

Mark Duggan

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UX Content Strategist, Copywriter

20+ years of strategy and creation of content for web, marketing communications, and product/service development. Proven success in multichannel content design and information architecture.

Core skills

- Crafting UX writing for end-to-end web, marketing communications, social, user guidance, and SEO articles for product launch materials.
- Project leadership, technical system planning, content team management and training.
- Employing “user-first” quality control with concise language and consistent tone and voice.
- Translating complex information into simple, easy-to-understand guidance.
- Conceptualizing agile visual design, workflow design, and responsive and mobile-first design.
- Building information architecture, sitemaps, wireframing, and prototypes.
- Implementation of user research, personas, usability testing, and needs assessments.

Career History

July, 2022-now | **UX Content Producer** | King County, Washington (Contracted by Insight Global)

- Craft UX copy and on-page design within a multi-month redesign sprint for county website. Use information architecture best practices to create user-focused landing and detail pages. Collapse and simplify complex content. Conform to project style and tone-of-voice.

2017-now | **Information Architect/Website Designer** | *Top o' the World* newspaper (Gunnison, Colo.)

- Designed, prototyped, and built website for college newspaper. Now serve as site admin.

2020-2022 | **Content Manager/Information Architect** | KSUT Public Radio, Durango, Colo.

- Served as information architect for *KSUT.org*. Led migration to new CMS in collaboration with dev team. Re-imagined UI/UX, navigation, features, taxonomy, and design. Developed sitemap, wireframes, style and workflow. Trained staff on implementation. Site traffic and engagement tripled within 60 days.
- Created *TribalRadio.org*. Developed visual design, navigation, features, and taxonomy. Designed homepage and 40+ internal pages. Trained staff. Organization now has a vital digital resource for Native American communities.
- Manage best practices and ensure content quality across web and broadcast channels. News content is delivered in a consistent tone and voice appropriate to persona of core audience.
- Provide content strategy mentorship and leadership for multiple projects and teams.

2019-2022 | **Content Strategist/UX Copywriter** | MySalesButler, Inc. (Contracted/Remote)

- Directed editorial on SEO-friendly, persona-targeted articles, case studies, and product/service descriptions.
- Collaborated with branding partners and C-Level stakeholders to create product launch materials for consumer outdoor recreation products. Used persona and archetype profiles to draft an aspirational, consumer-focused voice for sales journey syntax and user guidance.
- Organized production of company podcast.

2020 | **Marketing Communications Copywriter** | TEDxGrandJunction, Grand Junction, Colo.

- Crafted end-to-end social and SEO web article campaigns, promoting speakers and presentations for regional TedX event hosting 350+ attendees.

2019 | **News Director/Content Strategist** | KDNK Public Radio, Carbondale, Colo.

- Led news content production and editorial strategy. Enacted new best practices and quality control measures, measurably reducing errors and increasing journalistic integrity.

2018 | **Content Director** | KBUT Public Radio, Crested Butte, Colo.

- Designed and built *KBUT.org*. Conducted user research. Designed UI, features, and editorial workflow, trained staff on implementation. Site traffic tripled six months post-launch.
- Collaborated with community partners to create content initiatives driven by user feedback.
- Enacted quality control protocols and style guide, improving content accuracy and consistency.

2014-2017 | **Content Director** | KSUT Public Radio, Durango, Colo.

- Redesigned *KSUT.org* with new design, features, and navigation. Conducted user research. Created sitemaps and UI prototyping. Site traffic tripled within two months of launch.
- Collaborated with stakeholders to create new content initiatives tailored to audience needs.

2014 | **Content Strategist** | KSJD Radio, Cortez, Colo.

- Authored strategic plan and SWOT analysis to guide formation of local news department.
- Mapped out editorial strategy, created tone and voice for local news, built in-house style guide.
- Plan was adopted and now underpins successful local news initiative.

2008-2013 | **Senior Reporter** | KUAZ Radio, Tucson, Ariz.

- Wrote and produced news features and documentaries for broadcast and online platforms.

2002-2018 | **Owner/Content Director** | Open Range Productions/VoxWorx, Inc., Tucson & Boulder

- Crafted marketing, launch, and user instruction copy for technical products and services.
- Provided content strategy and copywriting for corporate training modules and presentations.

Tools

- CMS platforms including Sitecore10, Brightspot/Grove, WordPress, Drupal, Divi, WPBakery.
- Agile-focused project management apps including Azure DevOps, Trello and Redbooth.
- Productivity tools such as MS Office Suite, Google Workspace, Adobe Lightroom.

Awards

- 2021: Colorado Broadcasters Association, *Best Radio Station Website* (for *ksut.org*)
- 2013 : National Edward R. Murrow Award, *Best Radio Feature Reporting*
- 2013 : Regional Edward R. Murrow Award, *Best Radio Documentary Production*

Presentations

- 2021: *"Impactful Storytelling in a Noisy Age"* | West Slope Startup Week, Grand Junction, Colo.
- 2017: *"Capturing Oral History: Techniques and Tools"* | Fort Lewis College AP History Department
- 2012-2013: *"Incident Management and the Media"* | National Advanced Fire Resource Institute