

Timothy C. Truxell

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SUMMARY OF QUALIFICATIONS

Tim Truxell is the Principal and Executive Director, Content, at Rubicon CX in Atlanta, GA. He has over 20 years of editorial and content strategy experience. He focuses on determining how content will best contribute to the overall user and brand experience.

He was previously the Senior Group Content Strategy Director/National Practice Leads at Rightpoint and a Senior Group Director at Publicis Sapient. He also served as Managing Editor for UPS, where he helped manage the production of content and overall content strategy for the redesign of UPS.com, which included more than 100 localized country sites in over 20 languages.

He has built teams to serve the content needs of his clients, both in content design and strategy capacity, providing oversight and career management for team members, managing staffing, preparing estimates, building the content practice at the company, and serving as content strategy and design lead for pitches and estimations.

He develops content strategies across different channels, determines how content can allow clients to meet their goals and best represent their brand through their combined digital experiences, provides clients with the necessary knowledge of content governance, and creates content models and taxonomies to support those experiences. This includes global and localized experiences for accounts with worldwide digital presences.

Tim is equally comfortable on both sides of the content strategy line: not only on the traditional “creative” or brand side, which focuses on the content experience of the user, but also on the “system”, or technology side, which focuses on taxonomy, content models and systems (DAM and CMS)—but he really sees no distinction between the two as they both contribute to the overall content experience, which is the primary goal of Content Strategy.

Tim has provided content strategy expertise to clients in wide variety of industries:

- Automotive and Transportation
- Financial Services
- Healthcare and Life Sciences
- Hospitality and Travel
- Manufacturing
- Retail and Consumer Products

SELECTED CLIENTS

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|-----------------------------|-----------------------------|--------------------------|
| ▪ Academy Sports & Outdoors | ▪ Coca Cola | ▪ Michelin |
| ▪ ADT | ▪ Exelon | ▪ NASCAR |
| ▪ BB&T | ▪ The Home Depot | ▪ Nieman Marcus |
| ▪ Benjamin Moore | ▪ IHG | ▪ Protective Life |
| ▪ BFGoodrich | ▪ John Deere | ▪ Southern Glazer's |
| ▪ Boehringer Ingelheim | ▪ J.P. Morgan-Chase | ▪ Stanley Black & Decker |
| ▪ Carnival | ▪ Mastercard | ▪ Target |
| ▪ Cigna | ▪ MD Anderson Cancer Center | ▪ UPS |

PROFESSIONAL SKILLS DETAIL

- Leading the National Content practice for Rightpoint, establishing the foundational tools required for estimation, career development, positioning, and pitching content work
- Leading the Content Strategy practice in the southeast region for Publicis Sapient, while providing national and global practice support
- Devising content strategies to include the content features and types that would best suit both users' and clients' needs for over 20 years working with a wide range of clients in different industries
- Working with information architects and graphic designers to brainstorm organization and design of numerous web sites to ensure a good user experience
- Directing staff and freelance resources including Content Strategists, Copywriters, and UX and Designers
- Designing taxonomies and robust metadata specifications to ensure content and assets are appropriate tagged to increase findability both for users and business users
- Creating CMS content models and DAM asset specifications, including tagging and metadata strategies
- Preparing editorial style guides, template and component definitions, and nomenclature documentation to guide content development and to ensure voice and tone are an expression of brand
- Creating and implementing messaging strategies to take advantage of cross-sell and up-sell opportunities and to better embody brands
- Managing content acquisition and integration and developing and implementing governance models, editorial processes, and editorial calendaring and serving as a managing editor reviewing content
- Managing content creation using a variety of content management systems
- Creating migration plans and maintenance strategies for a variety of digital experience
- Analyzing and writing content for a variety of channels including the web, email, social media, and print

EMPLOYMENT HISTORY

2019 – 2020	Rightpoint: Atlanta, GA/Chicago, IL	2002 – 2004	UPS: Atlanta, GA
	<ul style="list-style-type: none"> ▪ Senior Group Director/National Practice Lead 		<ul style="list-style-type: none"> ▪ Managing Editor, UPS.com
		2001	MATRIX Resources: Atlanta, GA
			<ul style="list-style-type: none"> ▪ Senior Writer / Content Strategist
2006 – 2019	Sapient → Publicis Sapient: Atlanta, GA	2000	Xceed: Atlanta, Georgia
	<ul style="list-style-type: none"> ▪ Senior Content Strategist ▪ Manager, Content Strategy ▪ Associate Content Strategy Director ▪ Content Strategy Director ▪ Group Content Strategy Director 		<ul style="list-style-type: none"> ▪ Senior Content Strategist ▪ Editorial Director
		1998 – 2000	USWeb/CKS: Atlanta, GA
			<ul style="list-style-type: none"> ▪ Content Strategist
		1994 – 1998	Integrated Science & Technology, Marietta, GA
			<ul style="list-style-type: none"> ▪ Technical Editor
2004 – 2006	Genex: Atlanta, GA	1993 – 1994	Dominion Business School: Staunton, VA
	<ul style="list-style-type: none"> ▪ Senior Content Strategist 		<ul style="list-style-type: none"> ▪ Instructor

EDUCATION

- 1991 – 1992 Master of Arts, English: *The College of William and Mary*, Williamsburg, VA.
- 1987 – 1991 Bachelor of Arts, English, *cum laude* with honors: *Washington and Lee University*, Lexington, VA.