

Hi, I'm Shayna!

I'm a content marketing leader with proven experience building, launching, and growing tech publications with readerships from hundreds to millions.

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UX Content Lead

Aurora Solar / February 2023 - January 2025

At Aurora Solar, a climate tech company, I built and scaled the company's UX writing practice.

Accomplishments include:

- Writing and editing holistic product-centric content, including support articles, email campaigns, web copy, and in-app messaging
- Publishing and implementing a style guide that was adopted company-wide
- Running writing trainings for designers, product managers, and customer success managers
- Producing and socializing a multi-product voice and tone guide
- Coaching and mentoring writers-in-training across marketing, product, and customer success

Content Lead

Knapsack / February 2021 - June 2022

At Knapsack, an early-stage startup, I developed a holistic, multi-platform content practice including a podcast, webinars, blog posts, reports, email campaigns, PPC, and UX writing.

Accomplishments include:

- Growing the company blog from zero posts to thousands of readers
- Maintaining a full editorial calendar of 2-3 posts per week
- Hiring and managing a staff of freelance writers
- Implementing UX writing practices as the team's first writer
- Developing brand guidelines for marketing and product and enforcing them across all channels, including marketing copy, UX writing, and the Help Center
- Releasing quarterly white papers with over 70% growth between releases
- Sending bi-monthly emails to 3k+ recipients with a nearly 35% average open rate
- Producing over 20 podcast episodes and growing audience by over 50%
- Growing social channels by over 1000% within 12 months

Lead Content Writer and Editor

HiBob / February 2020 - February 2021

As HiBob's only writer for most of my tenure, I was responsible for writing needs across the entire company, including content marketing, HR, and product

As the company's go-to writer, my achievements include:

- Growing blog readership over 1500% growth within six months
- Hiring and managing a staff of skilled subject matter experts to contribute blog posts and white papers
- Regular blog post release cadence of three posts/week
- Producing all marketing copy, including web copy, PPC, popups, emails, and video scripts
- Increasing email open rates by 15%
- Built and implemented multiple integrated campaigns, including webinars, blog posts, white papers, social posts, and email campaigns
- Moving 15 blog posts from the archive to the top search result on Google

Managing Editor, Inside Design

InVision / August 2018 - February 2020

The InVision blog is an industry-renowned design publication with over three million subscribers. As Managing Editor, I sourced posts, coached writers, and worked with internal stakeholders on developing a business-forward content strategy.

As Managing Editor, my achievements include:

- 85% growth in readership quarter over quarter, from 300,000 monthly readers to over 1,000,000
- Regular posting cadence of 3-5 posts/week, all of which I sourced, edited, and uploaded
- Managing a staff of over 20 freelance writers
- Wrote weekly emails sent to over three million people
- Increased weekly email open rates by over 10% and conducted AB tests on a multi-million-person distribution list
- Always up-to-date editorial calendar, with posts scheduled 4-6 weeks out

Director of Content Marketing and Community

RapidUI / October 2017 - July 2018

As RapidUI's only writer, I managed all editorial, marketing, UX content, and internal communications.

3Cs: Content, copy, community

Freelance, October 2013 - October 2017

As a full-time freelancer, I worked with tech companies on copy, content, and creative direction.

BA, English Language and Literature / University of Maryland, 2011