
content strategy PORTFOLIO



By Joel Magalnick
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Speaker	Start/End	Script
Mia		Let's talk about potatoes. Or, more specifically, a farmer growing potatoes.
Kevin Briggs	16:05-16:35	Maybe there was a concern about drought, right? How can you take information, weather data, that's coming off satellites and through weather forecasting capabilities. How do we take that sensor data that that's at a global planet scale, and combine it with sensor data that is right down at the particular farmer's field to understand the soil conditions of that farm.
Mia		Kevin Briggs, works within Microsoft to provide solutions for the U.S. government as well as several NGOs. He offers this example as one way that predictive technologies like artificial intelligence and the Internet of Things can help give farmers access to farm credit programs or even loans.
Mia		<i>[musical interlude]</i> Welcome to Gov Pod, Microsoft's podcast series about the future of governments, which uses the cloud to help governments become more responsive and efficient. I'm Mia Reyes. As a member of the Digital Transformations team, I see every day how governments around the world, large and small, use artificial intelligence to make life easier for their citizens. As I work with different government agencies, I wanted to share with all of you the fascinating ways governments around the globe are revolutionizing their cities, towns, and countries with digital tools that seem like they're out of a futuristic movie. While many governments are assessing what their services will look like in 2030, we wanted to focus on how they are innovating incrementally today to get to that point. So what is artificial intelligence, or AI? Every day, every hour, every minute, governments, businesses, universities, are creating data. Think store transactions. Tax payments. Social media conversations. Customer profiles. The weather. That data becomes useful when it can be analyzed for patterns. But it becomes intelligent when the machines in the cloud can draw connections between other data and then learn from it—in essence, every automated conversation



Goals

A Microsoft group needed additional materials to help potential clients understand what moving beyond legacy systems can do for them in the next two to three years, but also a decade from now. I worked with them to develop a series of podcasts that explain different ways artificial intelligence, blockchain and Internet of Things can positively affect how citizens interact with their governments.

Process

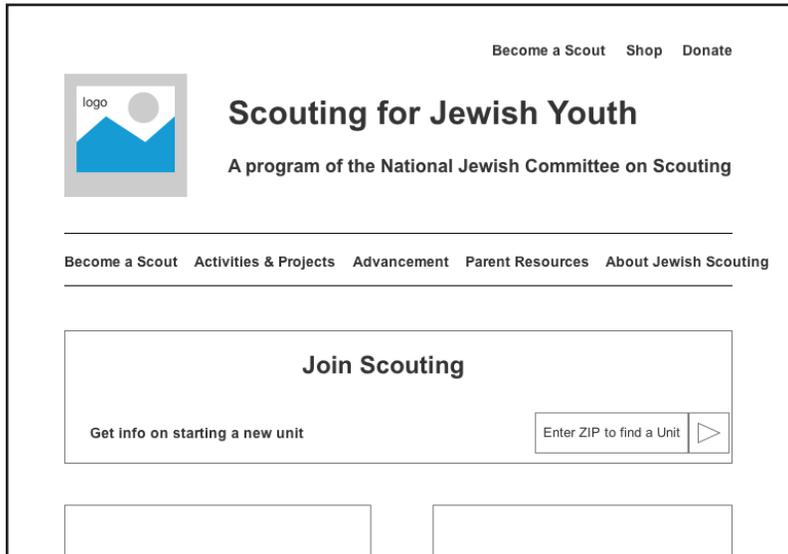
In collaboration with the team, I connected to and spoke with subject-matter experts in the fields of predictive technologies, social services, trust and privacy, and tax, then wrote scripts based on our conversations that created a smooth flow for listeners based on one episode per topic.

Challenges

The greatest challenges were logistical. Having spoken with people across the world, it was sometimes difficult to schedule calls because we were in such odd time zones.

Solutions

A member of the government team who once worked in radio provided the voice for my scripts. Her narration integrated with recordings from the subject-matter experts to create a content marketing series that we expect will provide great dividends for the team.



Goals

Implement a site redesign that streamlines current content from 48 pages and targeting successfully allows for scout recruitment and multiple stakeholders.

Process

Content audit, including dozens of PDF attachments, to reduce and reconfigure overall content.

