

Executive Summary

- **Overview:** Digital and content professional with more than thirty years' experience in both corporate and agency organizations leading strategic digital, user experience, communications, content development, and marketing initiatives.
- **Digital:** Expertise in all phases of multi-platform digital program development and management (Web, mobile, multi-device, social) from strategy and concept development through implementation and maintenance.
- **Management:** Exceptional program, operational, and people management experience, including leading multi-functional teams, managing budgets, instituting process improvements, and directing external agencies and vendors.
- **Clients and organizations include:** Morgan Stanley Wealth Management, Goldman Sachs, Legg Mason, Standard & Poor's, Weil, Orrick, Morrison & Foerster, Bracewell, Baker Botts, K2 Intelligence, Twitter, Hexagon, Wolters Kluwer Law & Business, Travel + Leisure, The College Board; The Kennedy Center for the Performing Arts; Chicago Symphony Orchestra.

Experience

Founder & Principal

Collettico, Philadelphia, PA: 2014-present

- Consultancy specializing in all aspects of digital, content, and user experience strategy with an emphasis in research, strategic planning, and program development, including taxonomy and metadata research and execution.
- **Clients include:** Morgan Stanley Wealth Management, Weil, Orrick, Morrison & Foerster, Bracewell, Baker Botts, K2 Intelligence, Twitter, Hexagon, Wolters Kluwer Law & Business

Director, Marketing, Digital Programs & Content Strategy

Weil, Gotshal & Manges, LLP, New York, NY: 2012-2014

- Led the integrated, cross-channel marketing program for the global law firm, with management ownership of strategic initiatives and day-to-day operations. Major areas of responsibility included:
 - **Digital strategy and program management:** Served as the principal strategist and program manager for the comprehensive redesign of weil.com, the firm's primary digital channel. Strategic management components included: CMS strategy, selection, and implementation; business requirements development; persona development; design agency and technical integrator partner procurement (including RFP

development); user experience design development (including adaptive/responsive and mobile strategies); content strategy (including planning, creation, migration, and governance); usability testing; technical strategy, planning, and delivery (Agile); front-end visual design; analytics and SEO strategy; vendor and internal team management.

- **Marketing services:** Led the cross-functional, multi-disciplinary marketing effort to deliver marketing services in support of the firm's business development efforts and initiative. Functions and teams included: Web and digital strategy; creative services and brand identity; content strategy and editorial; CRM and data management; production and service delivery.
- **Operations and group management:** Served as the general manager for the firm's cross-channel marketing function, with supervisory, line management responsibility for a 25-plus person marketing team. Additional major responsibilities included: departmental budgeting; group staffing strategy and management; group structure optimization and work process improvements; agency and supplemental contractor staffing procurement; and special projects and initiatives (alumni program digital support, Intranet strategy, microsite and blog development and optimization).

Director, User Experience Design & Content Strategy

R/GA, New York, NY: 2010-2012

- Led and develop digital strategies and solutions that meet a range of client business objectives (brand, marketing, sales, lead generation) across a variety of digital channels (destination Web, mobile, tablet, social, mobile applications).
- Managed and lead a multi-disciplinary creative team (content strategy, interaction and visual design, information architecture, copywriting) in driving user-centered design processes and applying best practices across all client initiatives to deliver best-in-class solutions meeting both user needs and business goals.
- Established and developed content strategy as a discipline offering across the agency organization; led content strategy efforts on major client engagements; created strategies for establishing, extending, and maintaining content development programs to support clients' organizational objectives; designed a comprehensive toolkit of content strategy asset examples to explain the discipline's purpose and to demonstrate the value and benefits it brings to an organization's digital communications program.
- **Clients included:** Goldman Sachs, Goldman Sachs Asset Management, Avaya.

Director, Content Strategy

The College Board, New York, NY: 2008-2010

- Led, developed, and executed strategic, user-centered solutions for the organization's various Web properties and digital channels, including comprehensive site experiences and application-based platforms serving students, parents, and education professionals. Major areas of responsibilities included:
 - Managed an internal cross-disciplinary team of content strategists, information architects, interface designers, producers, and usability staff.
 - Collaborated with senior-level business leadership to define user needs, articulate business goals, develop actionable strategies, and deliver Web-based solutions.
 - Defined, implemented, and managed new processes and procedures to improve the Web content life cycle, including text, video, photos, blogs, podcasts, news, reviews, search, and user-generated content.
 - Oversaw the user experience group's day-to-day and long-term operations, including budgeting, internal chargeback processes, staffing, freelance/consultant management, workflow process improvements, and group-wide initiatives.
 - Collaborated with IT, content management, and SEO team leads to ensure content management systems, supporting applications, and back-end systems continued to meet user experience, business unit, and organization-wide requirements.

