

# Christopher W. Lee

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## Core Proficiencies

- ◇ Content Strategy / Content Development
- ◇ SEO / SEM
- ◇ Information Architecture
- ◇ Web Analytics
- ◇ Copywriting & Editing
- ◇ Research
- ◇ User Experience
- ◇ CMS (WordPress, AEM, etc.)

## Professional Experience

- ◇ Wunderman Thompson [formerly POSSIBLE] (New York, NY)  
September 2018 – present  
**Senior Content Strategist, UX**

Wunderman Thompson is leading digital agency within the WPP network. Since joining the team, duties have included building metadata schemas/taxonomies, leading site migrations, identifying opportunities via content audits, analytics, etc., conducting user testing sessions, creating wireframes pursuant to proposed content strategy, developing governance plans/editorial workflows, and articulating findings, insights, updates, and strategy decks to both internal teams and clients.

- ◇ Viacom (New York, NY)  
September 2017 – September 2018  
**Interactive Producer**

Viacom is home to the world's premier entertainment brands, including MTV, Nickelodeon, BET, VH1, and Comedy Central. Duties included deriving insights around viewer demographics, developing channel content strategies, collaborating with design teams to create memorable user experiences for web/network mobile apps, and producing interactive content to accompany programs and tentpoles.

- ◇ BRIC Arts | Media (Brooklyn, NY)  
August 2016 – September 2017  
**Digital Media & Marketing Associate**

BRIC is the leading presenter of free cultural programming in Brooklyn, and one of the largest in New York City. Duties included leveraging analytics to derive insights for reports, creating strategies for distribution of BRIC & BRIC TV's digital content, creating deliverables for teams across program areas, developing metadata schema/controlled vocabulary for digital asset management system, and serving as a Content Strategist in BRIC's in-house production agency, *studio BK*.

- ◇ Madeo (New York, NY)  
October 2015 – July 2016  
**Content Strategist**

Madeo is a design studio that brings together multidisciplinary teams to help companies innovate and grow through human-centered digital products. Duties included:

Uncovering product opportunities aligned to client's business goals, conducting stakeholder interviews, designing surveys, designing wireframes, writing copy for web/mobile products, creating pitch decks, deriving insights via web analytics, heatmap tools, and user testing, articulating CMS back-end architecture, and facilitating CMS training demos.

◇ Huge (Brooklyn, NY)  
Summer 2015

**Content Strategy Trainee (Huge Schools)**

Huge's Content Strategy School helps members develop and refine the skills needed to identify and implement content and product solutions for clients. Specifics included:

- Performing content audits and inventories, messaging gap analyses, content prioritization and hierarchy

- Development of editorial style guides, voice & tone recommendations, imagery guidelines, sample topic idea generation, content calendars, and governance documentation

- Constructing metadata frameworks, content models, and taxonomies

◇ Groove: Creative Marketing, Design & Development (Baltimore, MD)  
January 2014 – June 2015  
**SEO Content Writer | Content Specialist**

**Education**

University of Maryland, Baltimore County, Baltimore, MD  
Bachelor of Arts: Psychology | Writing Minor

**Certifications**

◇ Google Analytics Individual Qualification

◇ HubSpot Inbound Certification