

DALE KNEEN



CONTENT STRATEGIST

I'm a Content Strategist and copywriter who has worked on campaigns, brand-marketing and e-commerce websites for clients like Amazon, SAB Miller, Volkswagen, IBM, BT and UPS. I have written both UX and long-form copy for print, event communications, websites and mobile applications. I also have considerable experience in the full spectrum of content strategy - from creating tone of voice guidelines for brand redesigns to creating back-end taxonomies and tagging structures for personalisation.

I am a confident communicator and feel comfortable leading workshops and presenting strategy to clients. I have worked closely with UX teams and have created user journey maps and service blueprints for clients like Public Health England. I am research-led, analytical and numerate and my recommendations are always made with careful consideration of costs and benefits.

SOFTWARE SKILLS

SharePoint, Sitecore, AEM, Jahia & WordPress
Adobe & Google Analytics
Adobe Xd, Premier Pro & Illustrator
JIRA and Confluence

PROFESSIONAL EXPERIENCE

PUBLICIS SAPIENT (LONDON, UK)

Nov 2020 –

CONTENT STRATEGY & COPYWRITING

Worked on a brand campaign for an electronic nicotine delivery system.

VISBION (LONDON, UK)

June 2020 – Oct 2020

UX DESIGN & UX COPYWRITING

Produced user experience journey maps, service blueprints, wireframes and prototypes for a Public Health England tuberculosis screening application. This included all UX copywriting, user testing, and designing content to meet Gov.UK's brand and design system guidelines.

COGNIFIDE (LONDON, UK)

Mar 2020 – May 2020

CONTENT STRATEGY

Produced content templates and designed the site structure, taxonomy and asset dam for an AEM project for M&G, which invests in and manages a wide range of assets, including fixed income, equities and property.

HSBC (LONDON, UK)

Apr 2018 – Dec 2019

VIDEOGRAPHY, COPYWRITING

As part of a brand refresh of HSBC's corporate website, I was the copywriter for long-form content on fraud protection, UX copy, and script writing for videos introducing their new branding. I created the video brand style guide and managed multiple in-house and agency editorial and video production teams.

STICKY CONTENT (LONDON, UK)

March 2018

CONTENT STRATEGY

I compiled and co-presented a content marketing strategy for Lloyds Banking Group.

TRIBAL WORLDWIDE (LONDON, UK)

Oct 2017 – Feb 2018

INFORMATION ARCHITECTURE

I provided creative oversight for the launch of Volkswagen's electric car offering. This included preparing copywriting briefs and selecting on-brand images. I also conducted user testing and designed the information architecture for the Fleet section of their website.

SAPIENT RAZORFISH (LONDON, UK)

Sep 2015 – Aug 2017

CONTENT & DATA STRATEGY

Content strategist on various Sitecore and Adobe Experience Manager projects, typically for sites with over 3,000 pages and integrated with CRM, HR and ERP systems. I worked on creating tone of voice guidelines for Ashurst and creating copywriting templates for HCA.

LLOYD'S REGISTER (LONDON, UK)

Mar 2015 – Sep 2015

CONTENT AUDITING

Consultant content strategist on an organisational-wide SharePoint platform installation across 25 organisational divisions and 450 content owners.

OGILVY ONE DNX (LONDON, UK)

Oct 2013 – Feb 2015

CONTENT & DATA STRATEGY, COPYWRITING

Content strategy and delivery for various online and offline content projects for UPS, IBM, British Gas, SAB Miller, Sage, American Express, BT Sport for Business, and Investors in People. These included websites and landing pages for brand and marketing campaigns as well as product and brand awareness communications for social, direct marketing and events.

EARLIER EXPERIENCE

AMAZON.CO.UK (LONDON, UK)

CONTENT MANAGEMENT

Co-produced a writing style guide for Amazon's UK copywriting team and managed several editors in the books division. I ensured brand and tone of voice guidelines were constantly implemented by all copywriters for product information, reviews and interviews.

JOURNALISM, EDITING & COPYWRITING

Journalist, copywriter and content strategist for various organisations, including New Scientist and Independent News and Media.

EDUCATION

MBA - Warwick University, UK (2007)

BA Journalism & Media Studies - Rhodes University, South Africa (1984)

PROFESSIONAL DEVELOPMENT & AFFILIATIONS

Executive Data Science Specialisation – Johns Hopkins University (2016)
Information Design – University of California (2016)

LANGUAGES & NATIONALITY

English (mother tongue) / Afrikaans (fluent) • South African-born British passport holder

