Wendeline Okparaeke

Senior Content Strategist

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SUMMARY

Content strategist with 7 years in B2B SaaS and agency work, leading content audits, content models, SEO strategy and governance for sites of 300 to 4,000 pages. Partner with product design, marketing and support to decide what content exists, who owns it and how it is measured. Known for turning messy sites into clear structures that teams can keep up to date.

EXPERIENCE

Senior Content Strategist — Gantry Lane Software

San Francisco, CA · Feb 2022 – Present

- Led an audit of 2,800 marketing and help center pages, retiring or merging 1,100 and lifting organic sessions to the help center by 38% within 9 months.
- Designed a structured content model with 14 content types in Contentful, cutting average time to publish a product page from 6 days to 2.
- Wrote the voice and tone guide and a 40-term product glossary, adopted by 3 product squads and 12 writers.
- Set up a quarterly content governance review with named owners for 600 priority pages, reducing pages older than 18 months from 45% to 12%.
- Partnered with support on 25 new troubleshooting articles targeting top ticket drivers, lowering related tickets by about 20% in 2 quarters.

Content Strategist — Harborlight Digital

Oakland, CA · Jun 2019 – Jan 2022

- Ran content audits and sitemaps for 11 client websites in health care, education and nonprofit sectors.
- Built SEO keyword maps for 6 site redesigns, with 4 clients ranking on page 1 for their top 10 service terms within 6 months of launch.
- Facilitated 30 stakeholder workshops to agree on audiences, messaging priorities and page ownership before design began.

SKILLS

Strategy: Content audits, gap analysis, messaging frameworks, editorial planning, governance models

Structure: Information architecture, content modeling, taxonomy, metadata, sitemaps

Search and Analytics: Keyword research, on-page SEO, GA4, Search Console, Semrush, Looker Studio

Tools: Contentful, WordPress, Figma, Airtable, Jira, Notion

EDUCATION

BA, Communication, University of California, Santa Cruz, 2017

Fictional example by FindAJobAI: the person, employers and numbers are invented.