

I am a seasoned communications professional with exceptional interpersonal skills and the discipline and drive to exceed expectations. I focus on **web content strategy and user experience** for technical and ecommerce websites. I am known as a self starter and a team player who can meet the needs of many stakeholders while achieving positive end-results.

## **EXPERIENCE & SKILLS** (employment history on page 2)

### **USER EXPERIENCE WEB CONTENT STRATEGIST**

- Follow content strategy and information architecture best practices to analyze and improve existing websites and to launch new sites that include marketing wrappers, e-commerce sites, landing pages and service operation portals.
- Work includes idea generation, site assessments, content audits, user scenario development, competitive analysis, requirements gathering, site traffic analysis, and identifying opportunities to improve conversions.
- Lead web development efforts with cross-functional teams that include product owners, web developers, marketing managers and business development managers.
- Develop requirements for updating existing flows and processes while focusing on downstream consequences of requested changes.
- Communicate with stakeholders, designers and web dev teams to document and deliver user interface designs and interactions including process flows, wireframes, spreadsheets and screen specifications.
- Collaborate with designers to fit content to page layout, with SEO teams to improve search rankings, and with marketing and legal teams to meet all positioning and messaging requirements.
- Develop and maintain style guides, taxonomies and content inventories to enhance usability and to preserve site consistency. Use content management systems to make editorial changes.
- Have a background in graphic arts and currently use InDesign, Visio, PowerPoint and Snagit to create wireframes, mock ups and presentations for communicating with stakeholders and design teams.

### **WEB COPYWRITER**

- Create compelling website content that is informational yet focuses on converting website visitors into purchasers of ecommerce products and solutions. I've written copy for more than 3,000 website pages in 6 years.
- Use search engine optimization best practices to write page Meta titles and descriptions which clearly describe the page content to the reader while maintaining accurate keyword density.
- Write email marketing campaign and associated landing page copy. Execution includes subject lines, body copy and call-to-action buttons, along with multiple copy versions for A/B testing of each element.
- Interface with product managers and customer support teams to write online documentation for post-sales support – includes data sheets, white papers, articles, help guides, user manuals and FAQs.
- Write and design marketing collateral including press releases, brochures, newsletters, taglines, articles, direct-mail pieces, demo scripts and display ads for small businesses and large corporations in both freelance and staff positions.
- Prior experience in print media includes newspaper reporting with a byline on more than 300 news and feature articles.

### **PRODUCT MARKETING MANAGER**

- Work directly with product marketing teams to bring new products to market – includes creation of user personas, key pillars, value propositions, taglines, customer-facing messaging, and competitive analysis and product positioning.
- Execute online marketing campaigns and promotions along with search engine and social media marketing.
- Help drive sales through innovative print advertising, electronic media, direct mail, news articles, presentations, seminars, trade shows and other marketing communications vehicles for small- to medium-size businesses.
- Use InDesign (previously used PageMaker) to create PDFs, data sheets, sales brochures, flyers, booklets, newsletters, logos, display ads and other marketing collateral.

## PAT HIGGINS — EMPLOYMENT HISTORY

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April 2010 -  
current

### **User Experience Web Content Strategist / Web Portal Manager**

— Tata Communications, Herndon, VA [www.tatacommunications.com](http://www.tatacommunications.com)

Currently contracting with this global telecom to bring a new cloud computing service to market. I am responsible for the end-to-end user interface – content strategy and creation, requirements management and UI design – of a pre-sales marketing portal ([www.instacompute.com](http://www.instacompute.com)) and a post-sales account management portal. Responsibilities: write, edit and manage website content including service support documentation, auto responder emails, error messaging and customer communications; ensure that customer-facing messaging is aligned with approved market positioning and serves to educate and convert site visitors; develop requirements to update service portal on scheduled release cycles. Project management involves interfacing with cross-functional, global teams including three external vendors.

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Sep 2008 –  
current

### **User Experience Web Content Strategist / Marketing Communications Pro**

— Phiggins.com, Herndon, VA [www.phiggins.com](http://www.phiggins.com)

As a web marketing consultant, I have helped many technical companies create or recreate their web content in order to meet their marketing objectives while enhancing the user experience. Clients include **Parallels, Sprint, Tandberg, Gannett Digital Media, Aegis Mobile** and others. I bring these clients my hands-on writing and design skills, as well as my extensive knowledge of user interface best practices, content management strategies, search engine optimization techniques and marketing communications methods.

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Feb 2009 –  
July 2010

### **Web Content Strategist / Senior Copywriter** — Parallels, Herndon, VA [www.parallels.com](http://www.parallels.com)

I drove design and requirements to create a 25-page service provider portal for this cloud computing industry leader. The website was used by Parallels to generate leads, drive conversions and enhance relationships with their partners in the hosting and virtualization industry. On an on-going basis, I updated website content using a proprietary CMS. Other responsibilities included email campaign development, providing branding assistance for new products, writing technical articles, e-newsletters, datasheets and training guides, designing landing pages, and creating end-to-end materials for a new technical certification program.

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Mar 2006 –  
Sep 2008

### **Senior Copywriter / Web Editor** — Network Solutions, Herndon, VA [www.networksolutions.com](http://www.networksolutions.com)

As the only professional copywriter on staff, I created and managed the customer facing content for this multi-million dollar ecommerce storefront in a deadline-driven, highly-technical, collaborative environment. Wrote persuasive marketing copy as well as technical documentation for post-sales customer support. Drove customer messaging for the launch of seven new product lines plus a complete redesign of the user's account manager interface, for which I wrote the tool copy, support content, Flash demo and the marketing campaign. Developed the written framework used by all the product owners to submit positioning and content requirements to the Web team. Measurable results include an 8% rise in sales conversion in four weeks following a rewrite of the website solutions section of the storefront.

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Feb 2000 –  
Sep 2005

### **Staff Writer / Account Executive** — *The Shopper*, Chesapeake, VA

Wrote feature articles and ad copy while servicing accounts for this monthly magazine (circulation 100,000). Articles were full-page stories designed to increase client advertising results and retention.

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1997 – 1999

### **Marketing Coordinator** — I. Levy & Associates, Inc., St. Louis, MO

Developed all marketing collateral and planned all advertising on a national scale for this maker of proprietary document management software. Managed resellers and coordinated trade show activity.

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1988 – 1997

### **Marketing Manager / Writer / Designer / Trainer** — Words In Print, St. Louis, MO & Manassas, VA

Performed all creative work for this commercial design company and managed all the planning, marketing, sales and accounting as the owner of this small business. Included an 8-month contract position as the copy editor for the Nation/World section of the *Potomac News* daily newspaper in Woodbridge, VA.

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## EDUCATION

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**B.A. in Communications / Journalism**, Shippensburg University, PA Outstanding Journalism Student, 3.7 GPA

**Professional Training:** Communicating Design– EightShapes; FutureNow Persuasive Online Copywriting; Bruce Clay Search Engine Optimization; Sandler Sales Institute; Xerox Professional Selling Skills; Apple Computer sales training and certification.

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