

Anna Svahn

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Content strategist with proven record of award-winning deliverables in demanding production environments | Digital ecosystem expertise | Strong team builder | Excellent communication skills

Senior Content Strategist, Publicis Groupe NA, New York, NY (2/14 – 2/17)**Clients:** P&G, Red Lobster, Garnier**Projects:** P&G Brand.com Template Redesign for eCommerce Sites**Deliverables:** content strategy discovery decks; user experience analyses; content gap analyses; competitive analyses; content audits; asset audits; vertical library (5,200 articles) analysis and editing; copy decks; comp review and workflow; CMS uploading; content tagging; SEO; localization**Story:** Brought in for a 3-year ecommerce redesign: conceived by Sapient; developed by Mindtree; and implemented by various AORs, including Publicis. More than a lift & shift, I helped create dynamic and brand-unique websites with a limited template. I repeatedly won milestone awards delivering with 3 errors (300-400 were typical).**Freelance (8/15-11/15)****Critical Mass, New York, NY**

Content Strategist, Citibank Private Wealth Management Website Redesign, Quinnipiac University Website Redesign

Content Strategist, Deutsch Inc., New York, NY (9/10 – 12/13)**Clients:** Microsoft, PNC, Outback, TNT, Epiduo, Exelon Patch**Deliverables:** content workflow for digital platforms; scalable asset-tracking process; copy deck production for various media; digital media analytics, CMS production; SEO; content audits; competitive analyses; accessibility optimization; blog posts for digital banners for developers; video scripts for financial education series**Story:** Boomerang hire for Microsoft, I was brought back to create process for global implementation of AOR concepts and design across broad range of Microsoft products, consumer facing and enterprise specific. My strong writing skills were put to use in blog banners and video scripts for PNC's expert advice series.**Freelance (3/09 – 6/10)****Sapient/Nitro, New York, NY (2/10 – 6/10)**

Content Strategist, George Washington University Website Redesign, Phase 2

Publicis Modem, New York, NY (3/09 – 5/09)

Lead Content Strategist, VaccineShoppe.com Redesign

Rethink Autism, New York, NY (3/09 – 4/09)

Content Manager, Copy Deck Development

Content Manager, Deutsch Inc., New York, NY (10/07 – 2/09)**Clients:** Sanofi-Pasteur, Novartis, Ortho Women's Health, McNeil**Sites:** VaccinePlace.com, DoItForYourBaby.com, www.ExelonPatch.com, www.MyCaregiversConnection.com, www.AlzheimersDisease.com, www.ThePill.com, www.OrthoEvra.com, www.tylenol.com**Deliverables:** content audits; copy deck development; SEO strategy development; reference source documentation; client approval deck preparation; production hand-off deck preparation; quality assurance (QA)**Story:** Tylenol was the premiere client and I worked on weekly site updates, cutting my teeth on content strategy.**Skills:** SiteCore, Sitefinity, InDesign, Illustrator, PhotoShop, Hand-Coded HTML, Google Analytics, Adobe Analytics, Chartbeat, Project Manager, Office, EndNote**Educational Background:** William Smith College, BA in English