

ALISON MARCHESE

Content Designer

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Innovative and creative Content Designer skilled at breaking down complicated subject matter to improve the customer experience (UX) and drive revenue growth. Committed to simplicity in design, storytelling, and captivating digital experiences to ensure customers stay engaged and retained. Skilled in utilizing simplification methods including taxonomies, user-decision trees, journey mapping, and alignment workshops.

□ EXPERTISE

User-Centric Design

Content Strategy

SEO Optimization

Information Architecture

Digital Experience Optimization

Journey Mapping

CAREER PROGRESSION

CONTENT DESIGNER • Cisco Systems, Remote • 5/2022 – Present

Led 18+ content design projects to help achieve a unified management experience platform and reduce IT complexity with 13 projects for integration into Cloud-based applications. Created journey maps, conversation exercises, and user-decision trees to enhance information architecture and UX. Collaborated with 60+ remote team members including designers, engineers, and senior management to align business objectives.

- ✓ Improved networks and drove sales by 5% by implementing a customer risk-score comparison.
- ✓ Simplified licensing management visibility and UX.
- ✓ Directed a content overhaul for a networking visibility app by incorporating software as a service (SaaS) and hybrid products.
- ✓ Streamlined a data-driven solution related to crash risk, software efficiency, business compliance, and fault management.
- ✓ Designed and led three workshops to foster cross-product team collaboration and innovation.

SENIOR COPYWRITER • Citibank, Jacksonville, FL • 9/2020 – 5/2022

Developed innovative, user-focused communications for card members across 10 credit card brands and co-branded credit cards. Served as the lead writer for mortgage and lending product campaigns across various media channels.

- ✓ Realized a 15% increase in A/B testing engagement lift by utilizing creative innovation during a unique spending environment during COVID-19.
- ✓ Improved team's year-over-year (YoY) productivity by 40% by effectively managing creative resources, internal client partners, and senior management approvals.

LEAD COPYWRITER • GuideWell Connect, Jacksonville, FL • 8/2018 – 9/2020

Created and delivered multi-channel healthcare media campaigns including TV, direct mail, and digital for Blue Shield of California's annual enrollment period.

- ✓ Attained a 90% increase in qualified leads compared to the previous campaign by executing a data-driven, consumer-centric, multi-channel marketing campaign customizable for key states.

FREELANCE COPYWRITER • Marchese Communications, Inc., Jacksonville, FL • 3/2017 – 7/2018

Hired by well-known diamond and jewelry retailers to develop branding and websites to engage consumers and sell products.

- ✓ Converted 3.5% of 250 leads to retailer online sales and achieved a return on marketing investment of \$5 for every \$1 spent by creating the brand website and social communications for Leo Schachter Diamonds / The Leo Diamond.
- ✓ Grew brand sales by \$3M, consumer registrations by 90K+, and social media followers by more than 20K during six-month engagement with Serena Williams Jewelry.
- ✓ Exceeded online launch sales expectations by 26% and 15% in-store by writing original JC Penney website content for Ever Star Diamonds, one of the first lab-grown diamond brands launched by a major retailer.

SENIOR CONTENT DESIGNER • Cupcake Digital, New York, NY • 1/2011 – 2/2017

Progressive career from Senior Writer (2011) to Content Designer (2012) to Senior Content Designer (2014). Conceptualized, wrote, and produced 40+ children's eBooks and games approved by licensees including DreamWorks, Sony, Discovery, and Jim Henson.

- ✓ Attained 14M paid consumer downloads and 20% annual growth by designing, orchestrating, and deploying integrated digital campaigns.
- ✓ Reached Top 10 rankings on iTunes and Amazon app stores for 27 apps.
- ✓ Received six prestigious children's content publishing awards, three Cynopsis Kids! Imagination awards, and three Parent's Choice fun stuff awards.

□ EDUCATION

Bachelor of Science in Communications, Northwestern University

AI Green Belt, Cisco Systems, 02/2024

□ TECHNICAL SKILLS

Figma

Aprimo

Mediabox

Adobe Creative Suite

Miro

Basecamp

Workfront

Microsoft Office Suite

□ PROFESSIONAL RECOMMENDATIONS

Angela L | Senior Content Designer | Cisco | 2/22/2024

"I had the pleasure of working with Ali, and I can confidently say that she is a true asset to any team. She embodies the qualities of an amazing colleague and seasoned content designer: collaborative, enthusiastic, eager to learn, ability to learn complex spaces quickly, and full of ideas.

She always brings a can-do attitude to the table and is willing to jump right into complex projects without hesitation. What truly sets her apart is her ability to establish and nurture great working relationships with her partners. She is a team player who thrives in a collaborative environment, and her dedication to achieving collective success is truly commendable.

I highly recommend Ali as she not only possesses the necessary skills and expertise but also brings a refreshing energy and positivity to the workplace. It was a pleasure working alongside her, and I have no doubt that she will continue to excel and make a significant impact wherever she goes."

Katie Nail | Leader, Content Design | XDi | 2/21/2014

"I have had the pleasure of being Ali's manager for the last two years. During that time, I have seen firsthand the positive impact she has on initiatives big and small. She is a natural bridge builder whose enthusiasm brings joy to the most technical projects. I have watched her make connections with team's across the world when others could not. And I have seen her successfully rethink and help architect complex SaaS and licensing-based designs. Her work as a content designer extends far beyond writing button copy and emails (although she's great at that too) and gets into the way customers consume information within digital products. All of this she does with energetic curiosity and thoughtfulness for others. She has been an absolute pleasure to work with and manage and is an invaluable asset to any team."