User research interviews with scout leaders, parents, and national committee members allowed for confirmation of site priorities.

New information architecture put most commonly used items top and center.

Challenges

Leadership committee not always aligned on needs and desires.

Discerning between necessary, relevant and disposable content.

How to keep the site content dynamic.

Results

New site has a clean look with easy-to-find content and simplified navigation that will include events calendar and more photo content. Launch expected early December.

Responsibilities

Project management, content strategy, user research, user experience architecture, information architecture, design and WordPress implementation

Does this photo show your entire form clearly?

Ensure that your form is completely filled out and signed by your doctor before submitting.

CANCEL RETAKE USE THIS PHOTO

If you have any questions, please contact the Associate Service Center at asc@eddiebauer.com or 1-800-599-9393.

EB Wellness Portal logo SIGN OUT

ANNUAL CHECK-UP

Select one option below and add the date of service. Upload your completed Form.

Check-up Form is required for an Annual Preventative Exam. No additional documentation is required for a Biometric screening.

Annual Preventative Exam
Available to associates and covered dependent(s).

Biometric Screening (18 yrs+)
Available to associates and covered dependent(s). You are required to be at least 18 years old to participate.

Service Date
Choose a date to complete this Step. You will need to receive your Preventative Exam or Biometric Screening from January 1–October 28, 2017.

June 2017						

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UPLOAD COMPLETED CHECK-UP FORM

You may submit in .pdf, .jpg, or .png formats

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TAKE A PHOTO OF COMPLETED CHECK-UP FORM

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You are required to add a date of service before you can complete this Step. You are required to upload a file or submit an image before you can complete this Step.

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Goals

Create a streamlined and simpler navigation system for the online employee rewards program, including updating UX copy.

Update information architecture and content strategy to mobile-first design.

Facilitate ease of use for human resources staff to create updates and send announcements with minimal technical fuss.

Process

Used existing research to understand employee needs.

Iteratively worked with client to ensure that content and UX needs satisfied multiple employee levels in two countries while eliminating redundancy.

Simplified existing content and built navigation flow that made content more easily navigable.

Challenges

Content management system did not always work as expected.

Ensuring that requirements for U.S. and Canada sites were in sync.

Change in requirements mid-way through project.

Solutions

New user flow simplified usability while updated content drove employees to intended sections.

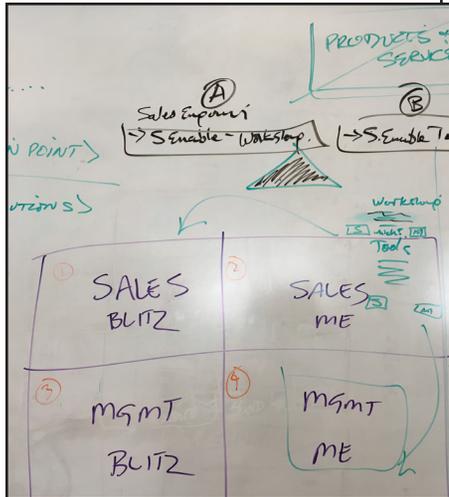
Labeling and microcopy better related to topics.

Mobile-first design alleviated potential desktop challenges.

Responsibilities

Content strategy, user experience architecture, information architecture

BLITZMasters



Resources & Workshops	About BlitzMasters	Books & Products	Get Started >>
Management Resources	Meet the BlitzMasters		
The Blitz Experience	Book a Speaker		
National Blitz	Where We'll Be		
Blitz 2.0	Newsroom/Press		
Options Matrix	Contact Us		

Transformational Prospecting
Change your behavior. Change your culture.

Testimonial with image carousel

Practical. --> Tactical. --> Applied.
Text, logo that relates to each

Explanatory about BlitzMaster Workshops

- Increase pipeline in 1 day
- Empower sales force
- Actionable results.

Short Testimonial. Get started CTA >>

Goals

Create new information architecture and content strategy that differentiates previous target market of sales professionals and a new, upscale management audience.

Process

Content audit weeded out stale text, image and videos.
Constant iteration on information architecture resulted in tighter presentation of content and model that would allow for quick edits within the content management system.

