

JUDITH TOWNSEND SEIME

PROFESSIONAL SUMMARY

Accomplished Content Creator and Conversational Copywriter with over 25 years' experience managing communications for Fortune 500, Union, and Not-for-Profit organizations in a wide range of industries.

Expertise in Creative Content Strategy and Relationship Management.

Proven track record managing multiple projects under tight deadlines. Skilled in handling communications during economic downturns.

EXPERIENCE

Content Creator & Conversational Copywriter

Freelance/Contract, New York, NY 02/2019–Current

Developed original content for digital communications, website pages, case studies, short-form emails, presentations, surveys, and conversational scripts for chat.

- Consulted with clients to confirm project scope, validate objectives and deadlines.
- Identified target audiences and analyzed characteristics to develop personas and style guides.

Conversational design for USAA Chatbot (12-month contract under KForce)

- Collaborated with cross-functional teams to identify opportunities to reduce redundancies and enhance conversations.
- Analyzed and edited chatbot and AI dialog design and new flowcharts for NLU model.

Manager, Participant Communications

Transamerica Retirement Solutions, New York, NY 09/2008–02/2019

Developed custom communications programs for 14 strategic clients' retirement plan participants. Shifted employee engagement from print to multi-channel communications with websites, email, onsite meetings, and online presentations.

- Reduced fulfillment expenses by 75% to maximize clients' budgets.
- Increased employee engagement by 4% average conversion rate.
- Maintained relationships with agencies, vendors, and partners.
- Guided internal team members, ensuring projects were on time, within budget, and met client expectations.



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New York, NY 10010



972-369-9127

SKILLS

- Content Strategy & Creation
- Brochures & Reports
- Case Studies
- Articles, Newsletters
- Presentation Decks
- Website Text
- Chabot Strategy and Scripts
- Short-form email copy
- Campaign Planning
- Project Coordination

EDUCATION

Northwestern University

Chicago, IL

Bachelor of Science Organizational Behavior

Professional Development

- Survey design
- Web content writing
- Writing for digital media
- Case Study development
- Conversational design for automated chat systems

AWARDS

- PSCA Signature Award: WellStar Health Financial Wellness Campaign 2015
- P&I Eddy Award: Beacon Health System Ongoing Investment Education 2014
- P&I Eddy Award: SMU Transition Communications 2013
- P&I Eddy Award: LifeBridge Health Communicating in a Crisis 2009
- IABC/CT Bronze Quill: (1st Place) External Communications Program 2000

Employee Benefits Communications Manager

New York University (NYU), New York, NY 03/2006–09/2008

Managed all communications (print, visual, and web) to keep 16,000 U.S. and international employees and 350,000 retirees informed about their 403(b) retirement plans, health and welfare benefits, and promote University's initiatives.

- Implemented rollout of new employee wellness program that increased average program participation by 75%.
- Developed Emergency Response Action Plan for University faculty and staff, targeted to specific threats:
 - Terrorism Attack/Mass Casualties (Explosion, Fire, Chemical/Biological)
 - Mental Health Emergency (Employee in crisis), and general Health Emergency (Pandemic Flu)
 - Natural Disaster/Severe Weather (Power Outage, Hurricanes, Blizzard/Heat)

Senior Benefits Consultant (HR Communications)

Mellon HR Solutions, New York, NY 01/2000–03/2006

Managed team of 8 writers, developing system-generated communications for Bank of America, BASF, Lockheed Martin, Heinz, and Delta defined benefit, defined contribution, and health and welfare plans.

- Analyzed business requirements and defined inventory for each project, based on specifications.
- Wrote English logic and text for automating documents and Call Center (IVR) scripts, drawing content from client's Summary Plan Descriptions (SPDs).
- Worked with programmers to perform quality assurance and technical review of forms, letters, web text, and voice response system scripts within stringent deadlines.

Account Executive (Multi-Employer Communications)

CIGNA Retirement & Investment Services, Hartford, CT 04/1996–12/1999

- Coordinated rollout of award-winning communications program for self-directed Union Pension plans that added over \$2 billion in new assets under management within three years.
- Directed communications campaigns for seventy-five defined contribution plans, developing twenty-six custom campaigns for over 44,000 participants during year 2000.



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