

# MEGAN LUNDGARDH

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## CONTENT STRATEGIST

Process-oriented content strategist with a 12+ year proven track record of leading data-driven strategy, developing engaging, user-centric content, and streamlining documentation.

- **Created and implemented a data-informed content strategy** that increased overall helpfulness scores from **62% to 68% in first 120 days**
- **Executed SEO strategy** to overhaul content and **boost organic sessions by 8.8k year-over-year**
- Grew monthly organic sessions to over **14 million in first 60 days**, monthly users from **1.1 million to over 9.8 million**, and share rate to **11% in first 90 days**

## AREAS OF EXPERTISE

- Content strategy
- Content management
- Content design
- Project management tools
- Product documentation
- B2B writing
- Figma
- Technical writing
- Content development
- SEO strategy
- Content management systems (CMS)
- Data analysis & reporting
- Taxonomy
- Best practices in content design
- User Experience
- Editing & proofreading
- Keyword research
- Content optimization
- SaaS
- HTML
- Customer experience

## RECOGNIZED FOR

- Collaboration
- Attention to detail
- Project management

## EXPERIENCE

CONTENT STRATEGIST, BUSINESS EDUCATION

April 2022 - Present

*Meta (via IntraEdge)*

- Lead content strategy and development on the Meta Business Help Center and Instagram Help Center for business and creator-focused products, including: Facebook Live, Facebook Video, Pages and profiles, Instagram monetization, and creator payouts
- Build and execute data-driven, SEO-informed strategies for education opportunities in-product and online that drive effective support and promote product awareness and adoption
- Manage end-to-end projects and support global product launches by creating clear and concise documentation, including: release notes, product announcements, creator and publisher guidelines and help content
- Leverage data dashboards to analyze user feedback, identify knowledge gaps and target UX content creation to optimize customer learning journeys
- Proactively collaborate with product teams, engineers, designers, marketing, and legal and privacy teams to transform product concepts and flows into user-centric content that supports user success and addresses pain points
- Influence product roadmaps and go-to-market strategies by surfacing compelling data and insights across product and marketing teams
- Demonstrate the impact and effectiveness of business and creator education content by improving education experiences for Meta business customers

ONLINE CONTENT QUALITY SPECIALIST

April 2017 - June 2021

*American Society of Mechanical Engineers (ASME)*

- Designed and scaled a data-informed content strategy, which led to an increase of 374 more page 1 keywords year-over-year
- Evangelized SEO within the organization with hands-on demonstrations and project-based A/B testing, teaching key stakeholders the basics of SEO to support a content-first mindset
- Wrote and edited compelling B2B content, including: email campaigns, whitepapers, webinars, landing pages, scripts, and presentations
- Developed and executed monthly improvement plans for internal site search terms, which grew site search success rate from 34% to 42%
- Improved efficiency by developing collaborative content management and submission systems and editorial calendars, resulting in faster turnaround time for production and posting
- Created and maintained a comprehensive style guide for all digital content, streamlining the editorial process and unifying brand voice

EDITOR, STAFF WRITER

September 2014 - November 2016

*Brainjolt Media*

- Developed the company's first style guide and created the brand voice

- Introduced new editorial processes that built cross-functional collaboration workflows with traffic acquisition managers, writers, and editors
- Used Google Analytics to track daily metrics and optimized exit rates by generating alternate titles for CTR testing, and collaborating with email marketing on headlines
- Brainstormed, created, assigned, and edited B2C content to reach KPIs, including: quizzes, long-form stories, and short-form articles

INTERNATIONAL DESK EDITOR

June 2011 – November 2013

*Business Wire*

- Edited and optimized SEO driven, multilingual press releases and earnings reports for global syndication and distribution, quickly and efficiently disclosing time-sensitive information in a fast-paced environment

## **EDUCATION**

- Binghamton University — Bachelor of Arts in French Language & Linguistics
- NYU School of Professional Studies — Certificate in French to English Translation