

CAMILLE LARAY SMITH

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PROFESSIONAL SUMMARY

I am a colorful content strategist and UX designer with a knack for transforming complex ideas into engaging, user-centric digital experiences. I have over 10 years of corporate experience specializing in web copy, optimizing content for SEO, and aligning websites with brand voice and strategy. From leading high-impact projects to refining editorial standards, I bring a creative edge to content creation that not only informs but inspires. My mission is to elevate digital storytelling, drive meaningful engagement, and deliver solutions that resonate with audiences and stakeholders.

PROFESSIONAL EXPERIENCE

[Dartmouth](#) | **Content Manager** – part-time contract role

Drupal 7 to Drupal 10 Migration | Nov 2023 – Dec 2024

- Spearheaded the migration of academic and administrative content, ensuring functionality and consistency in Drupal CMS.
- Authored and edited comprehensive ‘How-To’ guides to streamline content creation processes.
- Redesigned web pages based on faculty feedback, resulting in improved usability and aesthetic appeal.

[Charles Schwab](#) | **Web Content Manager** - 2-year contract role

TD Ameritrade Migration | Aug 2022 - June 2024

- Co-managed 5 UX Design Sprints, overseeing project timelines, gathering feedback from internal stakeholders, and ensuring deliverables met brand standards.
- Rewrote website copy for clarity, consistency, and alignment with corporate voice and style guidelines.
- Identified usability pain points affecting client onboarding and implemented user-centered solutions.
- Reviewed and refined SEO keywords; analyzed web page performance and recommended consolidations to boost visibility and traffic.
- Contributed to the development of a scalable category page template to optimize content structure.

[American Medical Association](#) | **Content Manager** – 1-year contract role

CMS Migration | April 2022 – April 2023

- Managed web copy updates to align with evolving brand standards.
- Edited podcast transcripts and designed content-rich pages to enhance user engagement.
- Partnered with cross-functional teams to refine brand guidelines, ensuring alignment across platforms.

[Midtown Athletic Club](#) | **Content Manager** – contract role

Content Specialist | June 2019 – March 2020

- Migrated and organized website content using a custom CMS, maintaining consistency in tone and structure.
- Authored a Brand Standards Mini Guide to align marketing materials with corporate branding.

BMO Capital Markets | Quality Control Coordinator

Desktop Publishing Team | August 2015 – June 2018

- Proofread and edited 200+ presentations, ensuring adherence to high corporate standards.
- Co-authored the Global Brand Standards Guide, establishing guidelines for brand consistency across markets.
- Designed custom templates and client-facing materials for senior leadership.

EDUCATION

Certifications (In Progress)

Google UX Design Certification | December 2024

LinkedIn Cybersecurity Certification | March 2025

Illinois School of Media

Media and Audio Production Certification | July 2013

Alverno College

B.A. in Professional Communication | May 2003

CORE SKILLS

Tools and Technology

- **Adobe Creative Suite** | Microsoft Office Suite | Figma | Adobe XD
- **Content Management Systems:** AEM, Drupal, WordPress, SharePoint
- **Workflow Tools:** Jira, Workfront

Industry Knowledge

- Project Management and Sprint Planning
- Content Strategy and Governance
- SEO Optimization and Analytics
- Copywriting, Proofreading, and Editing
- UX Design and Digital Presentation

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