

KELSEY A. PETERS

Digital content strategy, website management, UX writing

CONTACT

contentkelsey@gmail.com
815-693-4562

1903 W. Newport Ave. #3
Chicago, IL 60657

contentkelsey.com
linkedin.com/in/keapeter

EDUCATION

DePaul University
Master of Arts
New Media Studies
2014-2016

Indiana University
Bachelor of Arts
Journalism
2004-2008

SKILLS

Content auditing
Digital storytelling
Governance strategy
Website migration
Project management
HTML/CSS

PROFILE

A journalist-turned-content strategist, I work at the intersection of business goals and audience needs. While I love to produce compelling stories, I'm also passionate about the "people components" of content strategy: governance, workflow and resources. I have experience:

- Developing content strategy and the tools to implement it
- Writing and editing targeted content
- Collaborating across disciplines and leadership levels
- Managing multiple projects from concept to delivery
- Coaching and empowering teammates and clients

My goal? To deliver content that matches the ideal user experience.

EXPERIENCE

Senior Content Strategist / Anthem, Inc.
May 2017-Present

- Act as content lead on agile scrum teams working to transform Anthem's member portal

Web Content Manager / DePaul University
October 2013-May 2017

- Led conversion project to migrate DePaul's 90+ websites to a mobile-responsive platform

Associate Managing Editor / Modern Luxury
January 2012-September 2013

- Managed content workflow between editorial, photo, design and digital departments for eight monthly city magazines

New Media/Publications Assistant / Chicago Blackhawks
September 2010-January 2012

- Planned, wrote and edited editorial content for Blackhawks Magazine, e-newsletters and the bestseller "One Goal Achieved"