

# Jennifer Stoltz

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Accomplished digital writer, content designer, and editor with 15+ years of experience. Skilled in enhancing and streamlining the user experience through intuitive design and engaging storytelling.

## Core Competencies

Copywriting	Usability Testing	Research and Analysis
Content Design	Cross-functional Teams	Creative Problem-solver
Content Strategy	Design Collaboration	Digital Standards
UX Writing	User-centered Design	Stakeholder Relationships
SEO Best Practices	Mobile-first Design	Client Management
B2B and B2C Projects	Editing and Proofreading	Content Audits

## Technical Expertise

Figma, Canva, WIX, WordPress, InVision, Jira, Confluence, SharePoint, and Microsoft Suite

## Experience

### DIGITAL CONTENT WRITER

The State of Connecticut [CT.gov](http://CT.gov) | 8/2025 to 1/2025 (6-month contract)

- Crafted SEO articles for the business website with comprehensive resources on starting a business, funding, insurance, licensing, and regulations.
- Revamped the [CT.gov Business Licenses and Permits](#) page in Figma with new content, a fresh layout, and updated images. Wrote an accompanying SEO article with guidance on renewals and applications, featuring a curated list of links by business/industry from various government agencies for easy access.
- Composed, edited, and designed pages for the Content Style Guide to ensure consistency across government websites. Pages included Writing for Mobile, SEO Best practices, Content Structure, Formatting, Accessibility, and Inclusivity.
- Conducted site audits to identify gaps in content.

### OWNER / DIGITAL WRITER AND DESIGNER

[Jbird Web Design](#) | 2018 to Present

- Collaborate with clients to understand their needs, designing and building customized, user-friendly websites on WIX that align with their vision, goals, and brand identity.

- Create intuitive layouts and user interfaces for seamless experiences across all devices, applying best digital practices, including mobile optimization, SEO, and accessibility.
- Manage project timelines and client communications to ensure delivery of high-quality, customized websites.
- Provide ongoing support and updates to clients' websites, ensuring content remains fresh, relevant, and optimized for performance.
- Research competitors to understand trends and ensure designs and content are unique and effective.
- Provide logo design services to strengthen brand identity.

**SENIOR DIGITAL CONTENT WRITER** (Previous positions include Digital Content Writer and Managing Editor)

**Cigna Healthcare** | 2011- 2024 (13 years)

- Led the [Cigna Healthcare Brokers](#) section redesign project, creating seven content-rich pages to enhance the user experience for current and prospective brokers.
- Provided content strategy and writing for the [Coronavirus \(COVID-19\) Resource Center](#) which contains critical information on coverage, benefits, and testing to customers and clients.
- Partnered with UX designers and product owners on the [Cigna for Brokers](#) registration flow. Features included completing the 2-step Authentication, Account Access Recovery, and FAQs.
- Spearheaded the creation and content for the [Disaster Resource Center](#), a vital hub to support individuals impacted by natural disasters.
- Created a targeted alert strategy with key placements on [Cigna.com](#) to help disseminate crucial information to customers. Participated in company-wide crisis communication calls with updates.
- Crafted and edited content for [myCigna.com](#), ensuring consistency in tone and voice.
- Managed and edited content for the Digital Content Standards, a portal to ensure best practices and consistency across Cigna Healthcare digital properties.
- Provided editorial guidance and oversight for department writers.
- Collaborated with cross-functional teams—including UX designers, business and product owners, SMEs, marketing, user research, accessibility specialists, legal, and development—to write and edit content updates, ranging from small to large-scale initiatives.
- Conducted site content audits and competitive research to identify gaps in content.
- Presented projects to stakeholders, highlighting strategy, content decisions, and impact.
- Participated in usability sessions, modifying content based on user behavior and interactions.

## Education

**Pace University**, White Plains, NY: Bachelor of Arts in English and Communications

**Rockland Community College**, Suffern, NY: Associate's Degree in Liberal Arts

## Personal Interests and Community Involvement

Music Lover and Singer, Photographer, Personal Stylist, Health and Wellness Enthusiast, Fundraising for the Juvenile Diabetes Foundation and Sandy Hook Promise.