

Blair Hardee Bosworth

Experience strategist | Denver, Colorado

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Summary

I craft data-driven, personalized customer experiences built on a deep understanding of people, processes, and technology. For 10 years, I've helped clients reach their audiences more effectively with thoughtful content strategies, detailed go-to-market campaigns, and targeted digital marketing plans - all built on findings from in-depth qualitative and quantitative research. The omnichannel experience strategies I've developed have enabled clients to achieve specific business goals like growing market share, increasing conversion rates, reaching new customers, and streamlining complex processes.

Skillset

- Experience strategy (10 years)
 - Persona development (10 years)
 - Qualitative research (9 years)
 - Journey mapping & service design (9 years)
 - Content strategy (8 years)
 - Digital marketing strategy (8 years)
 - Workshop design & facilitation (7 years)
 - Quantitative research & survey design (7 years)
 - User testing & UX research (7 years)
 - Wireframing & prototyping (6 years)
 - Brand positioning & messaging (6 years)
 - Project management (4 years)
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Work experience

Experience strategist – Slalom Consulting, 2022-Present

- For a government client, led the customer strategy & design teams focused on defining the user experience and designing the interface for a new portal that would be used by dozens of agencies across multiple U.S. states to conduct and manage food safety-related activities. Created personas and journey maps identifying priority features and use cases, designed and led workshops to flesh out requirements and inform user story creation, and collaborated with architects and technical experts to create a product roadmap based on prioritized features.
- For a ski resort holding company, analyzed hundreds of survey responses from past and prospective resort-goers using Qualtrics, visualized findings in a digestible format, and highlighted key areas of opportunity.

Digital marketing strategist – Accenture Interactive, 2017-2022

- For an ecommerce company, led the day-to-day digital strategy focused on designing a consistent and cohesive customer experience, uniting a wide variety of companies and brands the client had acquired. Designed and conducted workshops with key stakeholders, defined core audience segments and built personas representing those segments, and created a detailed content strategy and channel plan to educate, convert, and nurture customers across touchpoints.
- For a retail healthcare client, spearheaded a go-to-market strategy aimed at boosting their brand recognition and solidifying their market presence. Led an audience and journey-mapping workshop to inform the experience strategy, created personas based on the client's most valuable customer segments, and mapped each persona's journey along with priority outreach channels and messaging.
- For a tax & consulting client, led the experience workstream tasked with consolidating over a dozen existing portals into a single unified platform. Oversaw the creation of site navigation, information hierarchy, wireframes, prototypes, and visual designs; worked closely with technical and development teams to bring the strategic vision to life.
- For an insurance client, supported the content and messaging strategy for their site redesign and brand repositioning. Performed a qualitative audit of over 100 pieces of marketing and educational content, mapping high-quality assets to the new site taxonomy. Also helped define the messaging framework for key pages.

Associate strategist – Wire Stone, 2014-2017

Wire Stone was acquired by Accenture in December, 2017.

- For a B2B technology company, supported the audience research that would drive the digital strategy for their site redesign. Created personas based on 40+ interviews with IT professionals representing key audience segments, and identified each persona's goals, needs, key questions, priority content types, and ideal messaging at every stage of their buying journey. The personas were leveraged heavily when developing the final copy and content for all site pages, and our client presented this work in detail at Forrester's B2B Marketing conference in 2018 in Austin, TX.

Education

B.A., Communications and Political Science – University of California, Davis (2014)