

Katie Thompson

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Senior Content Strategist

B2B content strategist operating at the intersection of data, design, and empathy.

Digital content strategist leading from the intersection of data-driven insight and human-centered communication, dedicated to creating accessible content that meets user needs while supporting business goals. Brings extensive experience in B2B e-commerce, with a flair for UX copywriting, enterprise-scale information architecture, and content governance. Skilled in guiding content from discovery through production and building strong partnerships with cross-functional teams. Known for distilling complex, high-level concepts into clear, actionable direction and enabling teams to execute with confidence and alignment.

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, Axure, Coveo, Drupal, Hubspot, Figma, FullStory, GA4, Jira, Maze, Salesforce, SharePoint, Sitecore, Quantum Metric

Professional Experience

SOUTHERN GLAZER'S WINE & SPIRITS, Chicago, IL (Remote) 2024 - 2026

Digital Content Strategist

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 web e-commerce and native apps.

- Led the authoring of 0 → 1 creation of content guidelines and governance standards that are used throughout the design organization.
- Led development of design archetypes, enabling more refined targeting for digital merchandising segmentation.
- Co-hosted weekly digital UX copywriting office hours, dedicated hour sessions where cross-functional partners would seek content / copy direction and alignment.
- Enhanced web and mobile information architecture structural framework, improving product findability in a massive catalog.

VML, Chicago, IL (Remote) 2024 - 2026

Content Strategist & UX Copywriter

Led the collaborative effort with UX design and analytics teams to deliver primary research, user-behavior analysis, journey mapping, experience benchmarking, and content assessments. Wrote B2B and B2C UX copy for retail clients including Carhartt CCG, United Healthcare, Swisher, Native, and PACCAR.

- Led content support for SAP e-commerce implementations.

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

2023 - 2024

Content Strategist

Managed different resources, including product designers and developers, to amplify content across digital channels. Audited e-commerce buy flow experience, optimized shopify stores for core audiences. Updated email copy, transactional copy, module copy, mobile messaging and other B2B UX copy.

- Optimized copy / content on PLPs and PDPs with B2B-facing content, including important considerations of cultural context in content.
- Shipped global products to 3 new markets, supported by developing content localization and translation processes.

COMCAST BUSINESS, Chicago, IL (Remote)

2021 - 2023

Content Strategist & UX Copywriter

Supported UX team with content auditing, sitemapping, and creating content components in Sitecore. Reviewed content to determine any gaps, inaccuracies, or needed updates. Curated and developed content strategy guides for internal standardized guidance and usage.

- Led strategic nomenclature improvements for microcopy such as tag labels, filtering facet labels, and button labels by clarifying key page tasks for users, preventing task abandonment.
- Fostered collaboration between cross-functional partnerships with design research and product designers, injecting findings and insights gathered from studies and data / analytics.

@PROPERTIES, Chicago, IL

2020 - 2021

UX Copywriter

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 search engine results page (SERP) analyses.

FOODSERVICE EQUIPMENT REPORTS, Chicago, IL

2020 - 2020

Content Strategist & UX Copywriter

Published web and social media content, successfully engaging newly targeted audiences. Worked closely with UX teams in an agile environment to manage marketing content assets to deliver digital experiences and build drip campaigns.

- Conducted numerous virtual workshops with cross-functional partners, resulting in selling in several high value ideas.

NORTH AMERICAN ASSOCIATION OF FOOD EQUIPMENT MANUFACTURERS (NAFEM)

2017 - 2020

Chicago, IL

Technology & Digital Services Coordinator

Managed and published web content writing thought leadership UX copy. Utilized Adobe Experience Manager (AEM) to design forms, landing pages, and automate workflows.

- Revamped email marketing and creative design, generating performance well above baseline.

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