

# Cherye Paulson

**Senior UX Writer** ♦ (804) 543-3490 ♦ cherye@gmail.com ♦ MOSELEY, VA 23120

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

Accomplished UX-certified writer and content designer with more than 20 years of proven experience creating successful content campaigns and human-focused web, mobile, and email copy. Seeking a challenging position where I can grow my experience in content design and creation, management, and data analytics while making a positive impact on the lives of others.

## Experience

JAN '20 - PRESENT

### **Senior UX Writer** CarMax Auto Superstores, Inc., Richmond, VA

- Write compelling email, mobile, SMS, and web content.
- Identify & develop content guidelines, strategies, and frameworks to align web, mobile, email, and SMS content.
- Lead and manage the consumer digital newsletter, achieving 50%+ open rates and 3%+ CTRs.
- Own email content strategy and consult on DCRM content improvements across product teams.
- Collaborate with UX designers, engineers, and designers for multiple ongoing projects.

JAN '13 - JAN '20

### **Senior Interactive Copywriter** CarMax Auto Superstores, Inc., Richmond, VA

- Provided persuasive copy for all email initiatives, driving recipient engagement and action.
- Owned all copywriting, SEO, and content creation for carmax.com until 2015.
- Authored long-form content articles for research pages, email campaigns, and SEO.
- Oversaw the creation and management of the customer-facing email newsletter, reaching millions of customers annually.

JAN '00 - DEC '12

### **Marketing Copywriter** CarMax Auto Superstores, Inc., Richmond, VA

- Produced all content for carmax.com and customer-facing emails, ensuring brand consistency and effective communication.
- Developed and managed the company's print newsletter, On The Road.
- Provided copyediting and proofreading as needed.
- Composed successful broadcast, radio, and print content as required.

OCT '98 - OCT '99

### **General News Reporter** Orange County Review, Orange, VA

- Conducted extensive research to report on a wide range of local interest news stories.
- Specialized in court-related news, crafting in-depth and accessible stories for readers.
- Monitored and reported on local, state, and national educational initiatives and interests.
- Captured high-quality photographs to complement written stories, enhancing visual storytelling.
- Provided layout support to the Editor, ensuring cohesive and visually appealing newspapers.

## Education

JUN '98

### **Bachelor Of Arts (B.A.) In English Literature**

Randolph-Macon College, Ashland, VA

## Skills

UX Writing ▫ Content Design ▫ Content Strategy ▫ UX Design ▫ UX Research ▫ Information  
Architecture ▫ Accessibility ▫ Taxonomy ▫ Prompt engineering ▫ Miro ▫ Figma ▫ SFMC ▫ Litmus ▫  
Audience Engagement ▫ Search Engine Optimization ▫ Digital Marketing ▫ Digital Content  
Management ▫ Online Content Development ▫ Strategic Content Planning ▫ Email Campaigns ▫  
Microsoft Office Google Analytics

## Related Certifications

UX Master Certification, Nielsen Norman Group, 2016

UX Design Certification, Nielsen Norman Group, 2015