

CONTACT

Atlanta, GA 30344
C: 678.428.7945
tvest_creative@yahoo.com
linkedin.com/tondravest
tondravest.com

TECHNICAL
PROFICIENCIES

Microsoft Office Suite
Sitecore CMS
Sitecore CMP
Workfront
JIRA
Azure
Sharepoint
Adobe AEM
Gather

CORE
COMPETENCIES

B2C / B2B
Content Strategy
Copywriting
UX Content
SEO
Agile / Waterfall
Content Localization
Taxonomy
Content Audits
Gap Analysis
Competitive Analysis
Creative Direction
Campaign Development
Print / Digital / Mobile
Social Media / Email
Radio / TV / Video
Project Management
Cross-Channel Marketing
Customer Segmentation
Branding Principles
Marketing Communications

PROFESSIONAL EXPERIENCE

Senior Content Strategist | Cricket Wireless 2022 - Present

- Executed user-focused content strategy to drive awareness and adoption of Cricket's free trial app, tryCricket.
- Collaborated with UX, A11Y, FE/BE developers, and product owner to develop UX content that aligned with app KPIs, including impressions, downloads, trial activations, and conversion revenue.

UX Content Strategist | U.S. Bank 2022 – 2022

- Supported small business banking journey team.
- Worked with UX, XA, product owner, and accessibility to identify and meet content demands for various projects to improve the business banking experience.

Kimberly-Clark Professional, Atlanta, GA
Global Digital Content Lead | 2020 – 2022

- Evangelized content strategy. Also contributed to center of excellence for UX focused enterprise digital content at Kimberly-Clark Professional.
- Executed mobile-first content strategy that aligned with website goals and KPIs, including digital sales revenue, purchase intent, and CX Score.
- Worked with UX to streamline sales and lead generation forms and the opt-in message, increasing email opt-ins by 30%.
- Played vital role in implementing Content Management Platform that transformed how we planned, produced and distributed content regionally and globally.

Sr. Digital Copywriter | 2018 – 2020

- Created compelling and relevant content for MVP site rollouts (Portugal, Poland, China and Western Europe) that increased organic search by 10% EOY 2020.
- Created an Online Content Style Guide to execute a cohesive tone and improve SEO performance in content deliverables.
- Developed content for the app and administrative dashboard to launch the connected restroom solution, Onvation.

Sr. Marketing Content Writer | Georgia-Pacific Professional 2017 – 2018

- Served as lead content writer on the GP PRO Dixie team, developing clever B2B-targeted copy for sells sheets, brochures, infographics, email campaigns, landing pages and videos.
- Key contributor in the successful launch of ServeGreatness.com, a microsite targeting foodservice operators.

Senior Digital Writer | VML 2016 – 2017

- Developed compelling copy for a global pharmaceutical company, providing insight on a wide range of projects including internal brand plans.

Digital Content Strategist | Cricket Wireless 2016

- Collaborated with UX peers on redesign and mobile optimization of My Account on cricketwireless.com.
- Worked in cross-channel environment on a variety of digital content, including on-screen instructional copy, navigational elements, error/alert messages, contextual help messages and FAQs.
- Provided writing support specific to the redesign of the myCricket App.

CAREER
HIGHLIGHTS

*Increased conversion rate
from free trial to paid
customer by 20%*

*Optimized opt-in message
that increased revenue
marketing leads by 30%*

*Developed 360 campaign
that delivered sales 30%
over projection*

*Created campaign for
successful new business
pitch for BMW NA,
Nationwide Insurance,
Chick-fil-A & US Mint*

BRAND
EXPERIENCE

Cricket Wireless
U.S. Bank
Kimberly-Clark
Professional
Kleenex
Scott
Cottonelle
Chick-fil-A
Children's Healthcare
of Atlanta
AT&T
Publix
The Home Depot
American Bankers
Association
BMW NA
PEPCO Energy
Nationwide Insurance
Blue Cross & Blue Shield
Georgia Power
Dixie

ADDITIONAL EXPERIENCE

Sr. Digital Content Writer/Strategist | Georgia Power 2014 – 2015

- Successfully developed content strategy and writing support for georgiapower.com, social media efforts, mobile applications and integrated communication plans.

Content Producer, Digital Content & UX | Cox Communications 2013 – 2014

- Managed content development for site enhancements of My Account and Shop sections of cox.com
- Authored web content for new online order status portal, including email notifications.

Senior Writer / Content Manager | LYRASIS • Atlanta, GA 2008 - 2011

- Created detailed project plans for digital, email and print campaigns, contributing to one of Atlanta's largest non-profit organizations, exceeding \$55 million revenue goal.
- Planned, created and improved content for a 100+ web-based products and services.

Freelance Sr. Copywriter | JWT INSIDE • Atlanta, GA 2007 - 2008

- Created employee engagement campaigns for top brands in industries specific to Healthcare, Retail, QSR, and Government.
- Key participant in successful business pitch for Chick-fil-A account.

Matlock Advertising • Atlanta, GA**Associate Creative Director** | 2004 - 2007**Senior Copywriter** | 2002 - 2004

- Worked with director-level staff on innovative strategies that increased market share of established brands.
- Developed campaigns that led to multi-million dollar account wins.

CAREER NOTE: Additional copywriting experience includes Trone Advertising, Bates Southwest, Cramer-Krasselt, and Earle Palmer Brown

EDUCATION

B.S. – Finance

Alabama A&M University • Huntsville, AL

Graduate Certificate – Advertising Copywriting

Portfolio Center • Atlanta, GA