SHIRLEY COGGON

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CONTENT STRATEGY & DESIGN | UX WRITING | TECHNICAL EDITING

Creative and innovative Content Strategist with extensive experience shaping intuitive, user-centric content for complex technical platforms, including enterprise data analytics tools, FinTech, and EdTech digital products. Expert at translating complex technical concepts into concise, high-impact interface copy, applying strong editorial sensibility and using words as design tools for engaging user experiences. Proven ability to influence content governance, craft effective product and feature names, and navigate cross-functional feedback to deliver consistent, user-focused outcomes in fast-paced technical settings.

CORE COMPETENCIES

Content Strategy & Development | Storytelling & Scriptwriting | Technical Editing & Quality Assurance | UX Writing & Microcopy | Cross-Functional Team Collaboration | Product Marketing Strategy | Information Architecture | Content Standards & Governance | Product Feature Naming | Accessibility & WCAG Compliance | B2B SaaS Content | Instructional Design | SEO Optimization | Style Guide Development | Generative AI Tools | Process Optimization | Brand Voice & Tone | Project Management | Content Performance Analysis | Stakeholder Management | User Research | Creative Ideation | Innovative Content Solutions | Engaging Digital Experiences

TECHNICAL SKILLS

Design & Collaboration: Figma | Adobe InDesign | Canva | Lucid | Miro | GitHub
Project Management: Asana | Teams | Outlook | SharePoint | Slack
Content Development: Google Suite | Word | PowerPoint | Excel | Storyline | Saba
Data Analytics & Performance: Alteryx Designer | Hootsuite | Bitly
AI Platforms: ChatGPT | Claude | Gemini | Copilot

LEADERSHIP & IMPACT HIGHLIGHTS

- **Strategic Problem-Solving**: Met publication deadline after last-minute Legal department removal of **2024 Summer Olympics challenge**, pivoting to Universal Summer Cup theme using creative problem-solving and AI-assisted content and dataset adaptation.

- **Content Standards Establishment**: Elevated Weekly Challenge quality as **SME** and **QA Manager**, preventing errors and setting new editorial benchmarks despite being hired solely for editing.

- **Conference Training Innovation**: Doubled **annual conference training** offerings to **30 courses** in **2025** by creating scalable templates for presentations, datasheets, and Alteryx Designer workflows, even with fewer team members than the previous year.

- **Cross-Functional Process Transformation**: Led **Asana adoption** to manage editorial queues, replacing inefficient email and Teams workflows, leading to full product development lifecycle management on Asana across Customer Education and Certification teams.

- **Industry Recognition**: Contributed to **Brandon Hall Gold Award-winning learning team** for General Dynamics Electric Boat training excellence at GP Strategies and earned **Alteriffic Award** for **Q3 FY23** content innovation in Customer Success and Services at Alteryx.

PROFESSIONAL EXPERIENCE

ALTERYX, INC., Irvine, CA   **Apr 2022 – May 2025**

Content Strategist and Technical Editor, Customer Education for Data Analytics B2B SaaS

- **Content Development & Strategy**: Transformed learning objectives and content for **40+ digital and instructor-led training courses**, achieving **93%** customer satisfaction through strategic content alignment with user needs and product evolution, utilizing compelling narrative techniques to engage technical audiences.

- **User Interface Writing**: Crafted **UX microcopy** for **digital learning platforms**, emphasizing clarity and consistency, enhancing user experience, and improving course completion rates across global customer education initiatives.

- **Script Writing:** Produced user-driven scripts that bridged technical detail and plain-language storytelling, helping learners quickly grasp complex workflows and tools.

- **Standards Implementation**: Established content style and tone guidelines for **Customer Education** digital media and instructor-led training, streamlining content development processes and reducing revision cycles.

- **Product Naming & Creative Ideation**: Named new product features, including **Cloud Quests (cloud version of Weekly Challenges)**, leveraging improvisational comedy training to develop innovative and engaging product names with brand alignment.

- **Content Optimization & Product Marketing**: Enhanced SEO performance for **30+ course descriptions** while optimizing conference app content, creating compelling, story-driven titles and descriptions that contributed to **2024 training selling out** weeks before the conference started.

