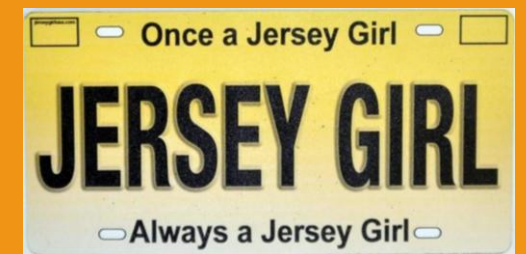


Who I Am...



The Personal Stuff

(animal/nature lover & activist)

Helmet | Jessie | Puppet



The Pro Stuff: Growth

Two pivotal experiences: IHG & UPS (becoming a content strategist)

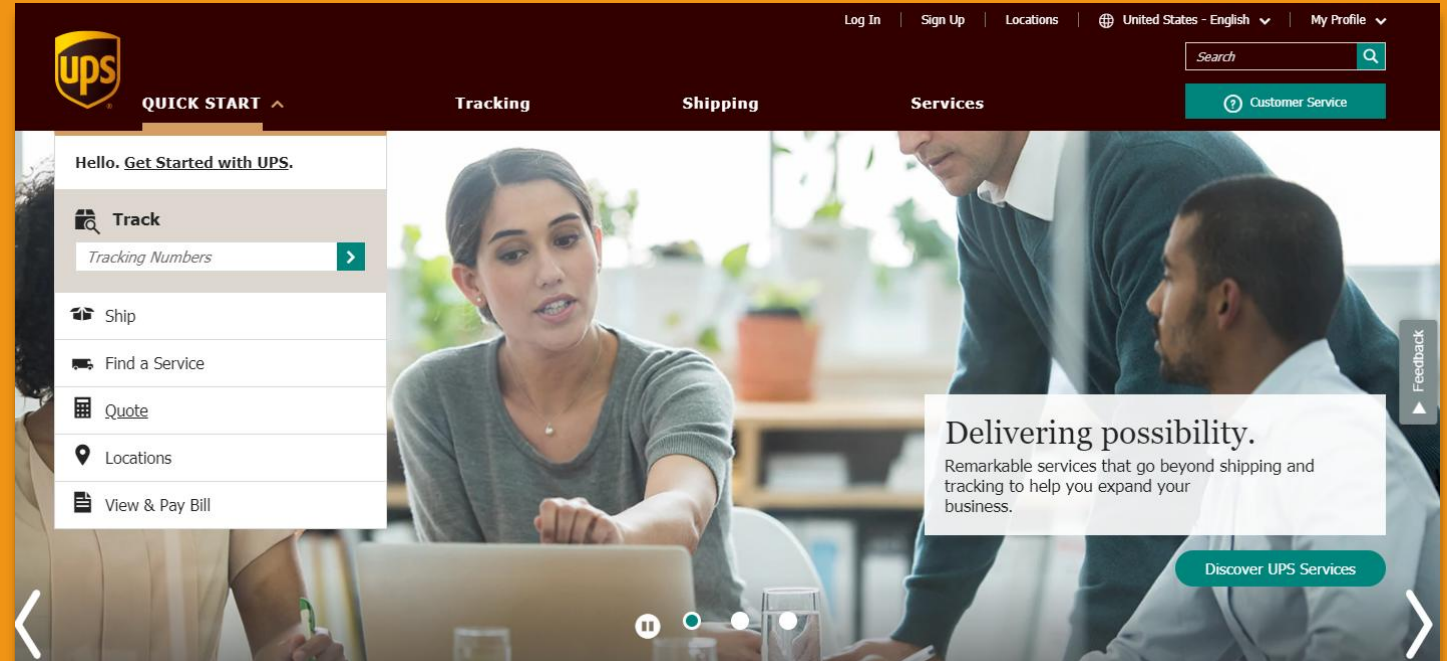
IHG (2004 - 2010)

