





# Linda Woodley

CONTENT DESIGNER

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## SKILLS

- Copywriting
- SEO
- UX design
- Customer experience
- Creative problem solving
- Content strategy
- Collaboration
- Managing stakeholders
- Improving processes
- Working in agile

## ABOUT ME

I'm a content designer who values creativity, communication and helping people. I've helped lots of people in major Australian and global companies achieve their digital goals.

I care about the little things that drive customer satisfaction and increase conversion. I have a visually creative approach to problem solving that generates new ideas and gets people motivated.

I thrive in an environment where I can make a difference to customers, no matter how small. I love crafting content and designing experiences for brands who are passionate about people too.

## THINGS I DO (REALLY) WELL

**COPYWRITING.** I increased account openings at Macquarie by 60% with my Facebook, Twitter and Google AdWords copy. I write awesome product copy and I love writing with UX designers.

**UX DESIGN.** I produced personas, wireframes and customer journey maps for a major advertising campaign at Macquarie. I conducted user testing at Macquarie and IAG.

**CREATIVE PROBLEM SOLVING.** I developed a visually creative way to solve problems that generated ideas and got the Digital team and senior stakeholders at Macquarie motivated.

**STAKEHOLDER MANAGEMENT.** I managed the writing, editing, sign-off and production of content for website redesign projects at IAG and Macquarie, juggling multiple stakeholders from across the business.

**DATA ANALYSIS AND INSIGHTS.** I've run split testing and championed the use of both qualitative and quantitative customer data to drive decision making.

## WHERE I'VE WORKED

|                       |                           |           |
|-----------------------|---------------------------|-----------|
| Westpac Group         | Digital Content Manager   | 2019-     |
| Freelance             | Copywriter                | 2018-2019 |
| Macquarie Bank        | Experience Analyst        | 2018      |
|                       | Digital Content Manager   | 2013-2018 |
| AMP Capital           | Senior Digital Consultant | 2010-2012 |
| Reconnect Kinesiology | Business owner            | 2009-2010 |
| IAG                   | Digital Comms Specialist  | 2004-2008 |

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## EDUCATION

### UX WRITING

Australian Writers' Centre

### UX DESIGN

General Assembly

### CUSTOMER JOURNEY

#### MAPPING

NNGroup

### WRITING THE REAL COURSE

University of Sydney

Continuing Education

### BACHELOR OF APPLIED SCIENCE

(Information and IT)

University of Technology,  
Sydney

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## WHAT I'VE DONE

### DIGITAL CONTENT MANAGER

Westpac Group / 2019 - now

Developed content strategy, IA and copy for redesign of 'Help for your business' hub. Product owner of agile content scrum. Built web pages in AEM. Managed SEO agency.

- Increased article conversion rate by 53%.
- Increased overall traffic to content hub by 104%.
- Increased SEO traffic by 37%.

### COPYWRITER AND DIGITAL MARKETING CONSULTANT

Freelance / 2018 - 2019

Created content for email campaigns, social media, articles and web for awesome clients like Jenny McFadden, cloud2u, Austech Dental Ceramics, Coles Liquor and Bingo Industries.

### EXPERIENCE ANALYST

Macquarie Bank / 2017 - 2018

Conducted CX analysis for 'I Bank with Macquarie' campaign that drove an agile program of work to improve customer experience and increase conversions.

- Produced customer journey maps that inspired the team.
- Spoke at internal event to promote CX across the bank.
- Developed IA and SEO copy for Help & Support Centre.

### DIGITAL CONTENT MANAGER

Macquarie Bank / 2013-2017

Ensured a consistent high quality content experience was achieved and maintained across the Macquarie websites.

- Increased conversion rate by 425% through split testing.
- Increased conversion of transaction account openings by 60% with spectacular email and social copy.
- Redesigned content marketing hubs.
- Managed and delivered agile content stream for redesign of macquarie.com.

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## LET'S RECAP

- Wonderful with words
  - Cares about customers
  - Solves problems
  - Makes things better
  - Loves learning
  - Completely curious
  - Constantly collaborative
  - Works with people like you
- 

## WHAT I'VE DONE CONTINUES

### SENIOR DIGITAL MARKETING CONSULTANT

AMP Capital / 2010 - 2012

Daily management and production of all AMP Capital websites. Drove and executed SEO, SEM, web analytics and digital marketing campaigns.

- Developed and delivered redesign of Japanese website, working with stakeholders in Tokyo.
- Created training programs for ongoing maintenance of websites.
- Improved usability across the site working on campaigns like the AMP Graduate Program and Fund Manager of the Year.

### KINESIOLOGIST

Reconnect Kinesiology / 2008-2010

Small business owner of successful kinesiology practice that helped over 90 people achieve their personal and professional goals.

### DIGITAL COMMUNICATION SPECIALIST

IAG / 2004-2008

Responsible for customer experience and copywriting for all online changes and updates. This included websites, apps, games, banners and campaign landing pages.

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## GET IN TOUCH

If you like what you've read so far, I'd love to share more in person.



Call me on **0419 974 488**.



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Find me on [linkedin.com/in/lindawoodley](https://www.linkedin.com/in/lindawoodley).



View my portfolio at [iamlindalouise.com/projects](http://iamlindalouise.com/projects).