Web Strategy Consultant: Content Strategy

Independent/Freelance, New York, NY: 2005-2008

- Developed Web content/information architecture strategies and produced written content for a broad range of websites and other interactive properties (marketing and e-commerce sites, Intranets, email programs, newsletters, interactive demonstrations).
- **Clients included:** Goldman Sachs, Legg Mason, Western Asset (with R/GA); Standard & Poor's, MasterCard, Nestlé Waters, and DKNY.com.

Interactive Marketing Manager

IBM: Software and Corporate Groups, New York, NY: 2001- 2005

- Led all aspects of interactive marketing and messaging strategy for the software and corporate groups' external and internal Web presences.
- Specific responsibilities included: leading a comprehensive, year-long site redesign program; directing the creation, development, implementation, and management of a new brand identity program for the software group;

introducing interactive programs for customer references and sales force education; developing a comprehensive metric and measurement program; directing audience research studies; managing external agencies and vendors on a range of Web marketing projects

Agency Experience

Creative Director

Cambridge Technology Partners (now Novell); Organic: New York, NY: 1999-2001

- Primary focus in these positions centered on leading the creative strategy for full-scale marketing and transaction-based websites for corporate clients and managing creative teams.

Senior Content Strategist/Copywriter

R/GA; Studio Archetype; Edwin Schlossberg Inc.; Siegel + Gale: New York, NY: 1993-1999

- Primary focus in these positions centered on developing marketing and content strategies for corporate programs, and copywriting and editing for multiple channels including the Web.

Teaching Experience

Visiting Assistant Professor, Content Strategy

- **Pratt Institute School of Information**, New York, NY: 2016-present
 - *Graduate program in digital, information, and library science*
- **School of Visual Arts, MFA Program in Interaction Design**, New York, NY: 2021-2023
 - *Graduate program focusing on research, analysis, and design concepts for business, social, and cultural contexts*
- **Columbia University, School of Professional Studies**, New York, NY: 2015-2020
 - *Executive MBA-style management program for working communications professionals*
- **Pratt Institute, Design Management Program**, New York, NY: 2001-2011
 - *Executive MBA-style program bridging the disciplines of design and business management*

Education

M.S., Information and Library Science, Pratt Institute

New York, NY: 2010

M.A., English/Professional Writing, University of Cincinnati

Cincinnati, OH: 1994

B.A., English, with highest honors, Denison University

Granville, OH: 1991

Profile: Christopher Collette

Christopher Collette is the founder and principal at *Collettico*, a consultancy specializing in content strategy, content development, and program management.

Sitting at the intersection of business strategy, technology, content, user-centered design, research, publishing, and brand, Christopher helps clients create sustainable, scalable digital content platforms and programs to help them achieve business and organizational goals. In both corporate and consulting roles, he's led digital marketing and content strategy programs for leading corporations and organizations with a specific concentration in the B2B, professional and financial services, technology, and non-profit sectors.

In a career spanning close to 30 years in both digital and traditional media, he was practicing content strategy long before it had a name or was a discipline. A digital industry veteran, Christopher brings an integrated, holistic approach to content strategy, one that considers content creation, distribution, and governance across multiple channels, especially its interplay among digital, social, and traditional media. He works closely with clients to help them integrate content strategy into business operations, increase the effectiveness of the content they publish, and ultimately unlock that content's value in connecting with customers, clients, and constituents.

Christopher teaches courses in content strategy at Pratt Institute in its School of Information and at the School of Visual Arts' MFA in Interaction Design program. Previously, he taught at Columbia University in its Master of Science in Strategic Communications program, and strategic communications at Pratt Institute in both its Design Management and Arts and Cultural Management master's degree programs.

A frequently sought-after speaker, he has delivered guest lectures, seminars, and webinars, and workshops on content strategy and digital leadership at leading industry events and forums, as well as at other leading academic institutions.

A graduate of Denison University, he earned advanced degrees in technical communications from the University of Cincinnati and in library and information science from Pratt Institute.

Representative clients

Legal

- Weil
- Morrison & Foerster
- Bracewell
- Orrick
- Kramer Levin
- Baker Botts
- DLA Piper
- Barnes & Thornburg
- Wolters Kluwer

Financial services

- Morgan Stanley
- Goldman Sachs
- ADP Canada
- W.P. Carey
- Legg Mason
- Standard & Poor's
- JP Morgan Chase
- Citi Mortgage
- MasterCard
- Lincoln Financial Group
- TIAA-CREF
- Fleet Capital Leasing

Technology

- Twitter
- IBM
- Avaya

Education

- The College Board
- Aberystwyth University
- School of Visual Arts

Manufacturing & Industrial

- Hexagon
- Gembah
- Georgia Pacific Pro
- Flex

Professional services

- K2 Intelligence
- Zeughauser Group

Real estate

- CBRE
- Empire Square Group

Cultural institutions

- Chicago Symphony Orchestra
- The Kennedy Center for the Performing Arts
- The Brooklyn Museum
- The Jewish Museum

Publishing

- Travel + Leisure

Consumer

- Hasbro
- Bed, Bath & Beyond
- Nestlé Waters
- DKNY.com
- LG
- Motorola