

CHARLA MYERS

• Charla@FlexibleThoughts.com • 323-868-7562 • Los Angeles •

User experience (UX) expert with broad-based marketing and technical skills to shape and sharpen stories into human-centered solutions for the finance, tech, entertainment, media, and travel industries.

Influential communicator able to gain buy-in around bold ideas from all organizational levels and stakeholders.

PROFESSIONAL EXPERIENCE

OVERVIEW

Los Angeles | 2011–2019

For freelance clients, I delivered content for products, presentations, and pitch decks, working with Fortune 1000 clients as well as start-ups, such as: **Liquidnet**, **Ray Super Remote**, **Metechi**, **Pellucid**, and **Whistler**.

City National Bank • *Lead UX Writer / Digital Strategist*

Los Angeles | 2019–2020

- Led UX team through division restructuring, plus managed 8 people.
- Wrote all content for 1.0 launch of mobile app—user flows, taxonomy, headlines, microcopy, instructional text, error messages—pioneering a new voice and tone to be used across all digital endeavors.
- Managed workflow and approvals with extensive Legal and Compliance teams.
- Collaborated with product managers to determine UX goals and requirements for app as well as post-authorization website projects.
- Developed bank's overall digital strategy, including guiding principles.
- Created updated style guide, plus drove team to establish a design system.
- Researched, facilitated, and documented the creation of a new cross-department delivery process.
- Headed development of interaction model, including in-depth stakeholder interviews and workshop facilitation.

Elastic • *Content Strategist / Copywriter*

Los Angeles | 2017–2018

- Developed B2B content in a variety of formats with subject matter that ranged from editorial to technical.
- Fulfilled KPI of 25% increase in employment applications by creating content focused on company culture.
- Designed content strategy for global employee handbook (100+ page document).
- Worked 100% remote, collaborating daily with Marketing, Engineering, and HR teams across the world.

Halton Pardee + Partners • *Client Experience Lead*

Los Angeles | 2016–2017

- Boosted staff retention by 35% through quantitative and qualitative analysis—developed focus groups and surveys to gather data and insights—this led to operational improvements for the sales team and reduction of CRM workflow by 50+ steps.
- Wrote all B2C automated and lifecycle emails for customer acquisition, conversion, growth, and loyalty—communicating benefits, sales process, and company's value proposition in helping each step of the way.
- Introduced and wrote inbound email campaign, achieving 44% open and 6% click-through rates in first six months.
- Designed and implemented customer segmentation strategy to drive pre-purchase brand awareness through multiyear post-sale retention.
- Developed brand and social media strategy with editorial direction for blog posts and videos.
- Created materials and conducted weekly CRM training for 35 sales agents.

Warner Music Group (WMG) • *Lead Content Strategist / UX Writer*

New York | 2013–2016

- Developed all content deliverables for launch of 8 mobile and desktop product applications, from taxonomies and general UX copy to branding and internal marketing.
- Researched trends and best practices to implement globally for the business sorting through competing requirements as well as understanding international cultures.
- Mapped user behavior and system responses for a robust Warner/Chappell product—\$1.5B in transactions annually—plus created content strategy, UX copy, and training materials to support each set of new features.
- Acted as voice of the customer to define features and shape development of an in-house social dashboard featuring single sign-on (SSO) user-flow for connecting to all WMG apps.
- Led development and implementation for Helpdesk app of self-serve solutions—KPI results showed reduction of IT requests by 25%. Performed day-to-day project management across internal teams.
- Worked 100% remote for the New York team, plus partnered with London and Kiev colleagues and vendors.

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Viking Ocean Cruises / Phenomenon • Lead Content Strategist / UX Writer Los Angeles | 2012–2013

- Launched Viking Ocean Cruises, a \$5mm global initiative of a new “affordable luxury” brand.
- Determined the brand voice and content strategy across all editorial—catalog, website, video, email, and apps.
- Developed content taxonomy for all cruise options (2600+ entries), plus created 127-page messaging plan to ensure continuity across all materials.
- Managed and provided creative direction to freelance copy team.

LG / Publicis Modem • Lead Content Strategist New York | 2010–2011

- Increased post-purchase engagement via delivery of a product education email campaign highlighting key features, and benefits—surveys showed an 8% increase in customer satisfaction.
- Revised technical user manuals to be more step-by-step for an easy-to-use experience.
- Conducted audit of 1000+ page website and prioritized elements that informed the overall creative strategy.
- Provided creative direction and project management to internal copy team.

Early Career: Associate Creative Director with Digitas in New York; Producer / Senior Engagement Manager with Organic in both San Francisco and New York; Communications Director for Amalgamated Bank’s Trust & Institutional Investments division; plus, Editorial Producer / Copywriter at Good Company in San Francisco.

SKILLS

User Experience Competencies

- Competitive & Trend Analysis
- Research & Requirements Gathering
- Design Thinking methodologies
- Journey Mapping & Service Blueprints
- Content Strategy & Development

Technology & Analysis Tools

- Cascading Style Sheets (CSS)
- Hypertext Markup Language (HTML)
- Excel & Google Sheets
- Python (Py) & Pandas, Matplotlib, NLTK libraries
- Structured Query Language (SQL)

Working Familiarity

- Confluence, JIRA, and GitHub
- Agile & Waterfall processes

Data Visualization Tools

- Tableau Dashboards
- Jupyter Notebooks
- Javascript (JS) & D3 library

EDUCATION & VOLUNTEER PROJECTS

University of Southern California, Viterbi School of Engineering
Certificate in Data Analytics, 2018

Boston University, College of Communication
Bachelor of Science in Broadcasting & Film, 1994

Workshop Participant

- Drucker Institute un/workshop
- SPIN Workshop
- Digitas’ Management Training Program
- Upright Citizen’s Brigade, Improv

Personal Projects

- The Secret City, *current Board Member*
- Data Con LA, *current Volunteer*