Challenges

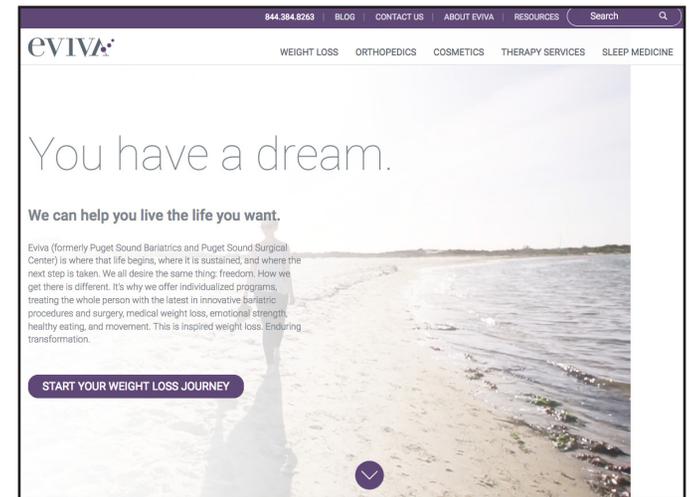
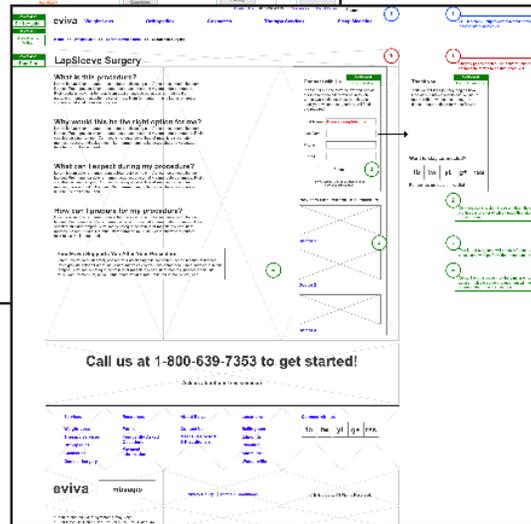
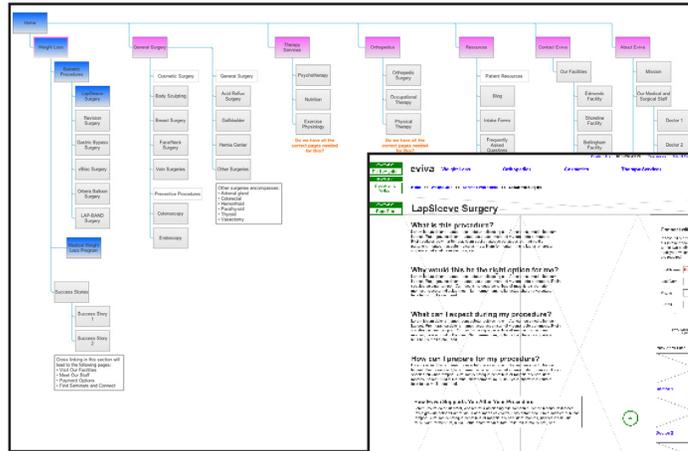
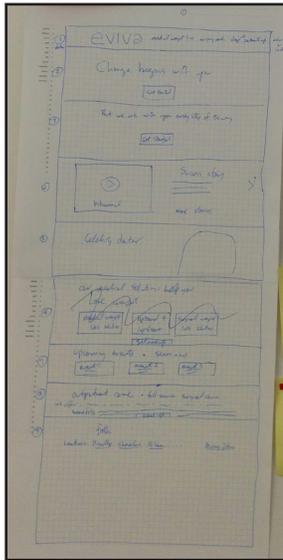
Content management system (Squarespace) wasn't flexible with organization of microcopy.
Client wanted some content to remain that was no longer relevant to the business model.

Solution

New site is much more inviting, user friendly, and extensible.
Lead generation now uses content to engage potential client.
Content strategy allows for flexibility in regular update content if client decides she wants to begin creating regular updates.

Responsibilities

Content strategy, information architecture



Goals

Build customer journey for company rebranding effort.
Generate new leads for medical practice.

Process

Assessed audience needs through provided user research and personas.
Designed templating system that limited content while increasing page's data functionality.
Built wireframes, information architecture, and new content model that created new customer journey to pass onto design and development teams.

