

Jeff Greer, PhD

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Content Strategist for Customer Success

- Delivers customer and business success across multi-channel support journeys, including product vision, systems planning, user experience, content design, and digital operations
- Deep drive to improve the customer experience with a history of measurable improvement to CSAT, NPS, and task completion through improved content quality and customer-focused content and systems design
- Improves efficiency and streamlines processes with structured content, content modeling, streamlined CMS workflows and platforms, governance, process improvement, and generative AI
- Recognized with 20+ awards for innovation, communications, and plain language excellence
- Collaborative leader who designs and mentors teams (20+) with cross-functional capabilities

WORK EXPERIENCE

MRM (McCann Worldgroup) • Metro Detroit, MI • June 2016 – Jan. 2024

Director, Content Strategy

Transformed content strategy practice, responsible for 10+ reports. Champion of customer experience, content design, and frequent collaboration between UX, CX, and content. Leveraged structured content (DITA, AEM Guides) systems, workflows, and generative AI to boost efficiency and improve content quality. Leader of workshops, design reviews, product roadmaps, and governance design sessions.

- Grew content strategy practice 3x and significantly grew revenue through new business, innovation, advocacy, building awareness, and inspiring collaboration across accounts, teams, and agency offices
- Raised CSAT +5.5, task completion +6.4, and NPS +6 by implementing a data-driven approach that identifies key customer goals and addressed them through experience, systems, design, and creative
- Increased self-help portal performance – visits 53%, natural search 82% – by focusing on metadata, content optimization, findability, and (organic and paid) search
- Improved efficiency 40% by defining content models, structuring content, streamlining content reviews, consolidating systems, and leveraging content system workflows
- Streamlined steps in process 12% by activating headless/structured content model

Blue Cross Blue Shield of Michigan • Detroit, MI • Nov. 2011 – June 2016

Content Strategy Manager / Digital Product Owner

As lead content strategist, transformed digital experience and content from company-first to customer-first approach. Focused on exceeding customer expectations with plain language, task focus, and simplicity. As product owner/manager, led award-winning, customer-centric transformations, migrations, and re-platforming projects.

- Recruited and mentored a high-performing content team of 20+ editors, analysts, and strategists
- Increased content readability 40% by adopting and implementing plain-language editorial standards
- Boosted operations efficiency 25% through process simplification and digital governance standards
- Increased natural search traffic 20% YOY by designing content systems informed by SEO technical standards and creating content that addressed specific customer needs
- Recognized with 15+ awards as Agile product owner of 2 Adobe Experience Manager websites

Wonder Web LLC • Kalamazoo, MI • April 2009 – Dec. 2011

Principal Content Marketing Consultant

- Increased market awareness 50-70% of clients' businesses through SEO and Social Media
- Reduced average customer service wait time 25% via email product request ticketing tool
- Increased orders 50% through creating an online product catalog and leveraging SEO copy

Kellogg Company • Battle Creek, MI • Sept. 2007 – March 2009

Internal Communications Senior Manager

- Communications planning and delivery for 5 executives and human resources
- Created messaging frameworks, talking points, town halls, brochures, emails, and intranet articles
- Reduced 3 redundant digital transformation communications into 1 channel

The Walt Disney Company • Glendale, CA • May 2004 – Sept. 2007

Communications Manager

- Streamlined 4 content operations teams into one cohesive, on-strategy unit
- Increased weekly visits +30%, improved satisfaction +20% through user-focused intranet strategy
- Elevated (20% average YOY) organizational communications satisfaction
- Improved efficiency 50% through governance, simplification, and empowering global teams

Visteon • Dearborn, MI • Internet Content Manager • Feb. 2001 - May 2004

DecorateToday.com • Plymouth, MI • Online Copywriter • Sept. 1999 - Feb. 2001

EDUCATION

PhD, English and Creative Writing • Western Michigan University, Kalamazoo, MI

MFA, Creative Writing • University of Maryland, College Park, MD

BA, English • University of Maryland, College Park, MD

AREAS OF EXPERTISE

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| • Content Experience | • XML | • Metadata |
| • Content Strategy | • Adobe Experience Manager (AEM) | • Copywriting/Editing |
| • Content Design | • AEM Guides | • Servant Leadership |
| • UX Writing | • Headless Content | • Ethical Technology |
| • User Experience | • Omnichannel | • Generative AI |
| • Customer Experience | • Content Governance | • Agile |
| • Content Operations | • RACI | |
| • SEO | • Process Design | |
| • Plain Language | • Information Architecture | |
| • Structured Content | • Taxonomies | |
| • DITA | | |