

CAITLIN KAVOOSIFAR

CONTENT STRATEGIST

PROFILE

I'm a content strategist with over 10 years experience creating cohesive and effective content to serve both audience and business objectives. Ample experience in marketing and technology help me craft compelling content throughout the customer communication lifecycle—from product development and launch to relationship building.

EXPERIENCE

SENIOR CONTENT STRATEGIST

Instacart

2019 - Present

- Provide strategic and design leadership for end-to-end multi-channel experiences across audiences.
- Continuous improvement and optimization of the Knowledge Management System—self-service, automated support, agent knowledge base, and playbooks.
- Strategic consulting and content performance analysis with cross-functional teams to advocate for the voice of the customer.
- Guide and mentor team of specialists on content optimization, performance, and implementation.

COPYWRITER

Digitas North America

2016 - 2019

- Conceptualized and executed on customer experience initiatives for Delta Air Lines (email marketing, social media, digital content, etc.).
- Created and implemented a globally consistent user experience across the Infiniti USA and Nissan North America brands.
- Authored and edited content for CMS migration.

COPYWRITER

LiquidHub, fka Think Interactive Inc.

2012 - 2016

- Developed and created multi-channel creative marketing campaigns with cross-functional team.
- Wrote content for social, long form, paid media, and web content.
- Developed and produced content calendars.

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 Nashville, Tennessee

EDUCATION

COPYWRITING CERTIFICATE

Miami Ad School

Awarded 2012

BACHELOR OF ARTS

University of Tennessee

Awarded 2008

SKILLS

- Content strategy
- Writing and editing
- Content management systems (*Zendesk, Adobe Experience Manager, Squarespace, Wordpress*)
- Collaboration
- Communication

CERTIFICATIONS

- Content Strategy for Professionals, Northwestern University
- Practical Leadership Skills (Udemy)
- Editing Mastery (Udemy)