Challenges

Distilling morass of content and design choices from previous site to consistent, simple flow.
Limited number of templates desired by client could have led to design complexity.
Scope and content changes by client throughout process.

Solution

Beautiful new site led to uptick in lead generation and roadmap to future functionality.
Technical Program Manager said the agency I contracted with would integrate the content model I created into its projects moving forward.

Responsibilities
User experience architecture, content modeling

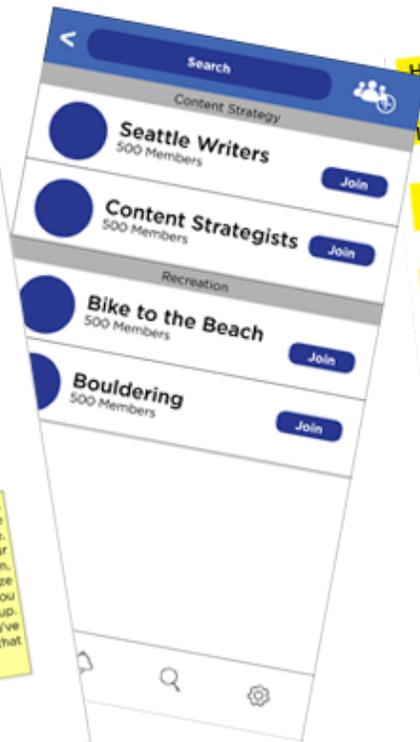


Facebook Groups

The easiest way to build community

Groups provide a space to communicate about shared interests with certain people. You can create a Group for anything—your family reunion, your after-work sports team, your professional association—and customize your privacy settings depending on who you want to be able to join and see the Group. Use this app to interact with Groups you've joined, create a Group, or join a Group that interests you.

? What's a Group?



Hj John.

Let's set up a Group. What would you like to call it?
[Microphone icon] [Keyboard icon]

You said Bangladeshi Chicago Invention Society. Did I spell that right?
[Yes] [No]

I'm sorry. Let's try again.
[Microphone icon] [Keyboard icon]

You said Bangladeshi Chimichurri Inventors' Society. Did I spell that right this time?
[Yes] [No]

Whew! Finally! We did it. Let me make sure nobody else has a Group with the same name.

I'm sorry John, but it appears that someone else already chosen Bangladeshi Chimichurri Inventors' Society. What about Bangladeshi Chimichurri Inventors' Association?
[Yes] [No]

OK, Bangladeshi Chimichurri Inventors' Association it is!
Who would you like to join this Group?
[Only people I invite] [Only visitors I approve] [Anybody can join]

Great. I'll make your Group secret. No one will ever know it exists—unless you tell them.

I thought of some friends and Pages you follow to get your Group started.

How to send an invite.

Goals

Facebook requested that I look at a prototype of a new app that focused on their Groups product. They wanted suggestions on how to improve the app based on the user experience and the copy that enables users to navigate through.

Process

I went through an assessment of learning to understand the intended audience of the app, how its current iteration succeeded and failed to guide a user in the right direction, and the workflow of using and setting up new Groups. From there I redesigned the experience into a smoother workflow.

Challenges

Limited timeframe to complete the assessment.

No data on how current members use Groups.

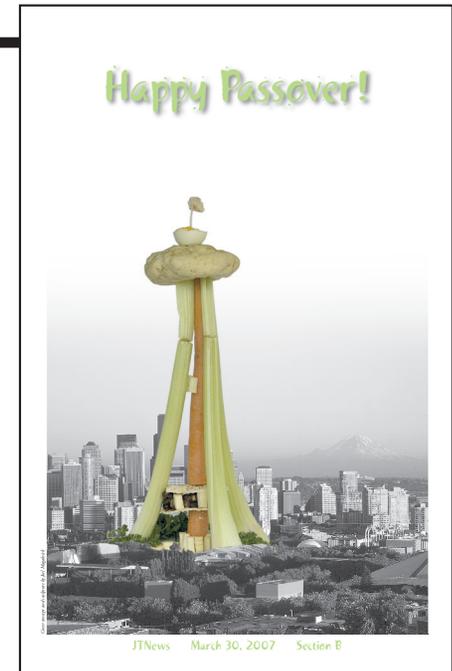
Had to base much of the assessment on assumptions and anecdotal evidence.

