

Rosemary Williams

Content Design | Editorial | Leadership

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Highlights

15 years+ content design experience, leader of teams, voice and tone whisperer, content strategy pioneer and evangelist. My LinkedIn features references from highly-respected professionals, including my former managers, as well as those who reported to or worked alongside me.

Career Brief

Content Design & UX Writing Manager | **Airbnb** | 2019 – Present

Content design lead on high-profile, fast-paced initiatives, including SoloTraveler, AirCover, and calendar redesign. CX writing team manager.

VP, Content | **PointOne Digital** | 2017 – 2019

Soup-to-nuts leadership role focused on client satisfaction and growth. Clients: Merrill Corporation, JFK University, Ecolabs, Central One Credit Union.

Director, Content Strategy | **Ebates/Rakuten** | 2016 – 2017

Drove strategy to bridge the gap between C-level messaging goals and marketing execution. Created a help center, referral program, and careers site.

Associate Director, Content Strategy | **Razorfish** | 2012 – 2016

Directed content strategy across all four Western regional offices. Led cross-functional teams of writers, XDs, IAs. Clients: HP, Visa, Nike, Microsoft, Wells Fargo.

Content Strategist | **Organic** | 2008 – 2012

Drove content strategy and editorial on complex site redesigns and brand pivots. Clients: Hilton Worldwide, Bank of America.

Manager, Site Merchandising | **StubHub** | 2006 – 2008

Pioneered the site as a marketing channel, capturing sales and branding opportunities to drive disruptive expansion and, ultimately, eBay acquisition.

Education

BA, Liberal Arts, History minor, San Francisco State University

Extras

PTA President & Lead Volunteer Librarian, Glenview Elementary, Oakland CA