- First opportunity to create something new for a large, global brand.
- Built-out 3 top brands in 6 languages. Worked with translation vendor/managed end-to-end process.
- Improved relationships with global marketing teams.
- Lead content dev for exclusive Concierge microsite.
- Lead content dev for extensive rebranding of InterCon website. Reviewed/edited/published content for ALL IC hotels worldwide (140k+ words of copy). Worked with concierges and external firm.
- Hired & managed two junior colleagues to load videos (1200) & photos (20k).
- Fact-check, research, edit and look for potential problems in cultural sensitivity or other areas that could cause public concern.
- Once launched, defacto Managing Editor. Created a Content Guide to assist others in learning new CMS and how to maintain content.
- Main POC & SME for most content issues.
- This was the forefront of content strategy.

The Pro Stuff: Growth Two pivotal experiences: IHG & UPS (becoming a content strategist)

UPS (2010 - 2012)

- By now, companies like UPS understand the need for more than just content writers and begin using the term Content Strategist.
- This is where I truly came into my own as a CS. Thank you Kim McDermott!
- Worked on a number of enterprise-level projects; both B2C & B2B.
- Responsible for full lifecycle of projects from assignment to launch.
- Created content plans, matrices, audits, etc. Presented plans to stakeholders.
- Worked very closely with IAs, UX, PM, Design, Dev & other teams. As well as the various product owners and industry SMEs.
- Solely responsible for the redesign of the UPS Sustainability website.



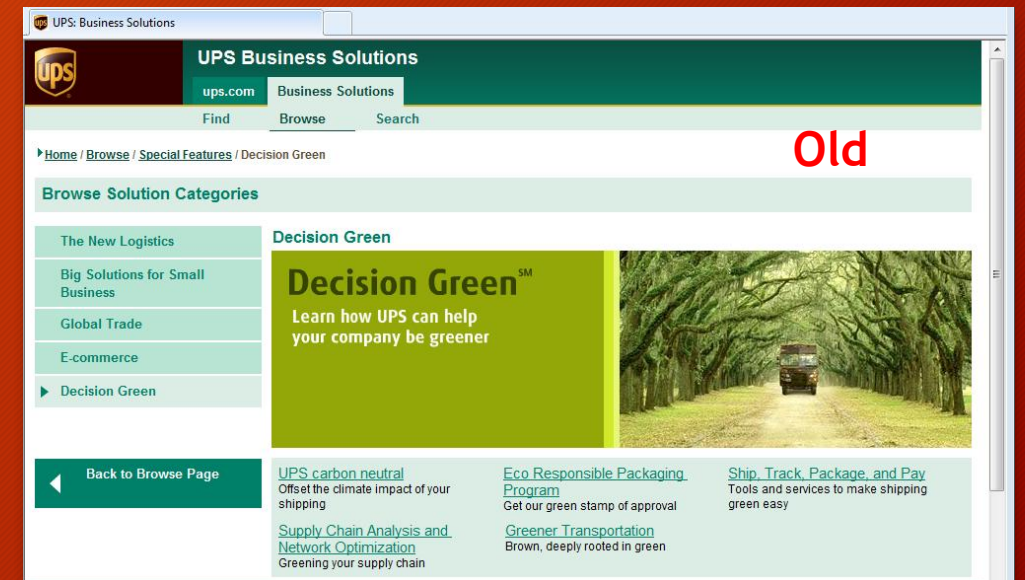
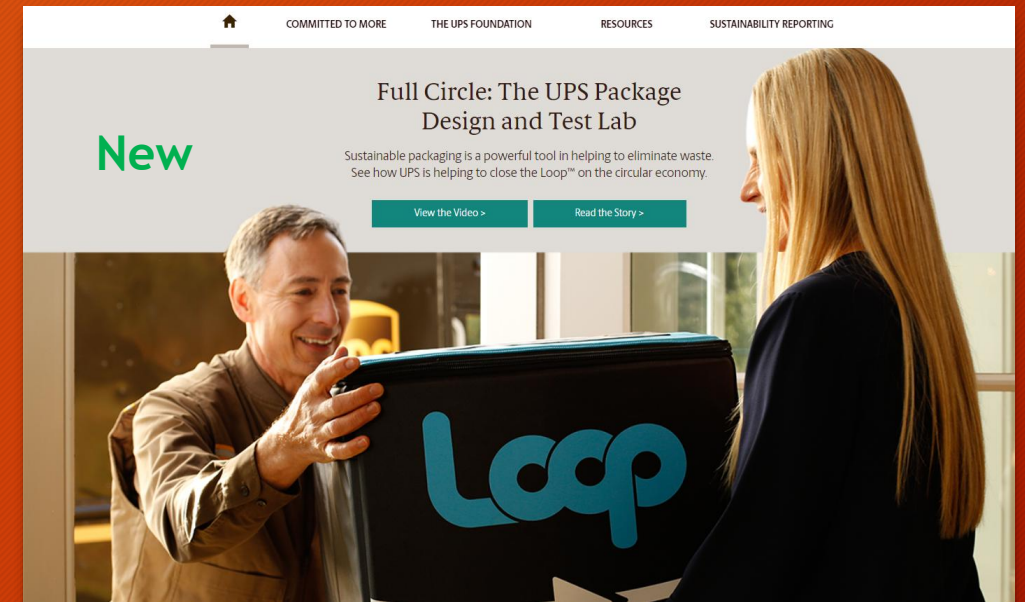
Major Projects included:
Quantum View Manage
PDF Billing
Sustainability site redesign
+ several smaller projects