Solutions

A case study that broke the app down into multiple parts, based on whether users were new or returning, and added multiple elements of artificial intelligence and chatbot interactions to make the experience smoother and more fun to use. The company expressed interest in using some of the elements I proposed.



The daily email template I designed.



Cover photo of a Space Needle made entirely from kosher-for-Passover foods won an award from the Washington Press Association.

Goals

As editor-in-chief of a community news organization, I oversaw brand management, template design, and the content for each issue, which included establishing voice and tone to keep multiple audiences engaged.

Content strategy, in addition to news coverage, included websites for various demographics and sales targets, as well as a daily e-newsletter to build and maintain readership.

Process

Worked with editorial, production and sales staff to ensure that all aspects of the operation worked in sync and met thematic needs.

Worked with reporters and columnists to ensure that content would be high quality and meet needs to publish on multiple platform types such as print, online, social, and email.

Challenges

The balance of getting the right facts, voice and tone while telling the best story possible.

Meeting the needs of multiple stakeholders—readers, advertisers, and board/owner.

Results

At a time of falling newspaper readership, I held our publication's subscriptions steady. In addition, our online readership eventually surpassed the print readership due to iterative content strategy and regular design updates.

Responsibilities

Organization leadership, community liaison, project/program management, editorial direction, content strategy, digital strategy, user research, user experience architecture, WordPress implementation

Writing Samples

This article I wrote highlights the work I began in the summer of 2017 to build a platform that enables students to better understand science while learning about collaboration, technology and role play inside virtual reality.

Teens Produce Their First Game in Virtual Reality

When 13 teens showed up at Fluke Hall on the University of Washington campus one wet November day, they had no idea what they were in for. When they emerged from Portal VR in Ballard on Jan. 28, they had just played a virtual reality game they had made through learning, narrative-building, performance and collaboration.

"I liked it. It was very different from what I would have expected it to be," said Vichette Ros, a 9th grader from Choice Academy in Burien.

Ros didn't know what to expect because the workshops in this game-creation process had never been done before—they were the first in a series led by Seattle-based startup RealityNext. Over the course of two day-long sessions in November and December, RealityNext co-founders Alex Stolyarik and Joel Magalnick worked with the students and a volunteer crew that included Art Feinglass, director of the Seattle Jewish Theater Company, Luke Tokheim, co-founder of Shadow Motion Workshop, and software developer

Michael Gelon to create a story and game based on photosynthesis and the carbon cycle.



"The interesting thing for me was the imagination of kids—could they convert subjects into stories and games?" Stolyarik said. "They can totally do it, and create fantastic and interesting narratives about science, something that is not easily played in a game setting."

Stolyarik and Magalnick have been working on the RealityNext

concept since last June, when they set up shop at the University of Washington's CoMotion Labs. Stolyarik, 43, worked in the finance sector as CEO of a Moscow-based institution in the late 2000s and later founded a land-development education program that he said serves as the original model of the RealityNext program. Magalnick, 46, spent 12 years as editor-in-chief of a community media company, which he says is perfect for implementing the storytelling aspects of the RealityNext concept.

As Stolyarik and Magalnick began working together, both saw an opportunity to "change the way kids can interact with each other by teaching peer to peer," Magalnick said, "but at the same time putting them into a safe environment that encourages teamwork."

The release of RealityNext's first game comes at a time when adoption of virtual reality is on the rise. Given the high costs of entry, however—a headset and computer powerful enough to handle the intense graphics and data load of

a VR experience runs \$1,500 to \$2,000—home-based adoption has not been as robust as industry leaders have hoped, according to Venture Beat. The entertainment magazine Variety reported in July that film companies, IMAX in particular, have begun investing in VR arcades to supplement their theatrical releases.

RealityNext's goal, according to Stolyarik, is to open locations where teen can come, whether for afterschool programs, summer camps, or as school groups, to create their stories and games in what he called a "Maker Lab" over the course of two or three sessions. The other goal, he said, "is to put the workshops, which these kids did in an open space, entirely into VR so they can choose their characters, backgrounds and objects to manipulate while they make their stories."

