

CELESTE DOAKS

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1020 PARK AVE., APT. 509, BALTIMORE MD 21201
TWITTER & INSTAGRAM @THEDOAKSGIRL
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OBJECTIVE

To use my years of content design expertise—with a focus on conversational and clear language—to create superior internal and customer-facing digital experiences.

TECHNICAL SKILLS

Figma, Figjam, JIRA, MacOS X, Word Press, Outlook, , Google Analytics, Photoshop, InDesign, Hootsuite, Acrobat analytics and Constant Contact.

EDUCATION

MFA in Creative Writing •
North Carolina State
University • 2008

BA in Telecommunications •
Purdue University

CONTENT STRATEGY/UX EXPERIENCE

PRINCIPAL CONTENT STRATEGIST (MOBILE) • *FIDELITY INVESTMENTS* • AUG 2023 – PRESENT

- Released 33 Loans and Withdrawals option pages enhancements for NetBenefits app June 2024
- Strategizing, writing, and researching all copy for NetBenefits app experiences including homepage, Financial Learn and Plan tabs
- Developed and implemented UX Content office hours supporting multiple product areas and enterprise initiatives
- Contributing Standards and Operations partner doing:
 - Co-wrote mobile content/app guidelines
 - Implemented content team mobile accessibility trainings
 - Wrote content guidance for over 25 UXD components for new FDS design system
 - Contributed Helios Experience Alignment (HEAT) governance for all of Workplace Investing

SENIOR CONTENT STRATEGIST (WEB) • *FIDELITY INVESTMENTS* • MARCH 2021 – PRESENT

- Honored with an Elevate Team award by Withdrawal Digital Experience on May 18 2023 for our team's Guided Experience Loans and Withdrawal vision work
- Strategize, write, research and QAed all Money Out transactional experiences including: Loans and Withdrawals, Electronic Funds Transfer (EFT), Express Rollover, and Flexible Transactions
- Supported 4-5 business teams simultaneously
- Collaborated with UX Designers, Squad Leads and Business Analysts to create and deliver coherent and user-friendly digital experiences



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- Deliver Money Out/Movement participant flows (this includes the Loans Rolling Cure project to Verizon) to enhance and optimize the participant experience
- Collaborated with Legal Risk and Compliance and research partners
- Collaborated with marketing partners to develop E2E communication strategies
- Contributed to enterprise-wide standardization initiatives:
 - Built reusable Error messages in the content management system (Tridion)
 - Wrote Error message guidelines
- Contributed to Loan KPIs—During my time on the Loans—a 3% uptick (from 75-78%) of more digital transaction usage in the past two years.
- Contributed to EFT and Hardship KPIs. Money Out has seen a sharp increase in digital delivery—from an all-time low in 2021 of 53% to 63% in Q4 2022.

ACADEMIC EXPERIENCE

LECTURER • STEVENSON UNIVERSITY • AUGUST 2020-MARCH 2021
Taught Intro to Creative Writing courses.

**VISITING ASSISTANT PROFESSOR AND CREATIVE WRITING PROGRAM
COORDINATOR • UNIVERSITY OF DELAWARE • SEP 2017 – MAY
2020**

Taught Creative Writing courses; Organized and executed extensive campus visit of 2017 Pulitzer Prize poet (Tyehimba Jess) to campus; negotiated contract; launched social media campaign; designed flyers; and created student-centered poetry reading called *Pictura Poesis* at the University Art Museum.



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ENGLISH PROFESSOR, COORDINATOR OF CREATIVE WRITING • MORGAN STATE UNIVERSITY • AUG 2011 – MAY 2017

Taught Creative Writing and Literature courses; directed the Creative Writing Program; organized the Adele V. Holden Prize

PUBLICATION (DIGITAL AND PRINT) EXPERIENCE

FREELANCE WRITER • B'MORE ART MAGAZINE • APRIL 2020 – 2023

Wrote a monthly astrology and book recommendation column.

FREELANCE WRITER • MS. MAGAZINE • APRIL 2020 – PRESENT

Written articles at the intersection of black women, entertainment, and feminism.

BOOK EDITOR AND CREATOR • *NOT WITHOUT OUR LAUGHTER* (BOOK PUBLICATION) • 2016 – 2019

Craft-branded all digital messaging, managed Instagram account @blackladiesbrunchcollective; generated theme humorous poetry written by black women; edited content, liaised with local publisher Mason Jar Press (Baltimore); managed group appearances in Baltimore, DC, Philadelphia, Salem MA, and Ireland.

CONTENT DESIGNER & CO-HOST • OF *LIT! POP! BANG!* PODCAST • 2018 – 2021



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Strategized and enhanced all digital content for website and Twitter account @litpopbang; managed SEO for audience engagement; captured a 3,000-person listening audience; conceptualized program theme; recruited literary guests; booked and delivered shows at Baltimore Book Festival, CityLit Festival, OutWrite (DC), Split This Rock Festival (DC).

FREELANCE WRITER • HUFFINGTON POST, TIME OUT NEW YORK, THE MILLIONS, VILLAGE VOICE AND MORE • 2005 – 2011

Written music journalism, personal essays, and neighborhood hot spot pieces.

VOLUNTEER AND LEADERSHIP EXPERIENCE

Poetry Editor at Large • Mason Jar Press • Oct 2022-present

Selected materials for publication.

Baldwin Prize volunteer Baltimore City College • yearly starting 2020-present

Mentored students and judged prizes for their essay contest.

Baltimore Leadership School for Young Women (BLSYW) • Spring 2018

Taught poetry workshops to Baltimore Secondary School girls.

Educator • Common Ground Youth Farming Project • Summer 2017

Led poetry workshops in community garden for at-risk Baltimore youths.