



# Elisse Miller

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## SKILLS

- Wordpress proficiency
- Google Suite proficiency
- Figma familiarity
- HTML coding familiarity

## EXPERIENCE

**Content Designer** Intuit April 2020 – Present

- Designed, wrote, and edited content that empowers customers to use new features, self-resolve issues, and find ease and delight in using Mint, TurboTax, and TurboTax Canada.
- Analyzed Mint and TurboTax help content metrics weekly, developed and executed action plans to test and optimize content based on user feedback, helpful rates, and contact rates.
- Enthusiastically collaborated with peers from engineering, design, marketing, and data science to launch cross-functional projects such as new product launches.
- Reviewed hundreds of TurboTax content pieces annually to ensure accuracy for upcoming tax year. Worked closely with tax law partners to fact check and update content.
- Oversaw the migration of the entire Mint help content library into Wordpress. Made decisions about the ideal state of the new Mint help site, including taxonomy and visual design.
- Served on Intuit Style Council to advocate for content-first approach to design.

**Senior Editor** Sharecare June 2015 – April 2020

- Managed the production of more than 25 email newsletters per month, including writing all copy, selecting all images, and editing HTML in ExactTarget. Sent to up to 1 million readers.
- Achieved average unique open rate of 22% and average unique click rate of 6%, above industry standard for both healthcare and media industries.
- Spearheaded weekly A/B email tests to improve engagement.
- Interpreted data for each newsletter after deployment, delivered insights to relevant stakeholders, and adjusted content strategy based on results.
- Executed a range of voices and tones for different user populations based on demographics such as age, gender, and health conditions.
- Simplified and communicated complex medical concepts and information into straightforward articles accessible to a broad audience.

**Producer** One America News Network Sept. 2014 – June 2015

- Collaborated daily with colleagues across disciplines like anchors, directors, and editors.
- Confidently wrote breaking news stories under tight timelines and newsroom pressure.
- Copyedited and proofread writers' stories for clarity, tone of voice, accuracy, and grammar.

## EDUCATION

**San Diego State University** Graduated May 2014

- Bachelor of Arts in Journalism
- Graduated cum laude