

BROOKS RICHEY

VP, CONTENT STRATEGY



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ABOUT ME



Award-winning content and brand strategist, UX writer and AI-chatbot language designer experienced in creating content assets, content products and marketing programs that optimize user engagement, brand, and revenue.

AREAS OF EXPERTISE



Content Strategy
Content Marketing
AI & Conversational Design
Managing Content Teams
Mobile App Development
Copywriting (UX & Marketing)
Digital Product Design
Brand Strategy & Marketing

KEY PROFESSIONAL SKILLS



Content Auditing	<div><div></div></div>	7 yrs
Taxonomy & Site Mapping	<div><div></div></div>	11 yrs
UX & Marketing Copywriting	<div><div></div></div>	14 yrs
Activation Flows	<div><div></div></div>	7 yrs
UX Research	<div><div></div></div>	6 yrs
Marketing & Brand Strategy	<div><div></div></div>	15 yrs
Agile	<div><div></div></div>	5 yrs
Creative Direction/Manager	<div><div></div></div>	13 yrs
Azure DevOps, Jira	<div><div></div></div>	5 yrs
Video Creation & Editing	<div><div></div></div>	10 yrs
Digital Marketing	<div><div></div></div>	8 yrs
Content Governance	<div><div></div></div>	8 yrs
Dialogflow & Voiceflow	<div><div></div></div>	3 yrs
Onboarding, FTUE, Help	<div><div></div></div>	5 yrs

INDUSTRY & CLIENT RECOGNITION



Advertising Age "Best Of" Awards
Won over 50 industry awards.

"This (content strategy) is the best meeting I've had all month."
- CEO, Major Hospital Group

"The client is STILL talking about your (strategy) presentation."
- Director, Account Services, A Digital Agency

EDUCATION



B.A. Communications
Miami University, Oxford, Ohio

WORK EXPERIENCE



VP, BANK CONTENT LEADER

Synchrony - Mar. 2022 – Present

Member of the bank's marketing leadership team responsible for identifying, strategizing, planning, and implementing optimized content strategies and content experiences across the bank's digital ecosystem. Manages and works with content vendors and provides creative and strategy direction. Doubled the bank's content development capacity while reducing development costs by millions. Helped increase traffic levels for the blog by 10% in 2022. Content helped the bank generate billions in new consumer deposits in 2022 and 2023.



ASSOCIATE DIRECTOR, CX, CONTENT STRATEGY

Wunderman Thompson - Oct. 2020 – Jan. 2022

North American lead responsible for directing content strategists in auditing, synthesizing, and structuring content to produce effective solutions across various digital customer experiences. Consulted with clients on content strategies. Managed CS operations for midwest and led career development for junior strategists.



CONTENT STRATEGIST/CONVERSATIONAL UI CONSULTANT

PwC - Nov 2018 – Oct 2020

Architected conversational experiences around enterprise-level AI chatbot solutions. Worked with UX, developers, and product owners on creating conversational logic, designing dialog flow, microcopy and maintaining conversational brand persona. Collaborated with NLP and data science teams. Employs conversation repair and disambiguation to ensure positive conversational experiences.



DIRECTOR, CONTENT STRATEGY

Hero Digital - Feb 2017 – July 2018

Content lead and manager tasked with enhancing the value of content across digital platforms to improve customer experience, user engagement, and prospect conversion. Directed and provided editorial direction to content creation talent. Created content for key projects. Recommended content tools, workflows and governance processes for optimizing client content goals.



SENIOR CONTENT STRATEGIST

Bailey Brand Consulting - Sep 2014 – Jan 2017

Part of on-site, client-integrated team and acting content director for GS1 US and content strategist for Brussels-based GS1 Global. Defined content strategy for the US and international member organizations' online initiatives and product rollouts.



UX CONTENT STRATEGIST/CONSULTANT

Comcast - Oct 2012 – Sep 2014

Responsible for product content strategy, microcopy, and content concerning web, native mobile apps and supporting TV set-top UI for Comcast's Xfinity Home and X1 Entertainment products. Reimagined Xfinity Home rules concepts for user control of IoT devices.



CREATIVE DIRECTOR & MANAGING PARTNER

Adhocracy Marketing Group - Aug 2001– Jun 2012

Crafted and launched marketing and brand-building initiatives for multi-million dollar brands. Brought in 80% of the firm's new business and led many of the firm's award-winning marketing campaigns. As the company became digital-first, I led the design and development teams in creating digital products. This includes creating web applications sold to and used by Apple, Limited Brands and Best Buy.