

Bridget Lawrow

11 years' content strategy experience, working in SaaS software, enterprise, and government • Design leader: certified by Active Voice Power Shift

- Experienced presenter featured in 5 content conferences

EXPERIENCE

Cadmus — *Senior content strategist*

December 2024 - October 2025

Cadmus is a user experience consulting firm that serves federal government agencies and corporate clients.

- Owned end-to-end content design for systems employees use every day, increasing ease of use and efficiency.
- Led research to identify user insights, surface opportunities, and validate solutions.
- Collaborated with product, tech, and design teams to create user experiences. Example: Designed new CMS workflows for botanists to manage content on the federal PLANTS website—serving millions of visitors annually.
- Coached peers and leaders on how to create human-centric, compliant content—fostering consistency and clarity.

Eventbrite — *Senior content designer*

July 2021 - December 2024

Eventbrite is a global marketplace that serves event organizers and attendees via SaaS platform and mobile apps.

- Owned content design for “help” channels. Example: Redesigned Help Center improved usability by 52%.
- Co-led strategy, design, and measurement of AI Help Assistant (chatbot) that resolves users' issues in 40–89% of conversations.
- Facilitated workshops with cross-functional teams to transform user experiences and drive business impact. Example: Journey mapping workshop surfaced 48 ideas to solve “lost tickets.”
- Conducted research to drive continuous improvement, improve usability, and boost self-service. Example: Created a menu that increased classification accuracy from 71% to 86%.
- Mentored team members on content best practices, customer experience, and research.
- Built governance processes, upheld content standards, and championed voice and tone guidelines to boost consistency by 53%.
- Fostered relationships with key stakeholders by simplifying complex concepts and prioritizing work.

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EDUCATION

University of Minnesota

— *M.A. Strategic Communication*

September 2012 - May 2014

University of Minnesota

— *B.A. Strategic Communication*

September 2006 - December 2009

St. Cloud State

University — *AI Prompting Certificate*

December 2026

SKILLS

Cross-functional collaboration and leadership

Content governance: Design systems, brand guidelines, and styleguides

Exceptional written and verbal **communication skills**

Research and measurement: web analytics, tree testing, in-depth interviews, card sorts, usability testing

Workshop facilitation: journey mapping, service blueprints, content critique, mission and vision

PTC — Customer experience manager

December 2018 - July 2021

PTC is a B2B provider of enterprise software that helps businesses design and manufacture products.

- Designed user experiences to boost product adoption across customer journey: from onboarding through expansion.
- Facilitated journey mapping with cross-functional teams to create unified views of experiences. Example: The end-to-end journey that unfolds when large manufacturers explore, purchase, and implement cutting-edge augmented reality software.
- Created frameworks and tools that guided writers and engineers to create clear, human-centered self-service support content.
- Generated data and customer insights that grounded design decisions and fostered customer empathy.
- Guided leaders and peers through periods of change, cultivating customer-first mindset.

Deluxe Corp — Senior content strategist

January 2017 - December 2018

Deluxe provides marketing and financial services to small businesses.

- Led launch of Small Business Resource Center: new website designed to educate small business owners and drive awareness.
- Managed requests for new content, ensuring they were reviewed, tracked, and prioritized efficiently.
- Collaborated with marketers, designers, and engineers, to deliver content that met key outcome goals.
- Developed content strategies for businesses featured in Small Business Revolution web series.

University of Minnesota — Senior writer

October 2010 - December 2017

Worked for the Office of the Vice President for Research and Carlson School of Management, designing content for prospective students, faculty, and general public.

- Grew web marketing presence for Carlson School programs by producing web pages, emails, and more.
- Collaborated with subject matter experts to write stories that feel accessible to all audiences—distilling complex concepts into simple messages.
- Provided UX writing and content strategy guidance for a variety of audiences and channels. Example: Managed messaging framework for Carlson School homepage, ensuring prospective students had access to timely, relevant, and compelling content.
- Maintained brand voice across siloed channels and educated collaborators on U of M style guide.

TOOLS

Content management systems: Contentful, Wordpress, AEM

Generative AI/ML tools and personalization

Agile methodologies and tools

Figma, Figjam, Jira, Confluence, Miro