

## NATALIE M. DUNBAR

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### SUMMARY

Experienced content strategy manager with a proven track record of leading high-performing teams across diverse organizations. I combine strategic content vision with collaborative leadership to deliver impactful user experiences and measurable business results.

Leveraging data and research, I apply my content design and information architecture expertise to drive innovation and continuous improvement, bringing a fresh perspective and new problem-solving approaches.

### EXPERIENCE

#### **Principal Designer, UX Content - Walmart** (Oct 2023-Present)

- Building a new content practice for omnichannel health and wellness experiences on Walmart's app and website
- Creating content principles, process frameworks, and AI governance for 40+ cross-functional partners
- Representing content in senior leadership reviews, design sprints, and North Star projects and explorations

#### **Senior Design Manager, Content Strategy - Walmart** (Sep 2021-Sep 2023)

- Managed and grew the Walmart+ content team from 1.5 to five fully dedicated content designers within the first year
- Led end-to-end content creation for Walmart+ member experience, increasing membership from 23M to 29M members over two years
- Implemented cross-functional collaboration processes, reducing time-to-market for 30+ member benefits and limited-time offers

#### **Content Strategy Lead - Agile Six Applications** (Sep 2020-Sep 2021)

- Scaled content workflows and established governance for 95 health services across 140+ VHA systems for CMS editors and administrators
- Provided content direction for a competitive design sprint, winning a \$247M VA digital modernization project award
- Established and led agency-wide Content Strategy Community of Practice

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### **Enterprise Content Strategist - Anthem, Inc.** (Jan 2018-Sep 2020)

- Increased Medicare visits by 100K and enrollments by 6% YoY based on analysis of content engagement data and user patterns
- Developed content requirements for scrum teams, gathering input from compliance, legal, sales, and SEO partners
- Led migration of 25+ Medicaid provider websites to new CMS

### **Content Strategy Lead - Kaiser Permanente** (Oct 2015-Jan 2018)

- Built and managed an 8-person UX content strategy practice, establishing processes and ways of working with cross-functional partners
- Established content governance processes from implementation to optimization
- Oversaw delivery of content strategy recommendations for 250+ page redesign to drive enrollment

### **Content Strategy Lead - Sensis Agency** (Dec 2013-Oct 2015)

- Established and managed the first UX content strategy practice at the leading cross-cultural agency in the US
- Hired, mentored, and managed two in-house strategists and multiple contract copywriters and editors hired for client projects
- Created multi-channel B2B content strategy for a public utility client, winning \$100K in additional agency business

## EDUCATION

- **Rutgers University:** Bachelor of Arts, Sociology
- **UCLA Extension:** Certification, Journalism
- **Paralegal Institute:** Certification, Paralegal Studies

## SKILLS

Competitive analysis, content audits, content inventories, content migrations, content modeling, human-centered design, information architecture, interaction design foundations, social psychology, stakeholder interviews, strategic thinking, style guides and playbooks, user research, usability testing, web accessibility

## TOOLS

Agile, Confluence, Drupal, Figma, GatherContent, Github, HTML (basic), JIRA, Oracle WCS, SharePoint, Sketch, Workfront, Zeplin