

[Stephen has a terrific intellect and knows social media and content management inside and out. What impresses me most about him, however, is his curiosity and his ability to think strategically.]

~ Todd Morgano,  
SVP, Public Relations at Marcus  
Thomas LLC

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## blog

CONTENT STRATEGY  
>n00b<  
<http://contentstrategyn00b.com/>

## R. Stephen Gracey (@rsgracey)

content strategy | ux | content management

### profile

Broadly experienced, strategic information, content, and communications designer. Expert in content modeling and design, with more than 15 years implementing systems that bring communities and information together. Seeking high-impact role with excellent career path.

### competencies

- **content:** Content strategy, content management, and content experience design.
- **analysis:** Data, business process, and workflow modeling; Planning for change.
- **creative:** Graphic design, web design, coding, writing, editing, and blogging.
- **user experience:** User research, usability testing, information architecture, user experience design, and web analytics.
- **leadership:** Project management, change management, community building.

### career highlights

#### Federal Reserve Bank of Cleveland

(2006 ~ present)

##### Senior Systems Specialist

- **Designed, developed, and curated a SharePoint** project management, measurement, and collaboration environment for Public Affairs. Did initial prototype and development in Drupal 7. Also designed integrated MS Office reporting and dashboards. Adapted interface dynamically to accommodate users' experience.
- **Led Bank's expansion of social media channels.** Selected group tools, established metrics and reporting, and identified best practices for their use. Implemented strategies for raising the profile of president's speeches and for socializing major events.

##### Web Content Manager

- **Worked with internal business customers to create intranet sites** that communicated their identity, service offerings, and resources.
  - ♦ Managed small team of user experience and business analysis staff.
  - ♦ Led focus groups, conducted user surveys, and produced heuristic analyses of existing sites.
  - ♦ Proposed design options and negotiated project deliverables.
- **Co-led the implementation Autonomy TeamSite content management system** during the full redesign of the public website.
  - ♦ Designed, conducted, and analyzed first-ever user research.
  - ♦ Worked with internal customers to identify requirements for authoring and workflow. Planned CMS integration with existing web applications.
  - ♦ Organized and supervised usability testing.
- **Planned and led transition to WebTrends javascript-based SmartSource Data Collector** from standard weblog analysis. Designed and built custom metrics, reports, and dashboards for Balanced Scorecard.

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## articles

"Infrequently Asked Questions of FAQs"  
*A List Apart*, No. 303,  
2010.

(<http://www.alistapart.com/articles/infrequently-asked-questions-of-faqs/>)

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## the content strategy n00b

"Content Strategy: A brief history of the Web," May 2011.

(<http://contentstrategyn00b.com/2011/05/18/content-strategy-brief-history/>)

"Content Modeling is more than 'fields,'" May 2011.

(<http://contentstrategyn00b.com/2011/05/04/content-modeling-is-more-than-fields/>)

"Adaptive Content: Our primary platform is burning; Time to jump."  
June 2012.

(<http://contentstrategyn00b.com/2012/06/12/adaptive-content-our-primary-platform-is-burning-time-to-jump/>)

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## featured in:

*Content Everywhere*,  
Sara Wachter-Boettcher.  
Rosenfeld Media, 2012.

(<http://rosenfeldmedia.com/books/content-everywhere/>)

*Content Strategy at Work: Real-world Stories to Strengthen Every Interactive Project*.

Bloomstein, Margot.  
Morgan Kaufmann, 2012.  
(<http://appropriateinc.com/>)

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content strategy | user experience | interactive

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## Episcopal Diocese of Ohio

(2000 ~ 2006)

### Bishop's Assistant for Information Strategy

- **As diocesan communication officer**, reengineered all processes and systems, to shift emphasis from print communication to web collaboration.
  - ♦ Custom developed a fully dynamic web site, then implemented the "Joomla!" content management system (CMS). Built custom CSS templates and wrote custom modules for diocesan information.
  - ♦ Designed, built, and maintained diocesan databases, and wrote web applications to make databases web accessible.
  - ♦ Redesigned, directed, and edited *ChurchLife!*, the quarterly diocesan magazine. Managed journalists and vendors. Did all design and layout for three years. Wrote regular column on communication and public relations strategies for parishes.

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## Ernst & Young LLP

(1995 ~ 1999)

### Manager

- **Managed new consultant entry programs**, serving client business units throughout U.S. and Canada.
  - ♦ Designed content, planned logistics, and delivered orientation courses through explosive business growth and intensive hiring. Supervised staff of 15-20.
  - ♦ Grew programs from 15 to over 30 sessions per year, from 45 participants per session to more than 70, with over 1200 new hires trained and over \$1 million in budget per year.
- **Designed, developed, and delivered the Global Consulting Orientation (GCO) program** with a global, virtual team.
  - ♦ Led first European pilots in Stockholm, Sweden, and Paris, France.
  - ♦ GCO was delivered throughout Europe, Asia, and Latin America.
- **Managed a large, international creative and content team** to develop *Culture in Global Business*, an innovative web-based course on cross-cultural communication.
  - ♦ Co-authored an original, interactive novel. Wrote scripts. Hired voice-over talent.
  - ♦ Organized usability tests across the globe.

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## platforms and tools

- ♦ Drupal, Joomla!, WordPress, SharePoint, Nintex Workflow, TeamSite
- ♦ WebTrends, Google Analytics, SurveyGizmo, Hootsuite
- ♦ Adobe Creative Suite, MS Office, Axure

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## education

- **M.B.A.**, Computers & Information Systems, *William E Simon Graduate School of Business Administration, University of Rochester*.
- **B.A.**, French Language & Literature | **B.Music**, Voice Performance, *Oberlin College*.
- Completed core coursework toward **M.S.**, User Experience Design, *Kent State University, School of Information Architecture and Knowledge Management (IAKM)*. GPA 4.0
- **Languages**: Fluent in French. Understand Spanish, Italian, and German.