

AMANDA SPRUILL

SENIOR CONTENT STRATEGIST 📍 ATLANTA, GA 📞 678-216-2829

◦ DETAILS ◦

Atlanta, GA
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◦ SKILLS ◦

Content Strategy

UX Writing

Figma / Sketch / Miro

User Research

Taxonomies & Metadata

Accessibility

SEO

👤 PROFILE

With nine years of content strategy experience and a background in Library Science, Technical Writing, and UX Design, I bring creative and technical skills to any Content Strategy project.

📁 EMPLOYMENT HISTORY

Senior Content Strategist at Ogilvy, Atlanta, GA

July 2022 — Present

- Define both the high-level and page-level content strategy for the rebranding of a major pharmaceutical company.
- Conduct in-depth competitive research and analysis to identify content gaps and opportunities for improvement.
- Define information architectures and site structures that organize content logically and enhance user navigation.
- Provide strategic guidance to content creators, offering insights into content optimization best practices for layout, and SEO.
- Improve brand messaging, voice and tone, and editorial style.
- Promote accessibility in content for web design.
- Develop and document comprehensive voice and tone guidelines to ensure consistent brand messaging across all touchpoints.
- Collaborate on content design using tools including: Figma, Miro, and Adobe XD.

Senior UX Content Stategist at The Home Depot, Atlanta, GA

September 2017 — July 2022

- Collaborated with UX/UI designers to create user-centered interfaces that seamlessly integrated content and design elements.
- Upheld brand standards and voice & tone guidelines.
- Led workshops to educate the UX team on content strategy.
- Ran user tests on Useresting.com to iterate and improve on designs, and worked with the UX Research team on high-level studies.
- Created a new, user-friendly Home Depot Home Services taxonomy that improved bounce rate, conversion, and sales.
- Crafted intuitive microcopy for buttons, labels, error messages, and tooltips, enhancing user understanding and reducing friction in the interaction flow.
- Worked in sketch to create wireframes, prototypes, etc.

Senior Content Strategist at SapientRazorfish, Atlanta, GA

July 2014 — September 2017

- Managed content strategy for a diverse portfolio of clients, including Carnival ABG, IHG, ADT, MD Anderson, and Coca Cola.
- Conducted content audits and collaborated with clients to define their unique value propositions, target audiences, and content goals, leading to more targeted and effective content creation.
- Modeled detailed AEM components for back-end use.
- Created metadata schema, taxonomies, and file naming structures.

🎓 EDUCATION

MS Information Science, University of North Carolina, Chapel Hill, NC

August 2012 — May 2014

