

# Maggie Blaha

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## Professional experience

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### Maggie Blaha Writes LLC / Content Design Consultant

May 2022-Present

- End-to-end support for SMBs launching a website: SEO, navigation, messaging strategy, website content, social media copywriting  
**Sample client:** Best Chapter Limited, **Aug 2022-Oct 2022**  
**Challenge:** How might we produce website content that speaks to senior leaders starting a career transition?
  - Facilitated 1:1 messaging development workshops with the client
  - Developed audience persona traits and jobs to be done (JTBD)
  - Conducted SEO keyword research to inform content
  - Created all content for the client's website
- Information architecture expertise for B2B SaaS companies  
**Sample client:** Intuit Mailchimp, **Feb 2023-Jul 2023** | **Hired by:** Content Design Team  
**Challenge:** How might we refine app navigation to improve the findability of a key feature?
  - Conducted a competitive audit of nomenclature across 10+ competitors
  - Developed a content model for 6 related features across 4 product lines
  - Identified terms that bring together the user mental model and market expectations
  - Created a glossary to help product teams understand new terms
  - Identified redundant product functionality for design strategy leaders
- Niche marketing content development and execution  
**Sample client:** ExperienceFirst Tours, **Jul 2023-Present**  
**Challenge:** How might we increase awareness of the company's tour offerings through content?
  - Pitch travel articles for cities the company operates tours in
  - Write engaging SEO-optimized blog posts on cities like Barcelona, Paris, and London
  - Produce copy optimized for different social media channels to support campaigns
- Digital organization for product and marketing managers  
**Challenge:** How might we help managers improve the findability of their files, ideas, and data?
  - Work with clients to create personalized best practices for naming folders, sorting files, and general management
  - Collaborate with department leaders to develop team best practices for storing and sharing data

### Instacart / Growth Content Designer

Jun 2021-Apr 2022

- Owned content design across 6 high-priority product teams
- Led naming research and proposed a strategy for a subscription feature
- Improved discoverability of a grocery gifting feature
- Mentored senior and junior content designers on producing content models

### Mailchimp / UX Content Designer

Jan 2019-May 2021

- Lifted conversions 21% by rewriting an error message (\$3.9M annually)
- Produced the highest-converting product paywall at Mailchimp
- Consistently staffed to high-priority product launches
- Delivered content models, wireframes, messaging, taxonomies, and UX copy for every project

## Mailchimp / Marketing Content Strategist

Jan 2017-Jan2019

- Generated 100K signups for a beta launch with a single blog post and email
- Owned the content strategy for managing mobile app release notes
- Consistently produced content that received social love or was included in best-of roundups
- Lead user research efforts that informed brand messaging for 2 major product launches

## CNN / Freelance Reporter

Jan 2014-Jun 2014

- Produced assignments for the citizen-journalism platform iReport
- Fact checked community stories and verified image metadata
- Vetted sources for TV news coverage
- Turned user submissions into high-traffic pieces for CNN's website

## Education

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### School of Library & Information Science / Rutgers University

Expected May 2025

*Master's in Archives & Preservation, with an interest in digital archives and the formats that resist preservation*

### School of International Studies / Concordia University

Jul 2014

*Master's in International Studies, focus on business in China; Dean's List (all semesters); 4.0 GPA*

*Master's thesis: Factors that Influence Students' Perceptions of Online Dating in Shanghai*

### School of Liberal Arts / Rutgers University

May 2013

*B.A. English (major), Women's & Gender Studies (minor); Summa Cum Laude; English Departmental Honors; Dean's List (all semesters)*

*Research paper: "The shape of femininity in Woman's Day magazine, then and now"*

## Volunteering & service

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### VOX ATL / Copyeditor

2018-2020

### Help Refugees France / Camp volunteer

2019

## Skills

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- **Information architecture:** Systems thinking, taxonomy development, site mapping, tree testing, card sorting, navigation design, index design

- **Content assessment:** Audits, inventories, A/B testing, content highlighter testing
- **Content development:** Content modeling and templates, content planning, UX writing, blog posts, email marketing, style guides, glossaries