- **User Experience Research**: Conducted **manual UI testing and user research,** identifying where applications break before going live and delivering actionable insights to product designers for improved accessibility and usability.

- **Stakeholder Management**: Managed editorial workflows for **12+ instructional designers** while serving as final content reviewer, breaking the "curse of knowledge" for subject matter experts and ensuring content accessibility for new users.

- **AI Integration**: Implemented **generative AI tools**, including **ChatGPT,** for sample data generation.

GP STRATEGIES, INC., Columbia, MD   **Sept 2006 – Dec 2021**
Senior Content Designer, Learning & Development (L&D), Talent Technology Solutions

- **Content Quality Management**: Oversaw review and optimization of content for instructor-led and eLearning products, ensuring brand, usability, and accessibility compliance for **Fortune 500 clients.**
- **Multi-Client Content Development & Product Marketing**: Created and evaluated content for **30+ major clients** annually, including **Microsoft, Facebook, Boeing, Cigna, MetLife,** and leading financial institutions, while meeting tech and regulatory requirements through innovative content strategies.
- **Script Writing**: Wrote engaging scripts for videos, scenario-based training, and interactive learning modules used by global audiences.
- **User Interface Testing**: Executed **manual testing of digital learning interfaces,** identifying functionality gaps and providing detailed feedback to multimedia developers and product designers for enhanced user experience optimization.
- **Technical Content Adaptation**: Specialized in translating complex technical concepts into accessible learning materials, serving as **final editorial reviewer** to ensure content clarity for users new to technical subjects while maintaining technical accuracy through creative storytelling techniques.
- **Accessibility Standards**: Implemented **WCAG accessibility compliance** for web applications and digital learning products, assuring inclusive design practices across all content deliverables for enterprise-level training programs.
- **Excellence Recognition**: Contributed to **Brandon Hall Gold Award-winning learning team** for training excellence in General Dynamics Electric Boat project, demonstrating commitment to quality in government contractor training solutions.

ADDITIONAL RELEVANT EXPERIENCE

48in48 Social Justice Event, Atlanta, GA   **Jul 2025**
Volunteer Content Designer

- **Rapid Agile Development**: Delivered complete **content design** and **UX writing** for a nonprofit website within a **48-hour sprint,** including SEO copy, alt text, and form integrations using creative problem-solving and content strategies.

SABROSAS LATIN ORCHESTRA, San Diego, CA
Volunteer Content Designer, Trombonist

- **Digital Marketing**: Designed audience-focused website content and comprehensive email marketing campaigns, achieving **32% open rates** and **17.51% click-through rates,** effectively promoting events and maintaining audience engagement for San Diego's premier all-female salsa band through compelling storytelling and content ideation.
- **AI Content Strategy**: Applied brand and voice guidelines to **ChatGPT** for promotional materials, including newsletters and social media posts, assessing conversational quality issues and applying iterative prompting practices with clear system prompts to align with target market audience.

EARLIER CAREER HISTORY

Writer/Editor III, US Securities and Exchange Commission, Northrop Grumman Information Technology, Alexandria, VA
Technical Writer, Information Planning & Management Service, Inc., Sterling, VA
Program Management Analyst/Program Analyst, Federal Aviation Administration (FAA), Conwal Inc., Washington, DC

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts (B.A.), Russian/Soviet Studies, College of William and Mary, Williamsburg, VA
Microsoft Fundamentals of UI/UX Design
SEO Certification, HubSpot Academy
Attract and Engage Customers with Digital Marketing, Google Certificate
The Second City Conservatory Los Angeles Graduate, Sketch Comedy Writing & Improvisation
Toastmasters Competent Toastmaster
Affiliations: Toastmasters International | IxDF Interaction Design Foundation

STYLE GUIDES

Chicago Manual of Style **|** Microsoft Writing Style Guide **|** AP Stylebook **|** US GPO Style Manual

LANGUAGES

English (Native US/UK) | **Russian, French, Spanish** (Limited working proficiency)

INTERESTS

Music: Trombonist with Sabrosas Latin Orchestra and Coastal Cities Jazz Band