

# Chris Woolfrey

Portfolio

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## DIGITAL STRATEGY DIRECTOR WITH A FOCUS ON EDITORIAL

Versatile and innovative senior leader in digital, specializing in frontend content strategy. With a proven ability to lead multidisciplinary teams, I combine clear strategic vision and project management success with a cutting edge understanding of emerging trends across digital channels, including experience design (XD), on-site user experience (UX) and end-to-end customer experience (CX) best practices.

Expertise including but not limited to:

- Developing user personas
- Creating content guidelines
- UX copywriting
- Content writing
- Omnichannel content strategy
- Branding documentation
- Managing small teams
- Translation management
- Customer journey mapping
- Developing content calendars
- Copy for microinteractions
- Managing social media

## PROFESSIONAL EXPERIENCE

DIGITAL STRATEGY DIRECTOR | Segal (New York City, USA)

July 2018 - Present

Recruited to lead Segal's digital strategy, working closely with senior leadership, consultants, developers and designers and others to re-define the group's diverse portfolio of digital properties. Promoted to Director in 2020.

Key contributions so far:

- Developed and embedded omnichannel digital KPIs, for use across the organization
- Drove year-over-year lead growth in 2018 and 2019, and 2020 so far
- Created diverse channel strategies, with defined goals and task lists, to measurably improve performance
- Lead the re-launch and re-brand of segalco.com in December 2019

FREELANCE STRATEGIST | Mile End (Montreal, CA)

May 2018 - July 2018

Hired for a project to re-design and re-launch Purge Labs, a client of Mile End's. In order to develop a conversion-focused website with a distinct brand, I created user personas, tone of voice guidelines, user needs statements, a new information architecture, and more. I then provided all the text content.

CONTENT MANAGER | TRVL (Amsterdam, NL)

Nov 2017 - May 2018

Headhunted by this fast-growing travel startup to develop a content strategy that accelerated growth and focused TRVL's brand message. My responsibilities included but were not limited to: research for and creation of user personas; full content audits; site functionality recommendations and UX improvements; synchronization of advertising and content marketing.

Key contributions:

- Developing user personas, customer journey maps, and content guidelines
- Creating a content strategy across marketing, sales, and publishing
- Managing a network of writers

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[Portfolio](#)

[Email](#)

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## WEB CONTENT SPECIALIST | Albelli (Amsterdam, NL)

2016 - Oct 2017

Recruited to produce a documented omnichannel strategy and develop Albelli's web and application content. Leading a cross-departmental group to align on a single strategy covering these areas and also social media, email marketing, blog content, and more. Further: managing translations into eight languages, copy editing all commercial content and working closely with UX designers to overhaul our website and software applications.

Key contributions:

- Launched the Albelli smartphone app, working closely with designers and developers, in February 2016
- Redefined Albelli's web tone of voice to match a new brand identity in October 2016

## SENIOR WEB EDITOR | The IB (The Hague, NL)

2014 - 2016

Briefing and editing all web content and managing the production and publishing of video, blog and social media content, I worked across the organization to embed research-led user personas across the International Baccalaureate's marketing and communications.

Key contributions:

- Launched the new IB website in November 2014, tripling conversions year on year
- Developed and embedded the organisation's first omnichannel content strategy, published in 2016
- Established a new tone of voice for the IB, focused on friendliness and plain speaking

## WRITER AND RESEARCHER | The Key Support (London, UK)

2012 - 2014

Working within the editorial team, I researched and produced concise, plain-speaking information and policy articles for UK schools.

## CONTENT EDITOR | Quad Digital (London, UK)

2010 - 2012

Quad was an article marketing agency that worked closely with other agencies to produce SEO content for their clients. I managed a team of twenty freelance writers, sub-editing and copy editing their work.

## FREELANCE WRITER | Various Clients (UK, NL, USA)

2008 - Present

From 2008-2010 I worked for a range of clients including Charles Tyrwhitt, Ecoswitch and Hiscox. Since 2014 I've been published by The Wire, VICE, Boiler Room, and others.

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[Portfolio](#)

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## EDUCATION

Master of Arts (MA) in Modern and Contemporary Literature (2011)

Birkbeck College, University of London, UK

Bachelor of Arts (BA) in English Literature with Creative Writing The

University of East Anglia, UK (2008)

## TECHNICAL EXPERTISE

Adobe: Analytics, InCopy, InDesign

Coding and design: CSS, HTML, Sketch

Google: Adwords, Analytics

iWork: Keynote, Numbers, Pages

Microsoft Office: Excel, Outlook, PowerPoint, Word

Various CMS: EPiServer, Magento, Wordpress

## CONTACT DETAILS

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