

JUSTIN CLEMENS

Experience

Senior Lead Content Strategist | AT&T

Nov. 2019 – Present

- Built content frameworks to make knowledge management and customer communications more consistent and effective
- Helped found a content center of excellence for the creation and governance of all customer lifecycle communications

Content Director | T3

Jan. 2016 – Nov. 2019

- Formalized the content strategy discipline and continue to expand and enhance our capabilities
- Fulfilled content strategy responsibilities for retainer-level clients, including leading projects from discovery through delivery
- Managed a team of content strategists and SEO specialists

Senior Content Strategist | T3

Sept. 2014 – Jan. 2016

- Led cross-platform content strategy and content marketing efforts for UPS, which included performing content audits and gap analyses, making content matrixes and building editorial calendars
- Created content inventories, site maps, content models, work flows and more for Allstate, Home Depot, MetroPCS and J.Crew
- Designed internal products and content portals for Capital One, BCG and SCAD

Senior Copywriter | T3

Feb. 2011 – Sept. 2014

- Led creative on Which Wich and Atlas Wearables, redefining their brands online and off
- Produced brand guidelines, B2B and B2C messaging strategies, content templates and governance plans for NRG and PEGA
- Developed award-winning apps, online tools and internet experiences for 7-Eleven, GGP and Chase

Copywriter | Springbox

Aug. 2009 – Feb. 2011

- Head writer for Dell's content marketing platform, Dell Lounge, which included original content and programming, influencer management and social media strategies
- Created social strategies, content roadmaps and content calendars that improved sales and exceeded goals for PayPal, Proctor & Gamble and Sweet Leaf Tea

Education

University of Wisconsin

Sept. 1998 – May 2002

- BA, Communication Arts
- BA, English

Stories

- My work has won National ADDYs, an Appy Award, a Content Marketing Award and was a Webby Awards Official Honoree
- I have been a panelist at SXSW Interactive, a guest speaker at the Texas Advertising Group and multiple colleges
- The first comic book I ever read was *Uncanny X-Men #3*
- I've been bitten by a tiger cub and have touched a dinosaur bone

Skills

- Brand development
- Creative concepting
- Content creation and marketing
- SEO and Google Analytics
- Research
- Content testing
- Omni-channel marketing
- Team leadership
- Wordpress and most content management systems

Click

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