Wines, Wine & Spirit Education Trust, Issued 06/2025

