

Timothy C. Truxell

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SUMMARY OF QUALIFICATIONS

Tim Truxell is the principal and owner of Rubicon CX, an experience consulting firm. Tim has over 25 years of editorial and content strategy experience. He focuses on determining how content will best contribute to the overall user and brand experience.

In his capacity as Rubicon CX principal, he serves as the content design and strategy lead for the companies who want their content to reflect their brand. He develops content strategies across different channels, determining how content can allow clients to meet their goals and best represent their brand through their combined digital experiences, providing clients with the necessary knowledge of content governance, and creating content models and taxonomies to support those experiences. This includes global and localized experiences for accounts with worldwide digital presences.

Tim is equally comfortable on both sides of the content strategy line: not only on the traditional “creative” or brand side, which focuses on the content experience of the user, but also on the “system”, or technology side, which focuses on taxonomy, content models and systems (DAM and CMS)—but he really sees no distinction between the two as they both contribute to the overall content experience, which is the primary goal of Content Strategy.

Tim has provided content strategy expertise to clients in wide variety of industries:

- Automotive & Transportation
- Financial Services
- Healthcare & Life Sciences
- Hospitality & Travel
- Manufacturing
- Retail & E-Commerce

Before joining founding Rubicon CX, Tim was the national practice lead for Rightpoint and he worked as a Group Director of Content Strategy at Publicis Sapien as well as additional companies and digital agencies, including serving as Managing Editor for UPS, where he helped manage the production of content and overall content strategy for the redesign of UPS.com, which included more than 100 localized country sites in over 20 languages.

SELECTED CLIENTS

- Academy Sports & Outdoors
- ADT
- Adobe
- BB&T
- Benjamin Moore
- BF Goodrich
- Boehringer Ingelheim
- Carnival
- Cigna
- Cerence
- Coca Cola
- Dell Technologies
- Genuine Parts Company
- Georgia DPH
- The Home Depot
- IHG
- John Deere
- J.P. Morgan-Chase
- Kennesaw State University
- Mastercard
- MD Anderson Cancer Center
- Michelin
- NASCAR
- Nieman Marcus
- Protective Life
- Southern Glazer's
- St Jude Research Hospital
- Stanley Black & Decker
- Target
- UPS

PROFESSIONAL SKILLS DETAIL

- Founding Rubicon CX with the aim to reset content and experience thinking for his clients
- Leading the National Content practice for Rightpoint and in the Southeast for Publicis Sapient, establishing the foundational tools required for estimation, career development, positioning, and pitching content work
- Directing staff and freelance resources (Content Strategists, Copywriters, UX, and Design)
- Devising content strategies to include the content features and types to best suit both users' and clients' needs for over 20 years, working with a wide range of clients in different industries, including content marketing strategies to drive brand goals and provide SEO lift
- Working with information architects and graphic designers to brainstorm organization and design of numerous digital properties to ensure a good user experience
- Designing taxonomies and robust metadata specifications to ensure content and assets are appropriate tagged to increase findability both for users and business users
- Creating CMS content models and DAM designs, including tagging and metadata strategies
- Preparing editorial style guides, voice and tone, messaging strategies, template and component definitions, and nomenclature documentation to guide content development and to ensure voice and tone are an expression of brand
- Managing content acquisition, integration, and creation and developing and implementing governance models, editorial processes, and editorial calendaring and serving as a managing editor reviewing content
- Analyzing and writing content to support content marketing and integrated marketing efforts in a variety of channels, digital and otherwise

EMPLOYMENT HISTORY

2020 - 2022	Principal Rubicon CX: Atlanta, GA	2001	MATRIX Resources: Atlanta, GA
2019-2020	Rightpoint: Atlanta, GA, Chicago, IL National Practice Lead/Sr. Group Director	2000	Senior Writer / Content Strategist Xceed: Atlanta, Georgia
2006-2019	Sapient→Publicis.Sapient: Atlanta, GA Sr. Group Content Strategy Director	1998-2000	Content Strategy / Editorial Director USWeb/CKS: Atlanta, GA
2004-2006	Genex: Atlanta, GA Senior Content Strategist	1994-1998	Content Strategist IST, Marietta, GA
2002-2004	UPS: Atlanta, GA Managing Editor, UPS.com	1993-1994	Managing Editor /Marketing Lead Dominion Business School: Staunton, VA

EDUCATION

1993. Master of Arts, English: *The College of William and Mary*, Williamsburg, VA.

1991. Bachelor of Arts, English with Honors, Lexington, VA.

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