

Lewis William Clarke - Content Design Lead - www.lewiswilliamclarke.com

Results-driven content design leader with proven success in driving revenue growth, building innovative content strategies, and leading diverse, high-impact teams at global companies. Expertise in cross-functional collaboration, process optimisation, scaling teams, and delivering measurable outcomes. Passionate about crafting inclusive, user-centered content solutions and mentoring future leaders in content design.

Lead Content Designer - Flo April 2024 – Present, Amsterdam, Netherlands

Initiated and collaborated with C-suite executives to implement key projects such as:

- Flo Family Plan, resulting in a substantial annual revenue increase.
- Pass It On initiative, gifting 20 million free subscriptions to women in developing countries.
- Subscription packages, introducing new revenue streams and substantial annual revenue increase.
- Led initiatives on ethnicity inclusivity, AI integration, and gamification.

Improved internal processes and company growth opportunities:

- Scaled the Content Design Commerce team from 2 to 5 members while improving team productivity and cross-functional alignment. Shaped organisational content strategy.
- Leading initiatives and collaboration with external companies, including Natural Cycles and Apple.
- Transformed content design workflows by implementing localisation and copy experimentation tools.
- Designed career development roadmaps, aligning skills with project opportunities and mentorship.

Senior Content Designer - Meta June 2022 – March 2024, Amsterdam, Netherlands

Collaborated with C-suite executives to implement key projects within Facebook and Instagram shops, contributing to an estimated \$13 billion in revenue in 2023, such as:

- Instagram size guides, resulting in a significant increase in clothing purchases
- Completely revamping Commerce Manager, Metas centralised platform for businesses to manage their product catalogs, sales, and customer interactions. This significantly increased the number of products available through Facebook and Instagram shops.
- Introduced *AI generated product descriptions*, directly contributing to a significant increase in products added and overall revenue. Winner of the 2023 Meta Hackathon.

Improved internal processes and company growth opportunities: Key project highlights in collaboration with C-suite level leadership

- Developed global style and tone guidelines for Instagram and Facebook Shops products.
- Partnered with organizational leadership to revamp Content Design development roadmap and implement high-impact company-wide CD initiatives.
- Led collaboration with external companies such as Google and Shopify.

UX Copywriter - Booking.com May 2017 – June 2022, Amsterdam, Netherlands

Key project highlights in collaboration with C-suite level leadership:

- The award-winning “Travel Sustainable” initiative.
- Revamping user reviews and user generated content.
- Content roadmaps in collaboration with company, org, and team leadership.
- Company-wide design initiatives, focusing on shared experimentation themes that aligned with company goals and metrics.
- Led research projects, meeting with property owners and focus groups worldwide, and implemented findings through content, design, and development changes.
- Implemented new workflow to allow localisation experts to access experimentation tools and run high-impact localised experiments.
- Led improvements to internal tools, including Figma add-ons and copy experiment functionality.
- Collaborated with designers, developers, user researchers, data scientists, and product managers to conceptualise and create concepts and carry out implementation for new high-impact features.

Content Lead - Aucoda, Feb 2015 – Feb 2017, Manchester, United Kingdom.

Marketing Assistant - Water Street Marketing, Sep 2014 – Dec 2014, Liverpool, United Kingdom.

Copywriter - News Dog Media, Feb 2014 – Aug 2014, Birmingham, United Kingdom

Education: 2011-2014: University of Liverpool, English Language & Literature BA