

Nadia Ibanez

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[Portfolio](#) | [Travel Blog](#)

TL;DR

I craft engaging stories that empower customers to take action with confidence. Passionate about long-form content, with a proven track record of driving measurable results through clear, impactful messaging across digital products.

Experience

April 2022 – August 2024

Eventbrite, Remote – *Content Designer* ([Samples here](#))

Tested and designed onboarding tours, ad campaign creation flows, new tone types, and educational moments for Eventbrite's [marketing tools](#) and [ad platform](#). Improved content across in-product messaging, seasonal promos, landing pages, emails, blogs, and video ads.

Supported 60+ projects that contributed **over \$7M in revenue and boosted Ads CVR by +54%**.

- **Beta Graduation** – Led content for Ads Beta [launch](#), including in-product content, tutorials, promotions, and email announcements, contributing to \$1M ARR in year one.
- **Doubled Ads User Engagement** – Contributed to 106% increase in MAA; nearly doubled ad spend from \$92 to \$173 after implementing better content design
- **Drove Location Targeting Features** – Delivered educational content that scaled for more precise ad targeting/future capabilities, and improved campaign creation by +26%
- **Refreshed Entry Points** – Helped drive 18.2k monthly views, 3.5k unique users, and +1,600 MAA in Q22024 with messaging refresh

July 2021 – April 2022

Meta, Remote – *Content Designer* ([Samples here](#))

Led Facebook Sports Stories experiment that aspired to increase engagement for Cricket and NFL fans; facilitated naming workshops; managed/edited in-product Feed notifications.

- Communicated findings and design iterations to key stakeholders
- Curated quarterly performance reports showing overall metrics of each experiment
- Wrote data usage content for Reels users in India
- Led talks within internal DEI communities

January 2015 – July 2021

Wells Fargo, San Francisco – *Lead Content Designer, AVP and Design Communicator* ([Samples here](#))

Designed blue sky proof of concepts, aspirational prototypes, empathy-based journey maps, persona spectrums, in-product content, and technical guides. Co-led 40+ employees in developing a lending portal from prototype to product launch.

- Designed and delivered onboarding and self-registration tools to ensure business continuity during Covid-19
- Interviewed employees and customers to learn lending process; created journey maps to identify pain points to inspire design solutions
- Simplified complex flows in FAQs, Technical Guides and Help articles
- Co-led agile design sprints and wrote UXR test scripts
- Trained 10 contractors on content guidelines and delivery processes
- Acted as Communications Chair for East Bay Volunteer Chapter

September 2013 – April 2014

Intuit TurboTax, San Diego – Marketing Writer (*Samples [here](#)*)

Re-imagined landing pages and created specs for brand refresh. Created social campaigns, educational tours, and A/B header tests for product landing pages.

- Managed all in-product upsells, seasonal promotions, and product comparison pages
- Co-led eye tracking UXR to develop data-driven content strategies for hero messaging
- Audited all product messaging to create source of record

June 2006 – June 2013

Magazine Editor and SEO Writer

Early in my career, I was Editor-in-Chief for three magazines and wrote feature stories about local businesses. I optimized landing pages and blog posts for clients in various industries including medical, finance, B2C, and retail.

- Grew web views for business publications from 70k to 250k MoM
- Built strong relationships in the luxury lifestyle industry; launched my first travel blog
- Became an early adopter of SEO writing practices and maintained dozens of websites

Skills

Content Design, Content Strategy, User Research, Agile Methodology, Empathy Mapping, User-Centered Design, Tone of Voice Development, SEO Writing, Figma, Notion

Education

McKinsey & Company, 2024 – *Leadership Essentials, part of Asian Leadership Academy*

San Diego State University, 2006 – *BA Journalism*

MiraCosta College, 2004 – *AA Communications*