

JUSTIN BUEHLER

CONTENT STRATEGIST & UX/LX DESIGNER

Portfolio: www.buehlerstrategies.com/projects

SKILLS

RESEARCH & DATA

- Forms
- Surveys
- User Stories
- Focus Groups
- Questionnaires
- Journey Mapping
- Competitive Intelligence
- User Interviews
- Digital Audits
- Card Sorting
- Data Mining
- Prototyping
- Scenarios
- Personas

STRATEGY & CONTENT

- Scripts
- Microcopy
- Wiki Pages
- Screenshots
- Specifications
- Video Tutorials
- Marketing Collateral
- Processes & Procedures
- Strategic Communications
- Content Development
- API Documentation
- UI Style Guides
- Case Studies
- User Guides
- Online Help
- Guidelines
- Sitemaps

DESIGN & ANALYTICS

- Reports
- Digital Ads
- Wireframes
- Workflow Diagrams
- Mobile & Web Applications
- Information Architecture
- Data Visualizations
- Presentations
- Dashboards
- Webpages
- Templates

WORK EXPERIENCE

FOUNDER

Buehler Strategies / May 2005 - Present

- Collaborated with clients on project planning, content strategy, and course design and development
- Conducted user experience (UX) research and developed targeted messaging to position brands for growth
- Developed new processes and procedures based on market trends
- Designed branding/marketing plans, including go-to-market strategies
- Created emails, press releases, blogs, mobile and web content, product tutorials, and social media posts to promote brands
- Optimized product marketing campaigns using social media monitoring tools, CRM software, and web analytics solutions

MARKETING COPYWRITER

NMI / Sept. 2016 - April 2017

- Initiated communications audit to understand user engagement
- Created mobile/web app user personas to inform marketing strategies and tactics
- Spearheaded marketing intelligence research to develop product positioning and messaging
- Interviewed Partners to create customer success stories
- Collaborated with Product, Engineering, and Sales to create product user guides, Partner surveys, FAQs, blog posts, marketing slicks, video tutorial scripts, press releases, landing pages, print and digital ads, social media posts, and Partner Enablement content

WEB CONTENT MANAGER

Adobe / July 2015-Sept. 2016

- Redesigned portal webpages to improve user experience (UX)
- Assisted Sales Enablement with LMS implementation and new portal/Partner training
- Collaborated with Product Marketing to publish new feature articles, acquisition announcements, recorded webinars, one-pagers, articles, datasheets, and promotional videos
- Developed and documented new service request process that included production of editorial calendar, email announcement, FAQ, quick start guide, and SLA guidelines
- Led monthly editorial planning meetings covering Partner newsletter metrics and content strategy sessions
- Managed contributor/vendor relationships and project managed newsletter content development, design, and deployment
- Conducted A/B tests to increase Partner engagement
- Tracked portal bugs and presented status updates to Partners, executives, and team members

TOOLS

PRODUCT MARKETING

Zapier
Zoho CRM
Adobe Analytics
Google Analytics
Adobe Campaign
Google G-Suite
Zoho Social
Salesforce

UX/UI DESIGN

Sketch
Tableau
CloudApp
WordPress
Adobe InDesign CC
Adobe Dreamweaver CC
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Muse CC
Adobe XD
Axure RP
Camtasia
InVision

LANGUAGES

XML
HTML
JavaScript
Python
CSS
SQL

AFFILIATIONS

Public Relations
Society of America

Project Management
Institute

Society for
Technical Communication

Georgetown University
Alumni Association

National
Small Business
Association
Leadership Council &
Small Business
Technology Council

WORK EXPERIENCE continued

WEB CONTENT ANALYST

eBay / Jan. 2015 - July 2015

- Developed eBay/PayPal webpages and web content for global HR portal serving AMERICAS, EMEA, and JAPAC employees
- Managed daily web content change requests and consulted with stakeholders on project deliverables and timelines
- Participated in usability testing and recommended user experience (UX) improvements prior to new portal launch
- Assisted project teams with content management/migration
- Created welcome letter and training guide for onboarding
- Produced user guides, FAQs, and other documentation that enhanced product knowledge and led to more completed tasks

WRITER/DEVELOPER

Allen Communication / Sept. 2014 - Jan. 2015

- Interviewed subject matter experts and conducted secondary research on highly complex training projects
- Participated in content strategy and course development meetings
- Designed engaging course content using instructional text, audio/video assets, animation, HTML, CSS, and XML
- Collaborated with digital designers, project managers, engineers, and other agile project teams to complete project deliverables on time, and under budget

COMMUNICATIONS ANALYST

Raytheon Missile Systems / July 2012 - July 2014

- Conducted quantitative and qualitative research to develop employee engagement strategies
- Interviewed subject matter experts about technology products and transformed technical concepts and language into plain writing
- Created executive communications from the company's president and other C-Suite executives, including speeches, talking points, presentations, blogs, emails, letters, video scripts, and brochures
- Managed bi-weekly production of company-wide newsletter and led newsletter redesign initiative to improve UX for 14,000+ employees
- Collaborated with graphic design/video production teams to create business strategy video that increased employee engagement
- Measured strategic communications plan performance using social media monitoring tools, survey data, and web analytics

EDUCATION

M.P.S. IN PR & CORPORATE COMMUNICATIONS

Georgetown University / Jan. 2017 - May 2018, Washington D.C., GPA: 3.8

B.S. IN JOURNALISM & ADVERTISING

Northern Arizona University / Jan. 2005 - Dec. 2006, Flagstaff, Ariz.

A.A.S. IN PUBLIC RELATIONS

Mesa Community College / Aug. 1999 - May 2003, Mesa, Ariz.