

Elizabeth Hadley Rich
312 Springhill Ave.
Wilmington, DE 19809
610-809-2586
www.ehadleyrich.com
ehadleyr@gmail.com

QUALIFICATIONS:

- Almost a decade of digital content and media creation, content and UX strategy, and service design in corporate (AOL), startup (EggZack), and non-profit (PMA) companies.

Lead

- Management experience in past four positions with teams ranging from 4 to 16 direct reports.
- Brings expert-level content strategy knowledge base to collaborative cross-functional teams.
- Enthusiastic co-creator of projects with national and global reach
- Created B2C client care systems based on user research and lean UX

Collaborate

- Over three years of project management experience, managing an average of 20 live project environments with up to four team members each from matrixed teams.
- Collaborated on UX-optimized B2B knowledge base , •PM collaboration in Basecamp (2,3), Trello, Asana.

Create

- Almost a decade of journalism and digital media experience for award-winning outlets
- Co-Organizer of Philly Content Strategy (over 800 members),
- Speaker on corporate content strategy and hybrid governance for digital environments.
- Over five years experience with analytics systems including Google Analytics,
- Almost a decade of working and iterating for multiple CMS environments (Drupal, SiteCore, Wordpress, proprietary)

RECENT/RELEVANT WORK EXPERIENCE:

May 2014-present

Produce Marketing Association

Newark, DE

Director of Digital Content

- Lead team (3 direct reports and 6-10 contractors) in charge of digital presence in multimedia, social, and web for global member organization of over 33,000 members on six continents
- Budget manager for Digital Content team

Content and UX Strategy:

- Lead content strategy redesign of over a dozen internal sites, and two external partner sites.
- Includes: linking strategy, governance, style guides and web standards, taxonomy and tagging, SEO and metadata considerations.
- Work in traditional and agile environments to achieve measurable KPIs for sites.
- Lead collaborative internal and external (member) user experience projects, including discovery, user flow, heat mapping, rough and digital prototyping, senior management presentation of recs and workback plan, and execution of plan.
 - Projects include:
 - eat brighter!™ (in partnership with Sesame Street and Partnership for a Healthier America)
 - PMA Fruittrade redesign (in global partnership with NORD, Fedafruita, and Yenzen)
 - PMA.com membership redesign (Q3 2016)
 - Fresh Magazine (print edition)

Global Digital Content Strategy:

Create phased content strategy approach for Global Strategy Task Force including web strategy, regional mobile-first strategy URL/metadata considerations, and content considerations for countries. Approved and began execution in 2016.

Collaborative Development:

Work on cross-functional teams, including product development and review teams, to bring content strategy and user/service experience lens into conversation

Social Media Strategy:

Create phased social media strategy for PMA channels including personal/professional handles, create social recommendations for Global Strategy Task Force,

- Work with floral staffers to create floral social pilot (2016),
- Presented the “Future of Social for Floral” to industry leaders at Global Floral council meeting (Feb 2016)

March 2013-April 2014

EggZack

Bethlehem, PA

Director of Operations

User Experience:

- Created customizable template experience to help small business owners with a stress-free website build experience, which decreased project turnaround dramatically.
- Prototyped a account manager portal to make sales to AM handoff more defined, then collaborated with front-end designers to execute.

Content Strategy and development:

- Collaborated on iterative templates for clients, looking at user flow, discovery, and metrics to help inform strategy.
- Wrote as well as oversaw freelance team to create digestible digital content for sites.
- Worked with high-level partnerships in real estate, aquatics, and tires to create free website templates for their clients.

Service Design:

- Led “Help Ticket” system rebuild; Decreased turnaround time by 27 hours,
- Created online trainings and personalized customer experiences through “EggZack U” training modules keeping client retention at over 95 percent,
- Created internal support structure for business development reps, digital onboarding manual

November 2010-March 2013

AOL (Patch)

Lehigh Valley, PA

Southern Lehigh Editor (uppersaucon.patch.com)

Content Creation/Strategy:

- Oversaw editorial content for daily news website with 19,000 readership goal (98% of the market) while consistently hitting 200 to 500 percent over goal.
- Recognized leader in using analytics to inform editorial decisions-brought in to teach other teams within AOL best practices
- Oversaw staff of up to 16 freelancers and photographers, work within parameters of monthly editorial budget.
- Wrote and published 5-9 articles daily, seven days a week. Created and maintained editorial calendar
- Kicked off and grew all content and social outlets, including Facebook, Twitter, and website.

Oct 2009-November 2010

Health Care Ledger

Springfield, MA

Multiple roles (final role: Editor-in-Chief)

- Oversaw editorial content and staff of six for monthly print health care magazine with 50,000 readership.
- Oversaw new media and social networking outlets, including Facebook, Twitter, and our website.
- Used basic analytics tools to inform social media strategy, including Google Analytics

May 2008-January 2010

Minnesota 2020

Minneapolis, MN

Graduate Research Fellow-Health Care

- Wrote multiple articles weekly on Minnesota's health care system for digital platform, creating and informing digital best practices and writing for the web.
- Conducted research on web usage, content performance and content creation to help inform fellows work product
- Copyedited undergraduate articles weekly

More Work History? [Let me know.](#)

EDUCATION:

2012-2017 (expected)

Lehigh University

Bethlehem, PA

- MBA, Corporate Entrepreneurship and Communications
- Graduate Certificate in Corporate Entrepreneurship (expected completion date, Summer 2017)

1995-2000

University of Missouri-Kansas City

Kansas City, MO

- B.A., Honors- American Studies

Summer/Fall 1997

New York University

New York, NY

- Summer and Fall Coursework in the Tisch School of Arts- Filmmaking Department (editing)
- G.P.A. of 3.8

References? [No problem.](#)

