

# SHARISE CUNNINGHAM

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Omni-channel content strategist with international experience.

Customer Advocate. Brand Storyteller.

## EXPERIENCE

**JANUARY 2020 – PRESENT**

**SENIOR CONTENT STRATEGIST, ANTHEM (CONTRACT - REMOTE)**

Currently infusing personality into Anthem's B2B content efforts and enhancing logic in UX content and flow. Projects include Broker Portal, Broker Plus mobile app, AI-chatbot, and miscellaneous others.

- Work with flows & edit chatbot conversations from vendor (IBM).
- Work with UX, Visual Design, and Dev to enhance UX content (on-page messaging, buttons, CTAs, errors, tooltips).
- Provide voice-of-the-customer recommendations to improve page workflows.
- AI Knowledge Fellow; member, AI Content Consortium.

**OCTOBER 2019 – DECEMBER 2019**

**SENIOR CONTENT STRATEGIST, AKQA (CONTRACT)**

Working with artificial intelligence (AI) on Conversational Design (chatbot) for a major Atlanta-based airline. Creating responses, workflows and architecture to reduce contact with representatives and improve self-service in-app and online. Mentoring junior strategist. Created a CD Voice & Tone Style Guide for handoff to client.

**AUGUST 2015 – FEBRUARY 2019**

**LEAD CONTENT STRATEGIST, CRICKET WIRELESS (AT&T)**

From contract content strategist to fulltime Lead -- moved rapidly through a series of increasing responsibility based on revenue-producing content creation, technical ability, and leadership skills.

Created content and strategized placements of banners, landing pages, and other components of promo campaigns or device launches. Coordinated content development and publication with Retail Marketing and Social teams. Wrote for SEO, worked with Marketing on multichannel promos.

- Increased online revenue contribution 2% M-O-M amid tough industry competition (2016 - 2017).
- Worked with data analyst to monitor buying trends and make shifts in copy or placements, as needed.
- Used heat-mapping, journey mapping, user insights & other tools to understand user interactions and adapt content accordingly.
- Created email campaigns and worked with vendor on distribution and performance.
- Maintained onsite product reviews, updating the XML file and sending to vendor.

**NOVEMBER 2014 – JULY 2015**

**PRINCIPAL CONTENT STRATEGIST, SAGE SOFTWARE**

Led strategic planning, development, and management of global content for a broad range of on-premise, web, and desktop accounting solutions.

- Established guidelines and processes for delivering multi-platform content. Collaborated with Marketing, Product Management, and Development teams to create branded, user-centered content.
- Directed a distributed team of strategists, writers, and translators.
- Created and drove adoption of global content standards.

**OCTOBER 2012 – SEPTEMBER 2014**

**FREELANCE LANGUAGE/CONTENT CONSULTANT, PRAGUE, CZ**

While in Prague, Czech Republic I successfully maintained a freelance business as an English Content Strategist for O2, a major telecom company. Managing Editor at Socialbakers, a SaaS suite of products for social media management. And, I also taught small group and individual English lessons on-location. Wrote lifestyle articles geared toward Expats and visitors for a local website.

**SEPTEMBER 2010 – MARCH 2012**

**CONTENT STRATEGIST, UNITED PARCEL SERVICE (UPS)**

Created and managed content strategy of various enterprise release projects. Reviewed technical documents (business requirements, functional requirements, and UI specifications) to assess project needs, resulting in accurate time/cost estimates. Created detailed content plans, content audits, and competitive analyses.

- Worked with industry experts and product owners to redesign the UPS Sustainability website, making it more user-friendly, actionable, and engaging.
- Worked closely with project sponsors, developers and Information Architects.
- Wrote/edited B2B and B2C marketing content, help pages, and web and web app content.
- Developed content matrices, translation manifests and testing manifests throughout the project lifecycle, taking it from inception to launch.

## **EDUCATION**

**CERTIFICATION**

**CERTTESOL, TRINITY COLLEGE (UK)**

Certified to teach English as a second language. Oxford TEFL, Prague, CZ. Specialized in adult general and business instruction.

**BACHELOR OF ARTS**

**JOURNALISM, GEORGIA STATE UNIVERSITY**

Journalism major, marketing minor. Dean's List, two quarters.

## **SKILLS**

- Artificial Intelligence
- Social Media Management
- Microsoft Office Suite
- Marketing Communications
- Mentoring Juniors
- Relationship Building
- Chatbot Scripts
- CMS (CQ/AEM, Teamsite, Wordpress, etc)
- Web & Mobile UX/UI
- Jira/Sharepoint/Airtable/Slack
- Google Analytics
- Vendor/Freelancer Management