Renée Clare-Kovacs
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User-Centered & Data-Driven Content Design Strategy

I am a passionate and collaborative professional with a proven track record as an analytical and customer-centric thinker. Experienced in leading cross-functional teams, I harness customer data insights to drive strategic decision-making. Proficient in retention marketing techniques, I craft tailored and impactful strategies for optimal results. My excellent communication and interpersonal skills let me thrive in fostering a collaborative and inclusive culture. I am seeking opportunities where I can contribute my skills to make a meaningful impact.

Skills & Tools Used

**User Experience & User Interface**Journey mapping
User research
Content strategy
Accessibility
Prototyping
Wireframing (lo and hi fidelity)

**Analysis**
Adobe Experience Manager
Google AnalyticsMoz
Meltwater

**Collaboration**
Agile
Teams
Zoom
Miro

**Gadgets & Gizmos**
Wordpress
Adobe Creative Cloud
Microsoft Office
Figma
Salesforce
Jira
Content management systems

CVS Health -- UX Designer

November 2022 -- April 2023 (Contract)

Identified areas of improvement for Aetna Medicare users using content auditing and road mapping with cross-functional teams in an Agile enviornment. Created long-term roadmap using company branding, governmental compliance, and reputation-building content strategies aimed to foster trust between Medicare patients, their families, and Aetna.

* Led UX/UI development for Medicare journey
* Research including content audit, user data, persona development, and user testing analysis
* CMS and a11y compliance
* Journey mapping in Miro (low-fidelity) and Figma (high-fidelity)

Microsoft -- Content Strategist
May 2022 -- September 2022 (Contract)
Developed internal communication strategies for new Microsoft big data tool for the SaaS Marketplace with cross-divisional senior product leadership.

* Created brand guides and content production process for large data division
* Analyzed organizational goals and user needs to build content for Marketplace

CDC -- Digital Content Strategist
April 2021 -- February 2022 (Contract)

Maintained web content for National Centers for Infectious Respiratory Diseases to meet editorial calendar and governmental compliance requirements. Made transformational content strategy recommendations for cross-channel communication improvements.

* Managed content editing and publication process for annual broadcast for 13 diseases in WordPress
* Added a11y web accessibility guidelines to content process
* Cataloged all adult prevention and vaccination content assets as part of cross-team audit
* Developed user data analysis process using Adobe analytics and Meltwater social listening
* Conducted large-scale content audit and created improvement recommendations to consolidate 2 legacy websites with current site

Belnick, Inc. -- Content Manager
April 2018 -- October 2018
Managed marketing strategy and execution for an eCommerce B2B and B2C retailer on the Salesforce platform.

* Led content audit for rebranding initiative including Google analytics, keyword strategies, and URL restructuring
* Established digital communication process aligned with brand marketing goals
* Vendor management

SPH Analytics -- Content Strategist
January 2015 -- September 2016
Led content marketing for SaaS healthcare analytic tools at the start of joint venture of 3 startups.

* Created brand guidelines for voice in collaboration with graphic branding
* Established content strategy by combining corporate identities of 3 organizations
* Developed content calendar and process using data-driven improvement strategies
* Built online presence using content strategies within WordPress site, print, conference, and social media
* Worked with sales team to identify content opportunities while maintaining an asset library for sales enablement in Marketo

Asbury Automotive -- Senior Ecommerce Account Manager
August 2013 -- October 2014
Managed B2C digital marketing for a Fortune 500 automotive group, including content writing and team management.

* Content writing and reputation management
* Worked with proprietary content management system developer to improve CMS and populate with dealership-specific content for 54 automotive dealerships
* Analytic reporting month-over-month
* Team management

Client work through Caffeinated Content (*personal agency)*In & Out Photo—Content Strategist
June 2019 -- June 2022
Created B2C campaign marketing for local photography business using content strategy. Led rebranding project in cooperation with local high school graphic design students.

Sellr— Digital Content Strategist
February 2017 -- February 2018

* Full-stack marketing campaigns: print, digital, conference, app development
* SWOT analysis
* Campaign management

Education

Master of Science in Journalism | Digital Content Strategy University of Kansas July 2018
Bachelor of Science | English Literature Central Michigan University May 2013
Google UX Design certified | October 2023