

JUSTIN CLEMENS

Experience

Content Strategist and Copywriter | Freelance

Jan. 2023 – Present

- Doing great work with good people

Associate Director of Content Design | AT&T

Nov. 2019 – Jan. 2023

- 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 (now Material Plus)

Jan. 2016 – Nov. 2019

- Formalized the content strategy discipline while expanding and enhancing 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 (now Material Plus)

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, sitemaps, 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 (now Material Plus)

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 (now Prophet)

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

Contact

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Click

justinclemens.com

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Skills

- Brand development
- Content creation
- Content process, workflow, governance and management
- Creative concepting
- Digital marketing
- Editorial strategy
- Information architecture
- Search engine optimization (SEO)
- Research, testing and analysis
- Omni-channel strategies
- Usability and compliance
- User experience

Stories

- I've been bitten by a tiger cub
- I've touched a dinosaur bone
- I led a SXSW Interactive panel about content marketing
- My work has won National ADDYs, a Content Marketing Award and was a Webby Awards Official Honoree
- The first comic book I ever read was *Uncanny X-Men #3*
- I'm slightly obsessed with British TV, but can't fake the accent
- My starting Wordle word is IRATE

School

University of Wisconsin

- BA, Communication Arts
- BA, English