

Renée Clare-Kovacs

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User-Centered & Data-Driven Content Design Strategy

Renée is a communications and marketing professional who employs a blend of relationship-building and analytics to craft compelling copy and positive user experiences. Her content strategies consider current messaging platforms along with non-traditional campaigns to convey the strengths of the organizations she works for.

Skills & Tools Used

Content Strategy

Journey mapping
User research
Omnichannel messaging
Brand strategy
Marketing strategy
WCAG Accessibility
Persona development
SEO
Press releases

Analysis

Google Analytics
Moz
Meltwater

Collaboration

Teams
Zoom
Miro

Gadgets & Gizmos

Adobe Creative Cloud
Microsoft Office
Figma
Content management systems:
Adobe Experience Manager,
Wordpress, Salesforce, Magento,
Sharepoint, Joomla, proprietary CMS
(Asbury)

Professional Experience

Atlanta Public Schools – Web Editor

March 2024 – present

Content strategy stakeholder for site update and migration to ensure effective user experience (UX), branding, SEO, and accessibility compliance.

- Project management for content review process
- Tone and voice SME for newly created Brand and Style Guide
 - Responsible for ensuring WCAG compliance as part of brand standard
- UX and data research
 - User surveys
 - Google Analytics
- Content review, writing, and editing

CVS Health – UX Content Strategist

November 2022 -- April 2023 (Contract)

Designed data-informed multi-channel content for web and mobile UX experiences in agile environment. Created long-term roadmap using company branding, governmental compliance, and reputation-building content strategies in order to foster trust between Medicare patients, their families, and Aetna.

- Identified opportunities and developed efficient content processes for Medicare journey as creative-side lead
- Research including content audit, user data, persona development, SEO, and user testing analysis
- Evaluated existing content and developed new content to create meaningful user experiences
- CMS and WCAG compliance
- Journey mapping in Miro (low-fidelity) and Figma (high-fidelity) to collaborate with stakeholders, ensuring best practices, business goals, and compliance are aligned

Microsoft -- Content Strategist

May 2022 -- September 2022 (Contract)

Developed internal communication strategies for new SaaS Marketplace big data tool for the with cross-divisional senior product leadership.

- Created brand guides and content production process for large data division
- Project manager for creative process
- Developed relationships with stakeholders to define messaging goals

CDC -- Digital Content Strategist

April 2021 -- February 2022 (Contract)

Maintained web content for National Centers for Infectious Respiratory Diseases to meet SEO, editorial calendar, and governmental compliance requirements. Made 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 protocols and taxonomy to content process
- Cataloged all adult prevention and vaccination content assets as part of cross-team audit/information architecture
- Developed user data analysis process to align Adobe analytics for performance data and SEO/keyword metrics, Meltwater social listening, and current SME recommendations regarding disease messaging
- 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.

- Developed improved and updated web and email marketing campaign process for consistent and reliable messaging
- Led content audit for rebranding initiative including Google analytics, SEO keyword strategies, and URL restructuring
- Influencer relationship marketing
- 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 in collaboration with key stakeholders
- 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, PR Wire, print, conference, and social media
- Worked with sales team to identify content opportunities while maintaining an asset library for sales enablement in Marketo

Client work through Caffeinated Content (*personal agency*)

In & Out Photo—Content Strategist

June 2019 -- June 2022

B2C campaign marketing for local photography business.

- Email marketing
- Led rebranding project in cooperation with local high school graphic design students

sellr – Digital Marketing Director

February 2017 – February 2018

Led digital marketing for digital display beverage promotion.

- SWAT analysis of market opportunities
- Created campaigns to digital marketing/ooh tools
 - Business owner testimonials
 - In-store shopper experience
 - Industry conference campaigns

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