

KELSEY ROEHRICH

ABOUT ME

Hi, I'm Kelsey and if you're experiencing a traffic jam at the intersection of brand and digital, let's chat.

With experience in project management, content strategy, user experience and brand governance, you could call me a jack-of-all-trades.

WORK EXPERIENCE

Monigle | Denver, CO

Content Strategist, 2021-Present

- Partner with product team to translate business objectives into content experiences
- Define how content should adapt to different user segments, personas, and intents
- Perform content audits or competitive analyses to identify areas of improvement
- Create information architecture frameworks, wireframes and taxonomies
- Interpret qualitative and quantitative data and make data-driven content decisions
- Ensure content supports brand voice/tone and style guidelines
- Write clear, concise, usable and useful UI text, ensuring consistency across all channels

Digital Project Manager, 2018-2021

- Collaborate with clients to understand business goals related to brand and marketing
- Partner with design and engineering to deliver new website and product enhancements
- Develop and execute detailed project plans and timelines, while maintaining budgets
- Lead weekly status meetings, presentations and project kickoffs
- Work in CMS to build and publish new content to client websites
- Operate in an agile environment and train clients on these processes and methodologies

Meredith Xcelerated Marketing | Des Moines, IA

Content Manager, 2017-2018

- Lead 10+ workstreams at a time through kickoff, copy editing, design, proofreading and production
- Wrote clear and on-brand copy for print, social media, email newsletters and digital ads
- Edited copy to ensure brand voice, tone and style standards were being followed
- Developed content calendars for client's social media channels, email newsletters and blogs
- Collaborated with the design team to brainstorm and present new content ideas to clients

SKILLS, TOOLS & TECH

- Empathetic
- Detail oriented
- Project management
- Content strategy
- Agile/Scrum
- UX writing
- Accessibility
- Copywriting
- CMS
- InDesign
- Jira
- Figma
- HTML
- InVision
- Microsoft Office
- Slack