With the kids broken into three groups to act out their stories, Shadow Motion's Tokheim affixed

Continued on Page 10



For many of my clients who want me to provide an end-to-end web solution, that includes creating an information architecture and the copy that guides users through the site while explaining the purpose of the organization. The following pages show instructions to the client on how to use one aspect of the system.

Menu Navigation Copy

- Speaking Engagements
- Education
- Blog
- About Sound Aging
- Contact Sound Aging

Headings/Calls to Action

Learn about Barbara Green, MSW, LICSW

Barbara provides Care Consultations to families and individuals who have questions and concerns about the changes that occur as adults grow older. Please visit the Care Consultations page for further information.

Winter/Spring 2018 Round Table Series

Dynamic Content

Barbara speaks across the country on multiple topics concerning aging and older adults. She would be pleased to host a Community Conversation at your workplace.

[Book an engagement today...]

Need advice on aging? Dearie can help.

Barbara and her 94-year-old mother Dearie give their own take on pressing questions about aging.

[Visit them today!]

Virtual Reality (cont'd.)

sensors to the arms, legs, head and midsection on half the group to digitally record each person's movements, then had them switch places. He said he was impressed with how the students took to the acting process.

"That's kind of an advanced thing to be able to pretend to act with somebody who's wearing the motion capture suit and someone who's not," Tokheim said. "The kids

adjusted to that naturally."

Gelon, the software developer, collected the motion-capture recordings, the students' storyboards, and samples of background images. He overlaid virtual skins onto the recorded performances—in raw form skeletons on a grid background—which, in the final release, became five related stories accessed from a space-age virtual classroom.

"I liked how you made it something I would not have expected it to be," Vichette, the 9th-grade student, told Gelon. "I think you did really good with the surrounding environment it was in."

"I tried to bridge that gap between 'this is cool, this is new, this is realistic,' but also, 'this is a kid's storytelling device,'" Gelon responded.

Vlad Postel, a project manager at Microsoft who attended the game launch event, said he enjoyed how the teens enjoyed the experience they created. "I love the fact the kids were really making something from zero to 100, and it was interesting to see how they built it," Postel said. "The end result was pretty impressive."

T-Mobile

As a UX and content strategy consultant on this project for T-Mobile, I worked with a team of designers and engineers to build the user journey and write the messaging for a private-label site that guides B2B buyers through the purchase of bulk phones and plans, taking into account multiple use cases and user types.

Page	Placement	Text	Scenario
Dashboard	Billing Acct. Number check dialog subhead	Please select the account to associate with this purchase.	<ul style="list-style-type: none"> Telco Mgr. Multiple Billing Account Numbers
Dashboard	BAN check dialog messages	Under this billing account: <ul style="list-style-type: none"> Monthly charges are billed to your account You are eligible for AutoPay – sign up at checkout 	<ul style="list-style-type: none"> Telco Mgr. Multiple BANs AutoPay not enabled
Dashboard	BAN check dialog messages	Under this billing account: <ul style="list-style-type: none"> Monthly charges are billed to your account You are signed up for AutoPay 	<ul style="list-style-type: none"> Telco Mgr. Multiple BANs AutoPay enabled
Dashboard	BAN check dialog messages	Your purchase is associated with the billing account [Billing Account Nickname] – [BAN]	<ul style="list-style-type: none"> Telco Mgr. Single BAN
Dashboard	BAN check dialog messages	Under this billing account: <ul style="list-style-type: none"> Monthly charges are billed to your account You are eligible for AutoPay – sign up at checkout 	<ul style="list-style-type: none"> Telco Mgr. Single BAN AutoPay not enabled
Dashboard	BAN check dialog subhead	Please select the account to associate with this purchase.	<ul style="list-style-type: none"> Global or End User Multiple BANs
Select Plan	Eligible plan box, under total price	This plan may be eligible for additional discounts when you sign up for AutoPay.	<ul style="list-style-type: none"> All users AutoPay eligible but not enabled
Select Plan	Details tooltip	<ul style="list-style-type: none"> You may be eligible for a [\$5.00] discount per line, up to [\$40.00], across your entire account. 	<ul style="list-style-type: none"> All users AutoPay enabled or eligible
Select Plan	Modal dialog	You may lose your [\$40.00] AutoPay discount on [BAN	<ul style="list-style-type: none"> All users