



EMILY CAPPS

CONTENT STRATEGIST

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emilycapps.com

Logical organization, planning, and documentation. Emotional, brand-hearted audience building. It's the intersection of content strategy and copywriting, and that's where I work.

CONTENT STRATEGIST

9/2014 - Present

FT: IHG, User Experience, Responsive Web & Mobile

Main Responsibilities:

- Stewarded flagship luxury brand website through global responsive design
- Partnered with internal global brand teams to elevate key brand attributes
- Collaborated with agency partners to ensure content design aligned with visual design, technical limitations, and guest priorities
- Drove the development and implementation of new app messaging to align with best practices for global mobile messaging
- Identified and created surprise-and-delight opportunities within the app
- Sat on Taxonomy Board, an entity designed to develop and maintain an enterprise-level taxonomy which drives search and content display on the organization's 13 websites

Deliverables: Personas, Content Management System Maps, Matrix, Audits, Inventories, Project Guides, User Stories

COPYWRITER

1996 - Present

FT: Ogilvy, JWT, 22 Squared

Contract: IQ, Nurun, VML, Engague

Brands: UPS, AT&T, Durex, Arby's, Kellogg's, Carter's, Adderall, Zoosk, Kodak, Hilton, McCormick Spices, GE, Cointreau, Wonderbra, Zoo Atlanta, Cox, Children's Healthcare of Atlanta, NASCAR.com, and more


Work: Print, Broadcast, Collateral, Web, Email, Videos for web

EDUCATION

- Code.org: Hour of Code
- Hyper Island: Interactive Marketing
- Winthrop University: BS, Sociology & Political Science

INITIATIVES

- Organized and produced Content Summit with Kevin Nichols: Used a key industry player to socialize Content Strategy Best Practices across the entire enterprise + Created a guest-on-the-go Editorial Guide under his direction
- Established/Led Content Strategy Best Practices Club to foster collaboration between UX positions (user experience architects, analytics, designers) and enterprise-level groups (taxonomy, social, content marketing)
- Created/Maintain Best Practices repository of CS deliverable templates to support consistency and efficiency
- Established Meditation group & Mindfulness speech series

 TheEstelleBurke
#1930sSocialMediaStory
#HistoricalFiction
#BingeScroll #MicroStory