

# Becca Endicott

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Content strategist with 6+ years translating product design processes into compelling narratives. Expert in design storytelling, stakeholder interviews, and thought leadership for tech communities.

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## EXPERIENCE

### **Donut, Remote**

*Content Strategist*— 2024 - Present

Joined Donut post-acquisition to lead marketing and communications, managing a cross-functional group of contributors across CS, CX, Product, and People Ops

Collaborate closely with product design and technical stakeholders on product and feature naming, content hierarchy, microcopy, and UX to deliver a seamless user journey — from the marketing site through to the product dashboard

Lead all M&P and brand storytelling, including 2025 redesign of the Donut marketing site and all GTM strategy for new product launches

Oversee the development of all trigger-based nurtures and their intersection with in-product nudges, paywalls, checklists to deliver a seamless and non-duplicative user experience; work in collaboration with design to name new features and finalize content design

Lead the release and annual redesign of the year-end Donut Digested campaign, a round-up of insights from and for Donut customers, driving hundreds of organic shares and tens of thousands of impressions across social

### **Gatheround, Remote [Acquired by Donut 2024]**

*Managing Editor*— 2022 - Acquisition

Led all content strategy and design across Gatheround, a video meeting tool used by 500,000+ professionals at Google, Dropbox, Salesforce, GE, and more

Led the content design and development of the Gatheround template library, implementing a user research-driven content design process to grow template conversion to 63% (percent of events actually hosted from template click-thru)

Developed and owned Gatheround's successful thought leadership strategy on the future of work, pitching and ghostwriting under the byline of Gatheround CEO Lisa Conn in *Forbes*, *Fortune*, and Atlassian's *Work Life*, and driving consistent earned media attention and virality

Led content design, UX writing, and microcopy development on all new Gatheround features and product updates between 2023 and 2025 (post-acquisition) and developed all content for the 2023 redesign of the Gatheround marketing site

Launched Unmute, the Gatheround blog, and Digest, the Gatheround newsletter, owning the editorial calendar and assigning and top-editing deliverables from freelancers and in-house subject matter experts

### **Nomadic Learning, Remote**

*Senior Editor and Writer*— 2018 - 2022

Led the growth, strategy, and content design of a proprietary microlearning library focused on the future of work, growing it from 250 to 700+ resources, while managing and editing a fully remote team of three freelance journalists

Developed and led a thought leadership strategy, including originating our workplace newsletter and, in March 2020, authoring and placing an *op-ed* in the *Wall Street Journal* on the workplace under pandemic conditions

Led the content and learning design of two core learning programs in the Josh Bersin Academy, *Leading L&D* and *People Analytics*, used by 30,000+ HR practitioners

Created custom learning content to enable large-scale transformation within organizations like IBM, Citibank, Chevron, and PepsiCo

### **Hearst Digital Media, New York, NY**

*Editor*— 2017 - 2018

Built relationships and pursued leads to produce thoughtful features, social media, and native video content for the digital editions of two top-tier shelter magazines, *ElleDECOR* and *Veranda*; managed editorial fellow and freelancers

### **Little Things, New York, NY**

*Editor*— 2015 - 2017

Led my staff of writers to rank as the top-producing editorial group, routinely hitting 40mm+ PVs/month and guided all strategy for the original content vertical

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## EDUCATION

BA, Vassar College, Poughkeepsie, NY— 2014

## ADDITIONAL SKILLS

SEO/GEO | Gen AI Prompting | Google Analytics 4 | Amplitude | Hubspot Marketing | Intercom | Figma | HTML