Past Project Highlights

UPS Sustainability
Cricket WWE Promo

Project Highlight 1 (UPS Sustainability Site Redesign)

- Interviewed internal industry SMEs (packaging, fleet mgt, carbon emissions, etc) to gain knowledge and clarify info.
- Worked with Dev to create new templates.
- Decluttered the page.
- Reduced text and enhanced imagery.
- Simplified the language to reduce industry jargon and make it more user-friendly.
- Added and organized explainer videos.
- Added/edited links to content (relevant vs irrelevant).
- Updated related Help pages.
- 100s of pages/videos/docs edited or added.



Project Highlight 2 (Cricket WWE John Cena Promo)

- Our team is given just the offer: phones & prices.
- Part of my strategy is using analytics and experience to pick which offers are best to feature and where.
- Have to keep in mind device OEM and WWE requirements (do's and don'ts*). LOTS of legal fun.
- Worked with IT to create a new template to accommodate the info we needed.
- Not a huge WWE fan but familiar with Cena. So, I researched his wrestling background and incorporated his taglines into our headlines.
- Created variant banners for homepage, Deals and other placements including an email campaign.
- Later orchestrated a Facebook Live Valentine's Day chat with Dolph Ziggler. Why? I don't know but it was interesting.
- Met "The Miz" via another Cricket/WWE promo.
- Created a similar landing page for an Ellen DeGeneres Giveaway and other promos.

The screenshot shows the Cricket website with a navigation bar at the top. The main content area features three promotional banners for smartphones, each featuring John Cena. The first banner is for the Samsung Galaxy Amp 2, priced at \$49.99 with activation. The second banner is for the Kyocera Hydro VIEW, priced at \$29.99 with activation. The third banner is for the Samsung Galaxy Amp Prime, priced at \$79.99 with activation. Each banner includes a 'Best Powerbomb Combo' offer and a 'No Annual Contract' plan.

The image shows a Facebook Live promotion for a Valentine's Day chat with WWE Superstar Dolph Ziggler. The text reads "YOUR VALENTINE'S DATE" and "WWE SUPERSTAR DOLPH ZIGGLER". It also includes a live stream link: "LIVE on Facebook Feb 14th at 1:15PM ET" and the Cricket logo.

*Honestly, you should also probably speak to a qualified therapist or maybe your mom.



Robert McNeely (he/him) 4:33 PM

Love your content pushes and POV for this RTP offering! Let me know if there's anything I can help with as we continue iterations in the future.

