

# CASSANDRA L. JOHNSON

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## COMMUNICATIONS SPECIALIST

Personable and highly talented professional with comprehensive experience in marketing and communications, UX content writing and design. Equipped with extensive knowledge of content development, management, and marketing to help organizations accomplish strategic growth initiatives.

## CORE COMPETENCIES

- Writing for UX
- User research and testing
- Roadmunk and Jira for project management
- Figma for design collaboration
- Content strategy
- Design language systems

## PROFESSIONAL EXPERIENCE

### UX Content Strategist/Content Designer

Elavon | US Bank (contract) April 2025 – Present

Collaborates with Experience Strategy leads and UX team members to identify and meet the content demands for various projects.

- Applies and updates existing content strategies to accommodate the current website redesign and product offering overhaul.

### UX Writer/Content Design

E\*TRADE from Morgan Stanley (contract) April 2023 – April 2025

Collaborated with UX design teams and stakeholders to improve the user experience for Enterprise platforms.

- Provided content strategy guidance and wrote copy for Enterprise applications. Developed the editorial style guide and contributed to the organization's design language system to ensure consistency across platforms and tools, including AI platforms.

### UX Content Strategist

Fidelity Investments (contract) June 2022 – April 2023

Focused on enhancing the digital experience for investment professionals who manage Institutional accounts. Collaborated with stakeholders in business, UX design, research, and other partners to strengthen relationships and educate them about content management and best practices.

- Implemented content strategy best practices and helped establish editorial guidelines for technical writers. Partnered with stakeholders and development team to restructure taxonomy. Provided copyediting support for UX design and business teams.

### UX Content Strategist

Humana Inc. (contract) July 2021 – June 2022

Led content initiatives for Go365.com, a wellness and rewards program for employers and a subsidiary of Humana Inc. Worked with stakeholders to ensure brand voice is consistent for all audiences including providers, employers, and members across the web/intranet and mobile experience. Ensured web compliance and legal standards were followed to achieve business goals.

- Created content from concept to delivery and maintained content governance. Collaborated with the UX and research team to enhance the user experience (content organization, navigation, and information architecture). Ensured content follows accessibility guidelines and compliance regulations.

### **Digital Content Specialist**

Safe-Guard Products International (contract)

October 2020 – July 2021

Spearheaded content initiatives for D2C client automotive products, ensuring consistent branding and voice across all channels. Ensures web compliance and legal standards are followed to achieve business goals.

- Effectively wrote product content for the web and user experience (landing pages, purchase flows, error messages, personalization) and published content using headless CMS and updated content based on analytics. Facilitated content marketing initiatives including email using Salesforce, direct mail, and brochures. Collaborated with designers and development team using InVision.

### **Content Marketing Specialist**

ACityDiscount, Norcross, GA

January 2019 – May 2020

Successfully led multi-channel content strategy to support brand awareness goals, SEO, and lead generation. Worked with product merchandising departments to manage assets and deliver optimized content that supported company sales goals.

- Successfully curated content for web, social media, and email, including blogging and article writing for SEO resulting in greater visibility and audience increase of 30%, and click-through rates that led to product purchases. Created and executed social media campaigns using Google analytics insight. Wrote e-marketing content which led to an increase in sales for specific vendors.

### **Communications Specialist/Copywriter**

Cox Communications, Inc., Atlanta, GA

May 2018 – August 2018

Spearheaded and facilitated internal corporate communications initiatives for the UX/customer experience, change management teams, and senior leadership, which included writing crisis communication emails and building a SharePoint microsite.

- Designed wire framework for intranet microsite and content, while creating an overall content strategy to increase efficiency and output of staff. Interviewed C-level executives and wrote blogs in their voices.

### **Web Managing Editor/Copywriter**

Institute of Industrial and Systems Engineers (IISE), Norcross, GA

Sep 2016 – May 2018

Successfully managed web content, including writing articles for IISE's member magazines, ISE magazine, and Industrial Management leading to increased membership and organization visibility. Managed communications assets for IISE's various conferences with the communications and marketing team.

- Controlled all IISE social media platforms, nurtured audiences, and accelerated engagement among social networking communities by driving membership by 30%, including tracking analytics through Sprout Social and Google Analytics to measure reach and campaign effectiveness.
- Established internal publishing policies and procedures by delivering technical support to content authors for all IISE societies including the Society for Health Systems.

### **Communications Specialist/Copywriter**

Idea Associates, Atlanta, GA

Nov 2015 – Mar 2016

Simplified and assisted in website content development for various customers requiring new websites or website redesign. Sourced, transcribed, and modified online content for the company blog and social media accounts, and formulated an editorial calendar.

- Streamlined account management of client social media platforms (Facebook, Twitter, LinkedIn) and enhanced analytics for tracking reach and campaign effectiveness by handling social media accounts for multiple commercial and residential real estate developers and strategized change from Hootsuite to Sprout Social. Submitted analytics reports to clients regularly.

### **Marketing & Communications Coordinator**

The DDC Group, Atlanta, GA

Mar 2014 – June 2015

Collaborated and coordinated media relations efforts through relationship development with reporters on a local and national level. Developed B2B web content for the company's North American divisions, which included using the Joomla CRM platform, and coordinated internal communications efforts.

- Headed social media for N-America divisions through Facebook, LinkedIn, Twitter, and Hootsuite, resulting in an 80 to 90 percent boost in followers across all platforms.

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Prior experience as an Intern through the **Washington Media Institute at the Association of Community College Trustees (ACCT)**.

Prior experience as an Intern through the Washington Media Institute at **Story Partners PR Firm**.

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### **EDUCATION AND CERTIFICATION**

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#### **GEORGIA STATE UNIVERSITY, Atlanta, GA | May 2013**

Bachelor of Arts in English

#### **WASHINGTON MEDIA INSTITUTE (WMI), Washington, D.C. | Dec 2013**

Certificate in Media Studies

#### **MIAMI DADE COLLEGE, Miami, FL | Apr 2008**

AA in Mass Communications/Journalism

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### **TECHNICAL SKILLS**

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CRM platforms and HTML | Hard Knowledge of AP Style | Knowledge of Traditional and Paid Media | Web Content Creation/Multi-Platform Management | Writing for SEO | Blogging, Articles | Writing for UX