

Digital content leader who pushes for clarity in the chaos. Systems thinker, strategy buff, stakeholder whisperer. 10+ years driving content strategy for seamless experiences that keep users coming back.

H-E-B, Austin, TX (120-year-old grocery retailer with 455 locations, \$50 billion annual revenue, and 175,000 employees, consistently ranked among the best-run companies in U.S. retail)

Staff UX Content Designer | June 2025–present, Senior UX Content Designer | Oct 2022–June 2025

Search, Discovery & Retail Media squads

- Work cross-functionally with product and engineering to drive strategic decisions for navigation patterns, filtering, and search page hierarchy
- Write user-friendly, brand-aligned microcopy for error and no-results states, filter groups, category navigation, tooltips, and notifications
- Develop scalable content hierarchies for product cards and for product, category, and search pages
- Partner closely with product design to create components for an ever-growing library of assets that marketing and merchandising use to build browsing experiences on .com and app; design and maintain all content models for each component in Contentful; develop and own guidelines for component usage
- Inform retail media strategy across search/browse experiences (ad placement, frequency, consistency)
- With product design, create digital ad assets for retail media to sell and for internal teams and external supplier creative teams to use; design content models based on ad server limitations

Selected projects:

- Search results page templates: Conducted user testing and led hierarchy recommendations based on customer intent research; launched above-search-grid carousels across search results pages, driving an additional 150 million add-to-carts per week
- Time-restricted products: Wrote copy for a complex series of flows to improve visibility of product availability information, which led to a 43% drop in users having to resolve cart conflicts at checkout
- Product card redesign: Led content strategy and created scalable content hierarchy, resulting in 3% increase in add-to-carts from the product card
- GenAI search proof of concept: Generated and tuned content guidance for prompts, developed evaluation framework
- Search typeahead: Led content strategy, including stakeholder alignment workshops and final copy
- Human-in-the-loop interface: Leveraging H-E-B's internal design system, owned product and content design for a human-in-the-loop tool for merchandisers to teach and override AI search results model

Content design practice

- Work with the content design practice to maintain and update the Content style guide
- Collaborate with content designers to ensure consistency in content patterns; conduct content audits
- Contribute to developing patterns for AI work streams

Special distinctions: Women of Distinction Award 2025 (company-wide), Jalapeño Popper Award for driving innovation (H-E-B Digital org), promotion from Senior to Staff after 2 years

Amazon/Whole Foods Market, Austin, TX

Senior Team Leader, Content | 2021–2022, Senior copywriter | 2019–2021, Copywriter | 2017–2019

- Wrote strategic microcopy for WFM on amazon.com, in-store checkout screens, and ordering kiosks
- First Amazon-focused copywriter after WFM acquisition: decoded complex tech language into human-centered copy for in-store and digital assets
- Concepted enhanced shopping experiences on Amazon to create brand-aligned shopping journeys
- Wrote marketing copy for in-store and digital assets, multi-channel campaigns, and social media
- Led a team of 10 copywriters and proofers, covering growth, strategic vision, resourcing, and hiring
- Oversaw and contributed to SEO-driven editorial content on WFM.com

Copywriter & Editor, Food52, NYC 2015–2017

- Wrote product copy for over 1,000 home and kitchen SKUs in the Food52 shop
- Refined Food52's brand voice through copy for events, social media, promotional collateral, and signage
- Contributed to editorial content including recipe roundups, book reviews, and culinary articles

Additional work experience

- Gensler Architecture (NYC) — Studio Coordinator >> Marketing Coordinator 2011–2015
- Lloyd & Co Advertising (NYC) — Executive Assistant 2008–2010

Me outside of work

Yogi and runner. Lover of theater, immersive art, Prospect Park, tedious crafts, NYT Cooking, and paper goods.

Education

BA in English & Music, **University of Virginia**, 2007