

# Pam Keeseey

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## summary

Versatile systems thinker with a passion for plain language and intuitive user interfaces looking for new opportunities to build service-driven user experiences.

Skilled at aligning business goals with marketing objectives and UX best practices. Excels at creating clear, concise, and accessible customer-facing content. Proven history of driving content improvements and increased customer satisfaction, including:

- Restructuring content hierarchies and complex user interfaces for improved usability
- Increasing customer satisfaction by simplifying user experiences
- Augmenting discoverability by improving information architecture, content models, and targeted SEO
- Driving traffic using content marketing and social media strategies
- Optimizing user experiences for clarity and ease of use

## professional experience

### Shopify

### Staff Content Designer

January 2022 – May 2023

Collaborated across orgs, teams, and disciplines to build foundational order management experiences for 1.75 million Shopify merchants.

- Created, designed, and implemented information architecture, content models, user flows, and user interface copy
- Performed ongoing merchant research to ensure the solutions not only reflected, but also anticipated merchant needs
- Mentored junior designers to improve skill sets and build strategic muscle
- Championed consistent and controlled vocabulary through the design and implementation of a Shopify-wide terminology management database

### Expedia Group

### Lead UX Content Strategist

August 2019 – January 2022

Expedia

Drove business, brand, and content strategy for SEO landing pages, Expedia Group's COVID-19 response, and the Expedia Group Flights line of business.

- Played a key role in redefining the design vision and brand strategy which established the Experience Design Lab
- Spearheaded a scalable COVID-19 response using content marketing techniques
- Researched and documented internal tools used across Expedia Group to improve adoption and ensure consistency
- Developed processes, mechanisms, and templates to streamline communications efforts for 15K employees

**Amazon**

June 2018 – August 2019

**Senior Content Strategist****Global IT**

Managed end-to-end internal communications efforts, including employee engagement, critical IT notification, company-wide product adoption, and company-wide change management.

- Researched, selected, and recommended an email tracking solution for 37+ internal teams and 400K corporate employees
- Ensured the messages Global IT sent were clear, concise, and actionable
- Designed and implemented processes, mechanisms, and templates to streamline communications development and delivery
- Aligned messaging with internal brand initiatives and business directives across teams, businesses, and divisions

**Content Marketing Manager**

May 2017 – August 2018

**IMDb (an Amazon subsidiary)**

Planned, wrote, edited, published, and analyzed the performance of entertainment content created to support audience development and advertising goals.

- Developed and executed editorial content plans with consideration for audience and advertiser appeal, brand guidelines, and internal business priorities
- Analyzed IMDb data and leveraged insights to create content marketing campaigns and improve content performance
- Established, updated, and maintained SEO best practice and CMS posting guidelines
- Coordinated, edited, proofread, and fact-checked editorial content
- Created, updated, and managed project timelines via an editorial calendar

**Content Marketing Manager**

November 2014 – May 2017

**Fulfillment by Amazon (FBA)**

Wrote, edited, and published global B2B content deliverables for third-party sellers on the Amazon platform, often on aggressive timelines.

- Wrote, edited, and published alerts, communications, help topics, and marketing materials
- Optimized UI strings, menu design, and content structure for clarity, ease of use, and translation through terminology management and global English style
- Partnered with marketing teams to create positioning materials for products, features, programs, promotions, and campaigns
- Partnered with UX, design, and product teams to craft clear, intuitive, and translation-ready UI text and supporting documentation
- Partnered with localization and translation teams to produce, hand off, and provide follow-up resources for international content and feature releases
- Implemented and evangelized editorial best practices for translation-ready customer-facing content

**Microsoft**

February 2014 – September 2014

**Senior Technical Writer****Project Siena**

Developed and implemented a content strategy for Project Siena, a Windows app for building Windows Store enterprise apps.

- Created, vetted, and implemented a content strategy, including gathering initial requirements and getting buy off across teams and divisions
- Coordinated resources across teams to leverage varied expertise and skill sets
- Partnered with Localization to produce, hand off, and provide follow-up resources for multi-language content releases

February 2010 – February 2014

**Senior Technical Writer, Manager****Blend for Visual Studio**

Managed staff, content deliverables, and deadlines across multiple product versions targeting different platforms. Successfully met aggressive deadlines while also aligning to short and overlapping product cycles.

- Partnered with the product team to create an optimal user experience, including strings, menu design, and feature implementation
- Applied and evangelized style guides (Chicago, MSTP, and internal) and industry standards
- Produced help topics, tutorials, training modules, and development guidelines
- Implemented content marketing and social media strategies, leveraging Facebook and Twitter to drive visibility of user-driven help content
- Coordinated with Localization to produce multiple language releases
- Managed and mentored staff through changing roles and internal reorganizations

September 2007 – February 2010

**Technical Writer****Expression Studio, Expression Web**

Collaborated with content, product, marketing, and other cross-organizational teams to collect requirements and develop and deliver content plans.

- Designed and published an innovative community support wiki, working within strict legal guidelines to maximize results
- Championed, recruited for, and managed the development of content to help customers transition from FrontPage to standards-driven Expression Web
- Established style and terminology guidelines for the product and product family

February 2004 – September 2007

**Technical Writer****FrontPage, SharePoint Designer**

Implemented internal and third-party content acquisition and development strategies based on requirements expressed through direct customer feedback.

- Worked with the product team to craft, review, and verify help content
- Recruited and managed third-party writers to produce content in response to direct customer requests
- Managed content evolution to reflect audience shift and branding changes

## professional development

### **University of Washington**

- Certification, Storytelling & Content Strategy

### **Northwestern University**

- Coursera Certification, Content Strategy for Professionals

### **Minneapolis Community and Technical College**

- Non-Degree work, Web Design and Development

## education

### **University of Bradford, Bradford, West Yorkshire, England**

- Masters of Applied Social Sciences, Women's Studies (Coursework)

### **Hamline University, St. Paul, MN**

- Bachelor of Arts, International Relations and Political Science, Minor in Anthropology