

# Colleen Clark

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## PROFESSIONAL SUMMARY

- **UX Design:** Whether it's redefining the mobile conversion experience for **Squarespace** or implementing a new strategy to improve taxonomy-driven merchandising for **Airbnb Experiences**, I have been a leader in user-centered design thinking.
- **Content Strategy:** From my first job merging **USA Today's** print & online newsrooms to my role at the forefront of digital video at **Tastemade** to defining the voice of **Airbnb Experiences**, I have consistently been a change maker in the world of content & brand building.
- **Brand Marketing:** I create content that meaningfully drives business objectives, from branded deals generating \$4.3 million in annual revenue at **Tastemade** to building & monetizing the largest Travel following on Pinterest while at **TripAdvisor's Jetsetter**.

## EXPERIENCE

### SQUARESPACE

STAFF CONTENT STRATEGIST

JULY 2020-FEB 2022

SENIOR STAFF CONTENT STRATEGIST

FEB 2022-PRESENT

Squarespace has an incredible brand, but lacked the connective tissue to bring that brand to life in product. I sit between marketing and UX writing, remaking the way we tell our story through the conversion journey. I've reimagined our messaging, creating a more compelling through line from owned and earned media to in-product landing experiences to email drips. I also led the creation of foundational team rituals and documentation, from establishing engagement models and office hours to producing product naming guidelines and messaging hierarchy documentation across our suite of products.

#### Key Achievements

- **Product Vision:** Our CPO tasked me with creating a compelling narrative to galvanize our product org around a shared vision for the future of Squarespace. The resulting video, onboarding docs and meeting rituals have given the company a more emotionally resonant north star.
- **Super Bowl 2021:** I owned the user journeys, in-product messaging, and email strategy for our 2021 Super Bowl ad, a reimagining of Dolly Parton's 9-5 for the side hustle generation.
- **Brand Architecture:** I worked with our head of brand, user experience strategy and research to create a compelling brand architecture that will be the foundation for how users experience the ever-growing suite of Squarespace products.
- **Brand voice & tone:** I worked cross functionally with creative, marketing, and product to create a unified brand messaging vision, demonstrating how our voice and tone modulates from social posts to landing pages, email drips to checkout flows.

### AIRBNB

FEB 2019-JULY 2020

CONTENT STRATEGY LEAD

I came to Airbnb to define the voice of their Experiences product. I owned the editorial calendar for our monthly category launches, creating brand-defining seasonal messaging moments. Working cross functionally with marketers, product managers, designers and researchers, I tackled everything from major product launches to brand messaging, UX flows to marketing campaigns.

## Key Achievements

- **Taxonomy-Driven Merchandising:** Overhauled the way we merchandise Experiences, from mapping a new user-focused taxonomy to existing backend tags to creating a scalable category page logic based on inventory analyses to defining merchandise groupings to tell the story of each category.
- **Airbnb Adventures:** Led brand messaging for one of the company's biggest launches, Airbnb Adventures. I drove editorial direction, page structure and email campaigns with a resulting **135 million impressions, 10 million email opens** and **47 million video views** in the first week alone.
- **Olympics x Airbnb:** I created the brand voice, product copy and UX writing strategy for this nine-year, \$500 million partnership between Airbnb and the International Olympic Committee.

## TASTEMADE

NOV 2017-DEC 2018

HEAD OF CONTENT, TRAVEL

Tastemade reinvented lifestyle video content for a millennial audience with 250 million monthly active users and more than 2.7 billion monthly video views globally. As Head of Content for Travel, I developed platform-driven, viral hit series across social and distribution channels, including 80 hours of original programming; built a roster of 200 global video creators; and drove revenue through merchandise and branded content campaigns for companies like American Express, REI, Samsung and Marriott.

## Key Achievements

- **Social growth:** I grew our Facebook page to **40 million monthly video views**, surpassing legacy brands like Conde Nast Traveler and Travel + Leisure, and hit 70 million Instagram video views.
- **Monetization:** Generated **\$4.3 million** in branded revenue in the first year alone, including a first-of-its-kind longform television series with Capital One.

## LAUREL & WOLF

MARCH 2016-NOVEMBER 2017

DIRECTOR OF BRAND MARKETING

I created a content program to build top of funnel and brand recognition for the online interior design startup with a 357% increase in unique visitors in the first year. I integrated content across the client experience to acquire, convert and retain new customers; created an online magazine to tell the brand's story; used strategic brand partnerships to grow reach; developed a content series with celebrities and influencers; and executed brand partnerships with companies including Airbnb, Home Depot and W Hotels.

## PRIOR EXPERIENCE

**TRIPADVISOR:** Managing Editor of Jetsetter (April 2013-March 2016)

**FREELANCE WRITER** for **TRAVEL+LEISURE, ESQUIRE, BBC, CONDE NAST TRAVELER** (2009-Present)

**CONDE NAST'S CONCIERGE.COM:** Associate Editor (July 2007-December 2009)

**USA TODAY:** Assistant Travel Editor (August 2004-May 2007)

## EDUCATION

**MUHLENBERG COLLEGE** | BA MAGNA CUM LAUDE IN ENGLISH

**OXFORD UNIVERSITY** | VISITING STUDENT OF BRITISH LITERATURE