

Timothy C. Truxell

Content & Experience Strategy Leader

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📍 Atlanta, GA

Content and experience strategy executive with 25+ years leading enterprise content practices for global brands. Builds and directs content governance, editorial, and operations functions from the ground up—and stays hands-on through execution. Background spans content strategy, information architecture, editorial leadership, content governance at global scale, and the AI-readiness of enterprise content systems. Available for Director, VP, and C-suite (fractional CCO) engagements, and through Rubicon CX, an independent consultancy founded in 2020.

CORE EXPERTISE

- Content Strategy & Governance
- Narrative Systems & Storytelling
- Editorial Leadership
- Information Architecture
- Content Operations at Global Scale
- Messaging & Enterprise CX Frameworks
- AI-Ready Content Operations
- Taxonomy & Metadata Strategy
- Content Globalization & Localization
- Platform Migration & Transformation
- CMS & DAM Platform Strategy
- Executive Communications & Thought Leadership
- Cross-Functional Stakeholder Alignment
- Practice & Team Building / Player-Coach Leadership

SELECTED CLIENT ENGAGEMENTS

- **UPS** – Managing editor across 23 languages and 119 countries. Led governance for localization.
- **Dell Technologies** – Content governance structure and staffing plan. Editor for design system UX writing
- **Mastercard** – Messaging frameworks, enterprise content strategy
- **JPMorgan Asset Management** – Content strategy and governance for global blueprint
- **Boehringer Ingelheim** – Metadata strategy and implementation for complex product suite
- **Cigna** – Enterprise content strategy and managing editor for HCP and member portals
- **MD Anderson Cancer Center** – Content strategy, taxonomy, and governance for healthcare content
- **St. Jude Children's Research Hospital** – Content strategy playbook and model for healthcare content
- **IHG** – Enterprise taxonomy, DAM metadata specification and governance
- **Carnival ABG** – Content strategy and platform transformation across multi-brand portfolio (Carnival, Holland America, Costa, Seabourn)
- **Genesis** – Content strategy and modeling for platform transformation
- **Michelin** – Content experience strategy for multi-brand platform transformation (BFGoodrich, Michelin). DAM modeling, taxonomy, and metadata specification
- **Genuine Parts Company** – Content discovery and strategy roadmap for NAPA Online
- **NASCAR** – Platform transformation in Adobe Experience Manager (AEM). Content strategy and governance
- **Coca Cola** – Content model and governance for the GDMP global CMS platform and Design Machine taxonomy
- **Target** – Content strategy, modeling, and taxonomy for platform transformation
- **Southern Glazer's Wine & Spirits** – Content strategy, taxonomy, and content roadmap incorporating syndicated content
- **ADT** – Content experience strategy to increase conversion informed by research and analytics

PROFESSIONAL EXPERIENCE

Principal and Executive Director: Rubicon CX, Atlanta GA 2020 – Present

Independent content and experience strategy consultancy serving enterprise clients on content strategy, governance, editorial strategy, narrative systems, and AI-readiness of content infrastructure for marketing operations. Engagements span strategy, hands-on execution, and fractional leadership roles.

National Practice Lead, Senior Group Director, Content: Rightpoint, Atlanta GA 2019 – 2020

Led the national content strategy, content design, UX writing, and copywriting practice, guiding enterprise content strategy and messaging across large-scale digital transformation initiatives.

Senior Group Director, Content: Sapient to Publicis Sapient, Atlanta, GA 2006 – 2019

Co-built one of the largest content strategy practices in the industry. Owned regional growth across the Southeast and Texas. Led enterprise content strategy, editorial, taxonomy, and governance engagements for global brands including JP Morgan, NASCAR, Mastercard, Target, Coca-Cola, Carnival Corporation, IHG, and many more.

Senior Content Strategist (Lead): Genex, Atlanta, GA 2004 – 2006

Served as the primary content strategy resource for the company across Atlanta and Los Angeles, ensuring cohesive messaging across digital platforms. Partnered closely with information architects and designers to develop content designs that strengthened digital user experience and engagement. Optimized content using both qualitative assessment and quantitative analytics.

Lead Content Strategist and Managing Editor: UPS, Atlanta, GA 2002 – 2004

Formulated localization, messaging, and maintenance strategies that supported consistent brand communication and content effectiveness across 23 languages and 119 countries. Led the content team through the redesign of critical digital platforms, including UPS.com and CampusShip, improving user engagement, streamlining customer journey processes, and evolving CMS models for content. Managed vendors for production of a guide microsite. Authored and refined content across digital assets while overseeing editorial processes.

Senior Writer and Content Strategist: MATRIX Resources, Atlanta, GA 2001

Lead Content Strategist and Editorial Director: Xceed, Atlanta, GA 2000

Content Strategist [OG]: USWeb/CKS, Atlanta, GA 1998 – 1999

EDUCATION

Bachelors of Arts – English (with Honors)

Washington & Lee University, Lexington, VA

Masters of Arts – English

The College of William & Mary, Williamsburg, VA

My background in medieval studies and poetry is foundational to a professional approach to narrative structure and systems thinking.

PUBLICATIONS & RECOGNITIONS

Book Reviewer.

Nichols, Kevin. *Enterprise Content Strategy: A Project Guide*. XML Press. 2015.

Author.

“Content as a Platform”
Crossings Blog
[Content platform series at Rubicon.cx](#)

Featured Recognition.

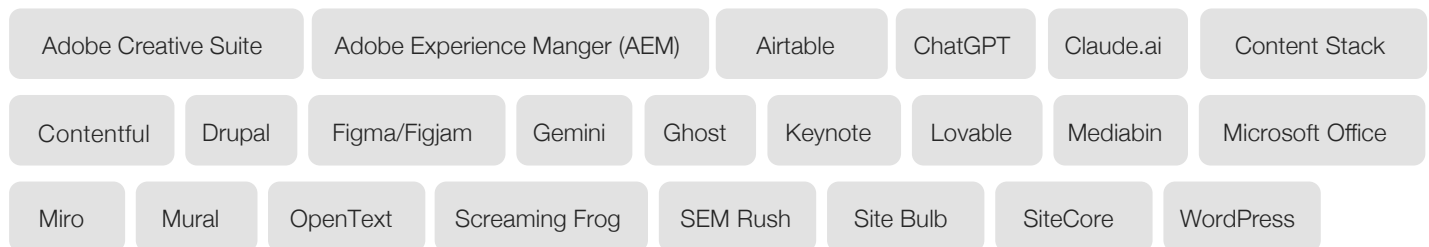
“Top Enterprise Content Strategy Service 2025”
[MarTech Outlook](#)

SKILLS & TOOLS

Skills



Tools



SELECTED CLIENTS

- Academy Sports & Outdoors
- ADT
- Adobe
- AIG
- Alamo
- Alethia
- BB&T (now Truist)
- Benjamin Moore
- BF Goodrich
- Boehringer Ingelheim
- Boston Scientific
- Brighthouse
- Carnival
- Carter's
- Cigna
- Cerence
- Coca-Cola
- Craftsman
- Dell Technologies
- Genesis
- Genuine Parts Company
- Google
- The Home Depot
- IHG
- John Deere
- J.P. Morgan-Chase
- Kennesaw State University
- Mastercard
- MD Anderson Cancer Center
- Michelin
- NASCAR
- Neiman Marcus
- Protective
- Southern Glazer's Wine & Spirits
- St Jude Research Hospital
- Target
- Truist
- Universal Orlando Resort
- UPS
- Victorinox
- Whole Foods Market