

# Miranda Schultz

## CONTACT

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## SKILLS

- AI evaluation
- Accessibility
- Content audits
- Content governance
- Design systems
- Figma
- Jira
- LLM development
- Scalable UI patterns
- UX research
- UX strategy

## EDUCATION

**BA, Journalism**  
Lynn University  
Boca Raton, FL, 2002

**AA, Communications**  
Seminole State College  
Lake Mary, FL, 2000

**Highlights**  
Four-year scholarship athlete

## EXPERIENCE

### Lead Content Designer

Charter Communications | Greenwood Village, CO | December 2024 - August 2025

Led implementation of a centralized content design system integrated with Figma, establishing a single source of truth for product copy, translations, brand guidelines and versioning across a Fortune 500 telecommunications company.

#### Key Achievements:

- Eliminated content fragmentation by centralizing all product content in one accessible platform
- Reduced copy review cycles by eliminating lorem ipsum and designing with verified product copy
- Accelerated product launches with automated content updates across all platforms
- Streamlined localization efforts with integrated translation management
- Fostered cross-functional partnerships between design, product, and development teams

### Senior Content Designer

Charter Communications | Greenwood Village, CO | January 2016 - December 2024

Partnered with product design teams to create consistent, cross-platform customer experiences for Spectrum TV app across 12+ platforms including Apple TV, Roku, Samsung TV, Xbox, iOS, Android, and web.

#### Key Achievements:

- **Design system development:** Audited Spectrum TV platforms to identify UX patterns, standardize templates, and bridge logic gaps across dozens of content types in the video product catalogue
- **Content governance framework:** Developed enterprise-wide content governance framework with marketing, legal, and product leadership, standardizing content creation and review processes across Spectrum TV, Internet, and Voice products
- **AI content optimization:** Designed prompts and guidelines for Spectrum's internal LLM, refining outputs for accuracy, clarity, and brand consistency

### Cofounder & Content Strategy Partner

Deep Dive Content & Strategy | Orlando, FL | Established 2014

Founded boutique consultancy specializing in content strategy and digital transformation for B2B and B2C brands.

#### Key Services & Impact:

- **Content ecosystem development:** Building scalable content systems and governance frameworks for clients ranging from startups to enterprise organizations
- **Brand strategy:** Define brand voice, messaging frameworks, and content standards that shaped how organizations communicate across digital channels

- **Digital optimization:** Audit and optimizing content workflows, reducing production cycles and improving content quality and consistency
- **Growth strategy:** Developing content-driven growth initiatives that improve discoverability, engagement, and conversion

## Senior Digital Producer

Purple, Rock, Scissors | Orlando, FL | July 2013 - August 2014

Led client relationships and cross-functional UX teams through complex digital projects from concept to launch.

Key Responsibilities:

- Managed full project lifecycle including planning, execution, and delivery for multiple concurrent client engagements
- Facilitated collaboration between designers, developers, and stakeholders to align on project goals and creative direction
- Monitored project scope, timelines, and budgets to ensure on-time, on-budget delivery
- Resolved creative conflicts and maintained productive team dynamics across distributed teams

## Digital Content Manager

Orlando Health | Orlando, FL | January 2012 - July 2013

Managed web content strategy and production for Orlando Health's digital ecosystem of 10+ hospital and healthcare properties.

Key Achievements:

- Partnered with physicians, nurses, and medical staff to translate complex medical information into accessible, patient-friendly content
- Maintained content consistency and accuracy across multiple healthcare websites and digital properties
- Developed health and wellness content that balanced medical accuracy with readability and patient engagement

## SaaS Project Manager

epcSolutions | Orlando, FL | June 2009 - October 2011

Managed implementation of enterprise RFID asset management software for large-scale SaaS projects.

Key Responsibilities:

- Coordinated with field engineers and technical teams to deliver complex software implementations on schedule and within budget
- Created and maintained comprehensive project plans, timelines, and resource allocation strategies
- Monitored project budgets and identified opportunities to optimize resource utilization
- Facilitated communication between technical teams and business stakeholders to ensure alignment on project objectives

## Project Coordinator

IGN Entertainment | San Francisco, CA | September 2006 - July 2008

Coordinated promotional campaigns across Fox Interactive Media's digital properties including IGN, MySpace, Fox Sports Interactive, Rotten Tomatoes, and AskMen.

### Key Achievements:

- Managed relationships with consumer brands, gaming companies, and entertainment clients to develop custom promotional campaigns
- Collaborated with sales teams across multiple Fox Interactive properties to create integrated marketing initiatives
- Coordinated campaign execution across diverse platforms, ensuring consistent messaging and brand alignment

## Copy Editor

Palo Alto Daily News | Palo Alto, CA | January 2005 - July 2006

Edited and designed content for four daily newspapers under tight deadlines.

### Key Responsibilities:

- Designed page layouts and managed production workflow to meet daily publication deadlines
- Edited articles for AP style compliance, grammar, clarity, and accuracy
- Wrote compelling headlines and captions that captured reader attention while maintaining journalistic standards
- Curated and selected relevant content from AP newswire to complement local coverage

## Sports Editor

Almaden Times | San Jose, CA | October 2003 - January 2005

Led sports coverage across multiple weekly community newspapers, managing editorial team and community relationships.

### Key Achievements:

- Conducted interviews with athletes and coaches at all levels, from youth sports to professional athletics
- Wrote and edited sports articles adhering to AP style guidelines and journalistic standards
- Managed team of contributors and provided editorial direction and coaching on story development
- Built relationships with local sports organizations to ensure comprehensive community coverage
- Oversaw story assignments and maintained editorial calendar to deliver consistent, high-quality sports coverage