

TIM SNEDDEN

Content design, content strategy, team leadership, and video production.

[LinkedIn](#) | [Portfolio](#)

PROFILE

10 years' experience inspiring action through great writing. 5 years' experience managing a video production team. 4 years' experience leading a highly effective UX content design team.

EXPERIENCE

Content Strategy Manager at ITX Corp.

September 2021 — Present

Established ITX's UX content design and content strategy team. In addition to managing a crew of seven full-time writers and motion graphics designers, I have:

- Scaled a UX content design practice from just one person to a seven-strong team generating >1.16 million dollars revenue per year.
- Overseen a Fortune 1000 company's video team and have produced more than 300 animated videos, racking up a combined >2 million views.
- Implemented a marketing and content strategy for a retirement bookkeeping provider that exceeded expectations, delivering 100% more leads to the sales team than predicted in the first quarter.
- Executed a content strategy for a manufacturing consulting firm that resulted in a 5-fold increase in conversions and a 35% increase in web traffic.
- Been responsible for all personnel actions: hiring 13 people and letting two go in partnership with HR.

UX Copywriter at ITX Corp.

March 2019 — September 2021

Made a splash after moving to the USA (and getting my green card!) by nabbing a role in UX content design. In this role, I:

- Worked in UX content design for a large fintech product with 740,000 users, contributing to the product's Payroll, Human Resources, Time & Attendance, and Benefits experiences.
- Modernized the content design for a large European car manufacturer's sales training tool, doubling usage.
- Developed and implemented content strategy (including content priority guides and SEO optimization) for 11 large website projects.
- Wrote ~100 scripts for a video production team and collaborated closely with motion graphics designers, VO artists, video editors, and marketing stakeholders to see each project through. Today, I manage this team.
- Overhauled the ITX website content to meet AA accessibility requirements.

Freelance Content & Marketing Strategist for Various Clients

June 2018 — March 2019

During this time, I moved to the USA. Due to visa requirements, I worked remotely for NZ firms while the paperwork ground its way through USCIS.

- Produced strategic marketing plans for NZ firms in retail and engineering.

Marketing Specialist at Courtesy Ford New Zealand

January 2017 — June 2018

Helmed the marketing efforts for New Zealand's largest independent Ford dealership group.

- Managed the entire marketing communications program from planning, designing and copywriting collateral, placing ad buys, and reporting on performance.
- Ran 3 campaigns targeting sales, service, and motorcycles verticals.
- Deployed a new SEO-friendly website that aligned with Ford's global brand standards, challenged by stakeholders who weren't so keen on watering down their regional brand identity.
- Planned the implementation of a new CRM for sales.

Marketing Specialist at JAM Agency

November 2015 — January 2017

Helped establish a new brand agency in Palmerston North.

- Developed strategic marketing plans for clients.
- Wrote content for websites and assisted with their design and development.
- Pitched 20+ prospects on new projects.

Copywriting and Public Relations Intern at Blacksheepdesign

November 2014 — November 2015

My introduction to the world of copywriting, content strategy, and UX.

- Wrote website copy, content for physical collateral, video and radio scripts, for use in 5 brand campaigns.
- Wrote media releases, blog posts, and newsletters, supported by some of the country's greatest PR professionals.
- Collaborated with designers and developers on website and brand materials projects.