



CHIEF CONTENT OFFICER OR HEAD OF CONTENT

Align content across the customer experience with fractional content leadership

SOLUTION OVERVIEW

Content Science President Colleen Jones serves as your go-to content leader for a specific time period to inform crucial decisions, build the right team, mature operations, and more.

BENEFITS



Improve outcomes from growth initiatives



Accelerate delivering the right content across CX



Establish content operations and systems to scale

SAMPLE SERVICES + OUTCOMES

- Define + align around a content vision
- Develop E2E (end-to-end) content strategies + plans
- Accelerate maturity of content operations + systems
- Attract + hire top candidates for modern content roles
- Lead gap analysis of E2E content effectiveness, quality, + more
- Represent content in digital transformation + AI initiatives
- Expedite a rebrand or redesign initiative
- Advance a CMS migration, technology selection, or implementation

SAMPLE CLIENTS



RELATED PRODUCTS + SOLUTIONS



"I KNOW THE POWER OF HAVING A SEASONED CONTENT LEADER INTEGRATED WITH YOUR LEADERSHIP TEAM TO MOVE IMPORTANT CONTENT-DEPENDENT INITIATIVES FORWARD—AND TO DO SO QUICKLY. I DRAW ON CONTENT SCIENCE'S CAPABILITIES AND MY EXPERIENCE AS HEAD OF CONTENT FOR THE TOP SAAS MAILCHIMP TO ACHIEVE RESULTS."

Colleen Jones, President of Content Science

