

MICHAELA MCDONALD

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KNOWLEDGE MANAGEMENT · CONVERSATIONAL & AGENTIC AI · UX CONTENT STRATEGY

SUMMARY

Knowledge Management and UX Content Strategy leader with 16+ years of experience designing help center ecosystems, content governance frameworks, and documentation programs across enterprise, fintech, and retail environments. Deep expertise in taxonomy architecture, content lifecycle governance, and agentic AI content design that measurably reduce support volume and drive self-service adoption. Proven track record of aligning cross-functional teams—product, operations, legal, and support—to deliver scalable content systems that improve article findability, workflow efficiency, and the end-user experience.

CORE COMPETENCIES

Help Center & Knowledge Base Strategy · Content Lifecycle Governance · Taxonomy & Metadata Architecture · UX Content Strategy · Agentic AI Content Design · Program & Change Management · Cross-Functional Leadership · Editorial Governance · Process Optimization · Feedback Management Systems · Agile & Scrum · ServiceNow · Confluence · SharePoint · Jira · Figma · CMS Governance · Accessibility (WCAG)

PROFESSIONAL EXPERIENCE

Lead Digital UX Content Strategist

Mar 2025 – Present

7-Eleven

- **Pioneered 7-Eleven's enterprise content strategy function** as the company's sole Content Strategist, authoring the organization's first content strategy guidelines, voice & tone standards, and governance frameworks from scratch.
- Drove cross-functional leadership alignment on the strategic value of content, shifting executive perception of content strategy from a tactical deliverable to a **core business discipline**—securing resources and long-term organizational buy-in.
- Leads UX content strategy across **14 lines of business**—including app experience, checkout, shopping AI agents, Help Center content, Help Center AI agents, push notifications, email, fuel station screens, and print—ensuring coherent, brand-aligned content across every customer touchpoint.
- Directed enterprise-wide knowledge change management program, aligning content updates with governance standards and improving workflow efficiency by **70%**, while reducing support contact volume by **35%** through a continuous Help Center feedback loop.
- Standardized documentation workflows and content governance processes, cutting time-to-publish by **20%** and improving SLA adherence across internal content requests.
- **Spearheads the development of UX operations data dashboards**, enabling performance tracking and data-driven content decisions across product and UX teams.

Senior UX Content Designer

Jun 2024 – Mar 2025

J.P. Morgan Chase

- Owned documentation lifecycle for high-priority enterprise content projects, ensuring compliance with WCAG accessibility standards and knowledge management governance.
- Triage and resolved 5–8 concurrent content change requests, maintaining consistency in tone, taxonomy, and terminology across customer-facing and operational documentation.
- Collaborated with design, legal, and product stakeholders to scope and deliver content governance projects, balancing competing priorities across multiple workstreams.
- Supported knowledge repository standardization initiative, developing structured content templates that reduced onboarding friction and improved cross-team efficiency.

Owner, Anytime Fitness Franchise

Jul 2021 – May 2024

Independent — concurrent with PMI role

- Designed operational playbooks and digital documentation systems, reducing staff onboarding time by **50%**.
- Implemented customer feedback systems that informed service updates, increasing member retention and satisfaction scores.

- Applied Lean process improvement principles to standardize training and compliance documentation across staff and vendor operations.
- Introduced scalable vendor communication workflows, boosting EBITDA by **120%**.

Lead Digital Content Strategist

Apr 2022 – Aug 2023

Project Management Institute

- Led content governance initiatives across global teams, aligning brand, regional, and compliance documentation standards across multiple markets.
- Implemented structured change management workflows in SharePoint and Confluence, establishing clear audit trails and version control accountability.
- Partnered with global stakeholders to triage and prioritize knowledge updates, deploying critical documentation revisions with minimal turnaround time.
- Facilitated continuous improvement sessions that reduced knowledge base content duplication and increased contributor engagement across regional teams.

Lead Content Strategist – Knowledge Base & Help Center

Jul 2018 – Oct 2022

LinkedIn

- Owned Help Center knowledge base strategy, leading taxonomy refinement and metadata governance that reduced content duplication by **40%** and improved search findability.
- Partnered with product and UX teams to align documentation with evolving customer journeys and product releases, improving help center article engagement by **25%**.
- Oversaw editorial governance and facilitated contributor training across global support operations, ensuring compliance with brand, legal, and accessibility standards.
- Built performance dashboards and established article quality metrics using feedback analytics, enabling data-driven continuous improvement of knowledge assets.
- Defined content standards and templates for support documentation, reducing time-to-publish and ensuring consistency across a high-volume global help center.

Senior Fraud Analyst / QA Manager / Support Lead

Nov 2010 – Jul 2018

LinkedIn

- Directed global support and fraud operations across multiple markets, overseeing QA programs and training initiatives that improved team KPIs by **30%**.
- Designed internal knowledge bases and performance dashboards, reducing repeat agent errors by **35%** and enabling data-driven coaching across the team.
- Built knowledge-sharing frameworks between support agents, policy teams, and content stakeholders, improving operational alignment and documentation accuracy.
- Collaborated with engineering and compliance teams on cross-border escalations, strengthening fraud risk visibility and escalation protocols.

EDUCATION

Bachelor of Science (B.S.), Biology · Minors: Mathematics & Spanish

University of Nebraska – Lincoln · Graduated cum laude in 3 years

Master of Arts (M.A.), Global Ministry Design

Southeastern University · Expected May 2026