

## SUMMARY OF QUALIFICATIONS

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

In his capacity as the principal of Rubicon CX, he serves as the content- and experience-strategy lead for clients who want their content and experience to best reflect their brand. He develops content strategies across different channels, allowing content to meet business and user goals within the combined digital experiences. He brings a deep knowledge of content governance, which informs the creation of content models and taxonomies to support the experience—including both global and localized experiences for worldwide digital presences.

Tim comfortably operates on both sides of the content strategy line: both the traditional “creative” or brand side, which focuses on the content experience of the user, but also on the “structural,” or technology side, which focuses on taxonomy, content models and systems (DAM and CMS). He sees no distinction between the two as they both contribute to the overall content experience.

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 founding Rubicon CX in 2020, Tim served as the national content practice lead for Rightpoint as a Senior Group Director. He also worked as a Senior Group Director of Content Strategy at Publicis Sapient, where he led the Southeast region and Texas. He has also worked for many companies and digital agencies throughout his career. This includes serving as Managing Editor for UPS. There, he helped manage the production of content and the execution of the content strategy for the redesign of UPS.com, which had more than 100 localized country sites in over 20 languages.

## SELECTED CLIENTS

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- Academy Sports & Outdoors
- ADT
- Adobe
- BB&T
- Benjamin Moore
- Boehringer Ingelheim
- Carnival
- Cigna
- Cerence
- Coca-Cola
- Dell Technologies
- Genesis
- 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 EXPERIENCE DETAILED

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- Founding Rubicon CX with the aim to reset content and experience thinking for its clients
- Leading the National Content practice for Rightpoint and for Publicis Sapient in the Southeast, 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, 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 tagged appropriate 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 definition, 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 content 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



## EMPLOYMENT HISTORY

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- Principal Rubicon CX: Atlanta, GA (4 years)
- Rightpoint: Atlanta, GA, Chicago, IL. National Practice Lead, Sr. Group Director (1 year)
- Sapient→Publicis Sapient: Atlanta, GA, Senior Group Content Strategy Director (12 years)
- Genex: Atlanta, GA, Senior Content Strategist (2 years)
- UPS: Atlanta, GA, Managing Editor, UPS.com (2 years)
- MATRIX Resources: Atlanta, GA, Senior Writer / Content Strategist (1 year)
- Xceed: Atlanta, Georgia, Content Strategy / Editorial Director (1 year)
- USWeb/CKS: Atlanta, GA, Content Strategist (2 years)



## EDUCATION

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

Bachelor of Arts, English, with Honors: *Washington & Lee University*, Lexington, VA.