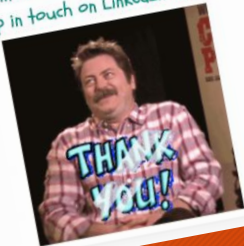
Some Colleague Kudos ❤️

Jessi, Emily, Sharise & Rija for defining Visible's journey map, site map and nav in a highly-considered, beautiful fashion.



Hey Sharise!!! Though we didn't get to work closely on any project, I will miss your energy during our team meetings! It has been a pleasure to get to know you! Keep in touch and hope to do a bike ride with you some day! 😊
Manasi

Hi, Sharise! It was awesome getting to work with you and to benefit from your content expertise. I really appreciate the chats we had, and I hope Jessie, Ricky, and Helmet continue to be happy and healthy doggies. I hope you'll keep in touch on LinkedIn and such! 😊
Robert



Wishing you all the best in your next adventure, Sharise!
Ronnie

Thanks so much for sharing your content expertise with us!
Good luck.
Scott

HEY SHARISE, I'M SO LUCY TO HAVE YOU AS MY CONTENT PARTNER. IT IS AN ABSOLUTE PLEASURE WORKING WITH YOU. YOU'RE SO SMART, CREATIVE, AND KIND. AND THANK YOU FOR SHARING YOUR KNOWLEDGE. I WISH YOU GREAT SUCCESS IN YOUR NEXT POSITION!
JIAN

Ana Sofia Perez 2:10 PM

I am super excited for the simple language you are using here @scunningham5 I think it is brilliant

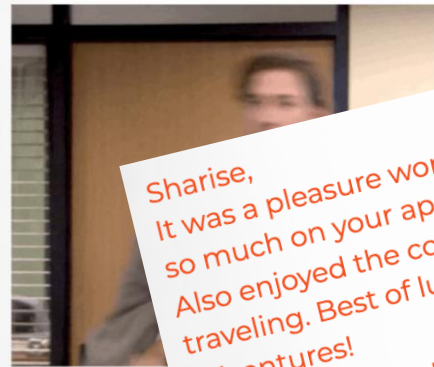


Sharise! It's been such a pleasure to work with you at Intuit! Thank you for everything you've done and contributed to the team. I'm truly going to miss you and your fun energy. I look forward to seeing what's next for you! Let's stay in touch and I'll see you on the other side of Intuit and maybe in Marietta one day! 😊
Julie Nguyen

WADDUP WADDUP!!!

Sharise, my sunshine! It's been so much fun working with you and an absolute pleasure getting to know you. You have been a fantastic content partner and friend, and I'm grateful I got to work and learn beside you. I'm going to miss your huddles :)

Kim Torres



Sharise,
It was a pleasure working with you. I learned so much on your approach to content design. Also enjoyed the convos on dogs and traveling. Best of luck on your new adventures!
Bryan Villagonzalo

1

Sharise

From: Kim

Great work on the Refunds project! Loved your content work and impressed on how quickly you were able to dive in. Looking forward to working with you more 😊

From: Jian

I wanted to shout out to Sharise. Amazing job on RTP dry test!!! Despite of the changing requirements and ambiguities, within 2 weeks, she has given a lot of constructive feedback with her fresh eyes.

Janet Bingham 6:25 PM

The edits look great! Thank you so much!!!!

Janet Bingham 10:35 AM

the webinars are a hit!!!!

the email engagement is through the roof which is exciting!!!!

The Wrap Up

(why I ❤️ Content Creation)

Why Content Strategy?

- I've had a lifelong affair with language, words, and reading.
- Over the years as CS developed as a practice, I fell right into it: perfect career that combines my ability to understand technology/technical info AND still use the creative side.
- Fulfilling to help guide others along their ecom journeys and make sense of the complex.
- That progression afforded me the opportunity to work in the EU for 3 years.

What I look for in a new role?

- Top-notch, well-reviewed organization.
- Values and culture that mesh well with my own.
- Opportunity to create a variety of content that educates, supports, and helps its audience.
- Makes use of my breadth of experience yet provides room for growth.

Thank You. Hope to work with you soon!