

Jen Clarke

Content strategy // content design // digital experience

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Who I am

- A relentlessly user-focused curator and creator of findable, usable, readable, and accessible content for digital experiences.
- A seasoned storyteller with agency, enterprise, and editorial experience.
- A systems thinker, dot-connector, and persistent *what-happens-next?* asker.
- A constant collector of new skills and tools.

Where I've been

Hilton

Senior manager, UX content strategy and design

September 2024 – July 2025

Manager, UX content strategy and design

February 2020 – September 2024

- Led a global team of full-time and contract content designers specializing in product content and user experience across Hilton.com and the Hilton Honors app
- Facilitated regular content critiques and coached content and UX designers
- Introduced and managed an AI-powered style guide automation tool used by multiple content teams in product and marketing for efficiency and voice and tone consistency
- Managed content strategy for products across multiple journey touchpoints at once
- Maintained a shared microcopy library to help other content designers, product, and software engineering communicate effectively and consistently across user interfaces
- Led content strategy for a web project migrating luxury hotel sites to a new platform, rapidly creating 50+ bespoke websites in direct collaboration with stakeholders
- 2024 Lead 2.1 Harvard Leadership Development
- 2021 Summit Award winner

Senior copywriter

August 2017 – February 2020

- Collaborated with cross-functional Agile partners in product, design, and development to relaunch Hilton.com
- Led end-to-end strategy for the migration of 6,000+ hotel websites, from content framework, workflow, and governance to oversight of copywriting and editing
- Contributed to numerous global hospitality innovations, including Confirmed Connecting Rooms, Digital Key Share, automated upgrades, and digital payments
- Developed training materials and workshops to establish content design practice and standards for user-focused copy

- Wrote friendly UX copy for internal and customer-facing web and app user interfaces
- Partnered with research and experimentation specialists to discover and validate user needs and behavior
- 2019 Content Design London certification

Sullivan Branding

Communication strategist

June 2016 – July 2017

Digital strategist

June 2014 – June 2016

- Facilitated audience research and tailored content and messaging strategies
- Wrote B2B and B2C campaigns for social, web, print, online display and email
- Created end-to-end content strategies for client websites, from information architecture to interface copy
- Curated and contributed content for agency storytelling initiatives
- Created content calendars and implemented community management workflows
- Reported and analyzed traffic and engagement

Memphis Flyer

Freelance columnist

May 2016 – February 2020

- Contributed a widely shared and read monthly back-page column
- Covered a range of topics from local politics to culture, tech, and sports

University of Memphis

Bachelor of Arts, Journalism (News/Editorial)

- Society of Professional Journalists
- *Daily Helmsman* newspaper staff

What's in my toolbox

Skills

Taxonomy
Information architecture
UX writing
Human-centered design
Localization
Accessibility
AI-assisted creation

Applications

Figma
Notion
Confluence
JIRA
Headless CMS
Airtable
Adobe Analytics