

# Keith Leonard

## Content Designer

UX Content Collective certified writer with 3+ years professional experience in education content design. Passionate about collaborations and partnerships, with a focus on developing strong relationships with internal and external stakeholders to help cultivate culture while driving business success.

### Portfolio

[www.keithrleonard.com](http://www.keithrleonard.com)

### Contacts

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☎ 1-812-340-8394

### Location

Columbus, Ohio & Remote

### Skills

UX writing (UXCC Certified)

Content strategy

User flows

Onboarding

Style guides

Brand voice

Editorial content

Seo strategy

UX research

User testing

A/B testing

Scrum methodology (CSM)

Jira

Figma

Notion

Microsoft suite

Semrush

Public speaking

Workshop facilitation

## Content Designer

**The Wellington School, Sept 2019 – Present**

- Developed Wonderlab, a research and creative works incubator.
- Gathered requirements from stakeholders. Led ideation sessions. Collaborated with graphic designers. Composed voice chart, value statement, and supplemental materials.
- Program increased student engagement by 40.2%—measured in a follow-up survey.

## UX Writer & SEO Strategist

**Health Essentials, Dec 2022 – Jan 2023**

- Conducted a full website content audit and 50+ content revisions.
- Launched SEO campaign. Conducted competitor research and keyword list building using Semrush, Google Keyword Planner, and Google Trends. Performed onpage SEO of title tag and page title. Generated content for offpage SEO link-building strategy.

## Upper School Dean & English Teacher

**The Wellington School, Aug 2016 – Present**

- Promoted to Grade-Level Dean (2020). Developed advisory program for 60+ 10th grade students centered on mental health and community building. Led team of six advisors.
- Designed and taught 20+ trimester courses. Courses consistently ranked highest on Wellington Engagement Index (WEI).
- Recognized by NPR with the 2020 Classroom Impact Award.
- Recognized by school administration with the 2020 Horace Mann Award.
- Multiple student podcasts named as finalists for NPR's National Student Podcast Challenge (2019).

## Book Author

**HarperCollins Publishers LLC, Apr 2016**

- Published poetry collection, *Ramshackle Ode*.
- Starred reviews in *Library Journal* and *Booklist*. 4.5/5 stars on Amazon. 4.3/5 stars on Goodreads.
- Recent work appears in *American Poetry Review*, *The Believer*, *Ploughshares*, 30+ other publications.
- Work supported by grants from the Sustainable Arts Foundation, Ohio Arts Council, Bread Loaf Writers' Conference, and Sewanee Writers' Conference.

### Education & Learning

#### Masters in Creative Writing

Indiana University, Aug 2009 – Jun 2012

#### Bachelors of Arts

Westfield State University, Aug 2003 – Jun 2008

### Certified UX Writer

UX Content Collective., Dec 2022

### Certified Scrum Master, CSM

Scrum Alliance, Nov 2022

### The Ultimate SEO Training 2023

Udemy.com, online course, Jan 2023

### Accessible UX Writing

Udemy.com, online course, Nov 2022