

# Andrew Nagy

347-981-1317 | [andrew.f.nagy@gmail.com](mailto:andrew.f.nagy@gmail.com) | [linkedin.com/in/afnagy](https://www.linkedin.com/in/afnagy) | [www.andrewnagy.co](http://www.andrewnagy.co)

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## Professional Summary

Content strategist who has spent the last 15 years using content to create user-centric product experiences. Excellent writing, content creation, content analysis, information architecture, and SEO skills. Refined and executed the content strategy for Northwestern Mutual's proprietary financial-planning platform, boosting language consistency, engagement and user trust.

## Skills and Expertise

UX Writing | Editing | Content Audit | SEO | Information Architecture | Persona Creation  
User-Centered Design | Omnichannel Strategy | Style Guide Creation | Lean UX | Figma  
Airtable | Jira | Confluence | Adobe CC | Wordpress | Semrush | Ahrefs | Google Suite

## Work Experience

### **Content Strategist | NICE Actimize - Hoboken, NJ** **Nov. 2023–Present**

Planning, designing and writing marketing content, including website microcopy, case studies, white papers and brochures, for the company's flagship financial crime prevention products.

### **Content Strategist | Northwestern Mutual - New York, NY** **July 2021–July 2023**

Supported product and design initiatives by planning, designing, writing, and editing relevant content based on project objectives and user needs.

- Created the content strategy for the homepage of the authenticated client website to improve navigation and self-service efficiency.
- Created and developed the product voice and tone style guide, improving language and design consistency as well as client trust across NM's product suite.
- Refined and executed the content strategy for PX, the company's proprietary financial-planning platform that was named "[Best InsurTech Solution](#)" in 2022.
- Conducted content needs workshops to prioritize high-impact content design opportunities, align siloed initiatives, and increase design workflow efficiency.
- Taught a Writing for Usability course to 20+ product designers to educate peers about UX writing and help them create more realistic filler copy for their designs.
- Restructured the Design Organization's onboarding platform, performing a ROT analysis, reorganizing the taxonomy and renaming labels, resulting in a more efficient experience.
- Centralized the content project intake process on the teams I supported using Jira, improving project efficiency and stakeholder transparency.

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## Senior Editor | Cigar Aficionado - New York, NY

Dec. 2019–Nov. 2020

Managed the day-to-day editorial production for the magazine's website and socials, wrote news and features articles, and developed the brand's content strategy, including core SEO tactics.

- Created and planned the editorial calendar (80+ posts/month) in Trello, improving the workflow between editorial, design, advertising, marketing, and engineering.
- Used Semrush, Google Trends, Google Analytics, as well as social and video data to optimize content, increasing pageviews and followers, leading to more ad revenue.

## Associate Editor | Cigar Aficionado - New York, NY

Dec. 2014–Dec. 2019

Wrote content and supervised 4 digital editors while overseeing the daily operations of the website and socials to ensure all content met publishing standards for tone and accuracy.

- Spearheaded a front- and back-end website redesign, collaborating with cross-functional partners to craft an omnichannel content strategy that improved site metrics across the board, including a 60% increase in pageviews and a 30% reduction in bounce rate.
- Created an SEO best practices guide to improve headlines, page titles, internal links, and meta descriptions, which increased traffic.
- Wrote features for the magazine and 3–5 website articles/week, covering topics such as cigar and drinks news, lifestyle guides, celebrity profiles, legislation, and industry analysis.

## Assistant Editor | Cigar Aficionado - New York, NY

May 2008–Dec. 2014

Managed the website content, proofread stories for tone and accuracy, entered posts into the CMS, and also planned and executed the brand's social media calendar and posts.

- Launched and designed the magazine's Facebook, Twitter, Instagram, and YouTube social accounts, establishing a new revenue stream and increasing brand awareness.
- Audited 30,000+ pages of content, evaluating usability, usefulness, and optimization, then coordinated a CMS migration from Symphony to Wordpress.
- Supervised a website redesign as the editorial lead, removing redundant, outdated, and trivial content, which improved SERP, findability, and, ultimately, ad revenue.

## Copy Editor | Central Maine Newspapers - Augusta, ME

Aug. 2006–Mar. 2008

Proofread, edited, and designed news stories for the *Kennebec Journal* and *Morning Sentinel* newspapers, ensuring accuracy and adherence to AP-style guidelines.

## Education

**B.A. English** | Manhattanville College | Purchase, NY

**Managing Digital Content** | Univ. of Wisconsin - Milwaukee