

TARA FULLER

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EXPERIENCE

Meta

London, U.K.

Content Design Manager, AR/VR

Aug. 2021 - Present

- Manage a team of five content designers, creating growth plans and ensuring high quality design work
- Regularly contribute to org-level product strategy and quarterly roadmapping
- Lead high priority content design projects, like naming new products and overseeing the Meta rebrand process
- Am a key stakeholders in reorgs, scoping roles for content designers and prioritising projects on roadmaps
- Started and lead a program focused on increasing content designers' influence on their product teams

Content Designer, AR/VR

Mar. 2019 - Present

- Designed and launched two AR products: Ray-Ban Stories and a mobile app for making AR effects for Instagram
- Delivered high quality content, including naming new products, designing user flows and creating content standards
- Contributed to roadmapping for several teams, ensuring design priorities were incorporated and accurately scoped
- Ran quality programs to help ensure a high quality bar for content design across Meta

Freelancer

Jun. 2016 - Mar. 2019

- Worked on retainer with agencies, delivering content design and copywriting for clients like Amazon and Facebook
- Created brand identities and content strategies for early stage companies
- Wrote regular features for leading health websites and various online publishing platforms

The New York Times

New York, NY

Senior Content Strategist, T Brand Studio

Mar. 2015 - Jun. 2016

- Led content strategy, creating editorial pitches for new clients through to executing and launching the projects
- Introduced new product offerings — website builds, editorial consulting — to diversify revenue opportunities
- Hosted regular workshops to improve collaboration across sales, design, editorial and engineering teams
- Created a content strategy internship program and managed all interns and junior content strategists

Greatist, Inc.

New York, NY

Director of Brand Strategy

Aug. 2013 - Mar. 2015

- Led company rebrand: developed brand identity and editorial and growth strategies
- Edited, wrote and produced weekly content and introduced weekly editorial workshops to better utilize analytics
- Created audience development strategy, led newsletter redesign and implemented new testing practices
- Managed partnerships: identified new opportunities, led executions and managed relationships

Charity Miles

New York, NY

Editorial Director

Jan. 2013 - Aug. 2013

- Created editorial strategy: developed voice and tone, wrote regular features, led redesign of website and newsletter
 - Created audience development strategy: grew social media and newsletter subscribers by over 300 percent
 - Managed all charity partnerships: owned vetting process, onboarding and ongoing collaborations
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EDUCATION

American University

School of Communication

Major: Journalism | Minor: Literature

Washington, D.C.

Bachelor of Arts