

Nikki McConnell

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Professional Summary

UX content strategist with strong project management skills and experience in strategy, delivery, and solutioning.

Experience

Digital Content Strategist, Contractor on-site at **Humana**

Feb 2021 – Present

- Ideated, defined, and implemented content strategy for brand new digital product with aggressive business goals.
- Allocated resources and developed calendars to ensure content deliverables met business deadlines.
- Acted as the point of contact for dev teams, product managers, business stakeholders, and legal reviewers.
- Developed an agile work style that prioritized pain points, bugs, and quick solutions within CMS guidelines.
- Understood the user journey and analyzed user testing and research to continuously improve content.

Content Strategist & Mobile Copywriter, Contractor on-site at **Humana**

Oct 2020 – Feb 2021

- Defined and implemented new content process and strategy for two Humana mobile applications and a Microsoft-supported medical pilot that utilized wearable tech to provide better health outcomes.
- Assessed and organized existing content, identified improvement areas, and wrote new UX content.
- Collaborated with UX designers, product managers, and developers during new feature rollouts and plan updates.

Editorial Manager, **Groupon**

May 2018 – June 2020

- Led a team of up to 15 writers and editors, handling escalations around voice and content disputes.
- Wrote internal communications for Editorial agents and oversaw new process launches.
- Led automation project that reduced required staffing costs by ~\$30k/year and saved ~\$25k/year in licensing.
- Collected user feedback from over 150+ global users of CMS product focused on improving user experience.

Content Specialist, **Groupon**

June 2015 – May 2018

- Wrote copy daily for publication on Groupon's website. Created original content tailored to unique merchants.
- Worked independently to meet daily deadlines and led the team in content output.

Skills

Content

- Writing across multiple platforms, including mobile, web, SMS, email, and push notifications
- Copy-editing and fact-checking
- Proven ability to manage multiple projects/deadlines
- Voice and tone auditing
- Content organization and site structure
- Communication of ideas and strategy to stakeholders

Other

- Continuous process improvement, including Six Sigma
- Proven ability to turn data into actionable insights
- Familiar with Agile/Scrum/Lean methodologies
- Worked within JIRA, JIRA Align, and Azure DevOps
- Microsoft Office and Google G-Suite
- Basic Javascript and HTML
- Adobe Photoshop and Premiere

Education

Six Sigma Yellow Belt Training, COPC

March 2020

Bachelor of Science in Film & Digital Media, Loyola University Chicago

August 2012 – August 2014