

# Kaitlin Mottley

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## EDUCATION

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### EMORY UNIVERSITY

*Bachelor of Arts, English Literature*

Atlanta, GA

## PROFESSIONAL EXPERIENCE

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### McMASTER-CARR

*Communications & Strategy Associate*

Atlanta, GA

**JUN. 2023 - Present**

- Audited and redesigned instructional strategy for warehouse teams with a UX-driven approach that simplified workflows, increasing personnel accuracy by 25%
- Partnered with cross-functional teams to standardize operations terminology, establishing a unified voice for documentation and clearer communication across 10+ stakeholder groups
- Analyzed 1000+ user interactions to surface common points of confusion, then iterated on language across product guidebooks and internal reports to reduce friction
- Created and managed communication campaigns for three major system rollouts, crafting internal messaging, coordinating with operations teams, and measuring campaign clarity and adoption
- Copyedited 50+ internal messages to align with brand style, improving readability for operations associates

### META

*Content Design Intern - Fundraising*

Menlo Park, CA

**May 2022 - Aug. 2022**

- Conducted 10+ user interviews and A/B tests with non-profit clients to identify UX pain points and inform design decisions for Facebook's fundraising integrations
- Synthesized qualitative data from 20+ non-profit organizations to propose new content features and UI upgrades, influencing executive-level roadmap decisions
- Designed content flow with jewel notifications, tooltips, subtitles, and banners for mobile and desktop interfaces, improving in-product guidance and user comprehension across platforms

*Content Design Intern - Automated Advertising*

**May 2021 - Aug. 2021**

- Generated six user-centered messaging solutions for AI ad-product flows through human-centered design workshops and stakeholder insights
- Partnered with product designers, engineers, localization, and global communications teams to ensure cohesive UX writing plan for international users
- Delivered an internal, research-based article on onboarding copy best practices, garnering 1,000+ interactions and senior management buy-in

### JAPAN-AMERICA SOCIETY OF GEORGIA

*Content Marketing Assistant*

Atlanta, GA

**JAN. 2020 - May 2021**

- Executed a targeted social media recruitment campaign that boosted young adult engagement by 150%, leading to the hire of five additional assistants across the organization
- Managed client expectations by developing business presentations and communication initiatives with stakeholders, including 25+ administrators and executive partners
- Analyzed engagement metrics from 1,500+ blog interactions to refine content strategy, leading to more compelling storytelling and improved platform performance

## ADDITIONAL INFORMATION

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- Technical Skills: AP Style, Figma, Sketch, Adobe InDesign, Excel, R, WordPress, Canva
- Languages: Fluent in English; Conversational Proficiency in Japanese
- Certifications: UX Foundations: Content Strategy; Business Communications, Cornell University; Project Management, Spelman University