

# LAURA D'ALESSANDRO

CONTENT STRATEGY LEADER

## ABOUT ME

I am a veteran digital strategist who sits at the intersection of content and people. Customer relationships still drive business in the digital world. My focus is making our digital relationships with customers as human as possible.

## EDUCATION

MA in Digital Storytelling

American University, 2013

BA in Communication Arts

Salisbury University, 2007

## SKILLS

Design Thinking, User Experience, Content Operations, Change Management, Executive Communications, Employee Engagement, Internal Communications, Brand Storytelling, Motivational Interviewing, Journalism, Writing

## WORK SAMPLES

Visit my portfolio to see samples of my work  
[lauradalessandro.com](http://lauradalessandro.com)

Visit my LinkedIn profile for additional samples and my full work history  
[LinkedIn.com/in/LauraADAlessandro](https://www.linkedin.com/in/LauraADAlessandro)

## CONTACT ME

[lauralindalou@gmail.com](mailto:lauralindalou@gmail.com)

## RECENT EXPERIENCE

Principal Consultant - US Content & Communications Lead

Capco (APRIL 2021 - PRESENT)

- Drive strategic visions to help clients communicate with their users
- Recruit and train new writers in UX writing, copywriting, and content strategy
- Own and drive delivery of client content programs including UX content strategy foundations such as style guides and operational implementation
- Lead and coach teams of content strategists and UX writers

Senior Content Strategist

Fannie Mae (SEPT 2020 - DEC 2020)

- Led a new internal engagement strategy for a team of 100+ UX designers
- Developed strategies that added and delivered value across the enterprise
- Crafted case studies, executive communication, and engaging virtual events
- Conducted design research to inform strategy, metrics, and best practices
- Contributed to a UX Writing Content Community of Practice

Content Strategist

First Citizens Bank (MAY 2019 - AUG 2020)

- Crafted UX content to guide users through web and mobile app experiences
- Led website content strategy and editorial content production
- Conducted UX research to understand users and their needs
- Enlisted SEO and other data-driven insights to inform web content strategy
- Established, iterated and re-evaluated a rigorous content operations process
- Drove the creation and maintenance of a unified brand voice and tone

Editor

FSR Magazine (JAN 2018 - MAY 2019)

- Led and art directed the redesign of major magazine sections
- Led the strategy and development of B2B restaurant content
- Developed new content models and led new social media strategies
- Pioneered and managed a growing Instagram account
- Produced, hosted and edited a debut podcast, Worth Your Salt

Food Editor

Tastemade (JULY 2017 - DEC 2017)

- Created, tested and shot up to 36 recipes per month
- Chose colors and props, styled food on camera
- Tracked Google search trends and managed content topics

Content Strategist

Freelance (OCT 2016 - DEC 2017)

- Created and edited multi-platform content for brands including M Studio by Meredith, Clean Plates, Hunt's and Whole Foods
- Crafted thought leadership content and implemented web content strategy for national energy trade associations