

CORY JURENTKUFF TRATAR

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SENIOR-LEVEL CONTENT STRATEGY LEADER

Conveying ideas and information to diverse audiences in engaging ways – leaving lasting impressions.

Versatile digital communications leader with a solid reputation for excellence in brand communications through digital channels. Track record of executing vision in delivering standalone projects/integrated campaigns and developing brand presence. Dedication to delivering compelling stories that effectively portray product and service offerings. Skilled at interpreting industry trends/data and leveraging established analytic and reporting tools to create actionable content and engagement strategies. Strong emphasis on project management strategies and a willingness to put audience experience at the forefront of every brand touch point across all projects. Recognized for gaining buy-in from various key stakeholders and mapping value through impactful presentations.

SIGNATURE STRENGTHS & COMPETENCIES

Digital Project Management • Strategic Planning & Execution • Internal & External Communications
Strategy Impact Assessments • Communications & Technology Integration • Value Mapping & Proposition
Operational Efficiency & Effectiveness • Audience Insights & Market Research • Budgeting & Resource Allocation
Team Leadership, Mentoring & Collaboration • Customer Pitches & Proposals • Long & Short-Term Planning

WORK EXPERIENCE & MILESTONES

CAREFIRST BLUE CROSS BLUE SHIELD – WASHINGTON, DC

July 2023-Present

SENIOR DIGITAL CONTENT MANAGER

- Engage cross-functional teams to project manage large-scale digital projects.
- Lead the development and implementation of effective, engaging and user-friendly content strategies for multiple digital platforms and channels.
- Create custom, research-based content solutions that align with the brand vision and goals.
- Work collaboratively with multiple teams and stakeholders to manage large-scale website enhancements, content inventories and analytics initiatives.
- Create and maintain content strategy methodologies to ensure quality and consistency across all projects.
- Tell compelling stories that effectively portray product and service offerings and enhance audience experience.

BOOZ ALLEN HAMILTON – WASHINGTON, DC

2019 – 2023

LEAD ASSOCIATE, CONTENT STRATEGY

- Leveraged vast cross-industrial experience to build custom, research-based content strategies for the company – working across multiple teams and markets.
- Developed and adopted a user-centered design process and methodology for use across multiple projects, including website redesigns and podcast strategies.

THE AMERICAN CHEMICAL SOCIETY – WASHINGTON, DC

2017 – 2019

UX DESIGN MANAGER, CONTENT STRATEGY

- Brought on board to oversee the development of effective, creative, and efficient content and overall digital strategy.

- Worked across cross-functional teams to manage a large-scale website redesign for the organization.
- Developed new user testing methodologies, including “man on the street” interviews and user surveys.

IQ SOLUTIONS – ROCKVILLE, MD

2016 – 2017

UX DESIGN MANAGER, CONTENT STRATEGY

- Selected as the lead content strategy for a digital healthcare communications firm, contributing to multiple content strategy projects for Federal Government agencies in the healthcare sector.
- Blended target audience insights with an understanding of the nuances of healthcare/government communications to create target-exceeding strategies.
- Tailored strategies to diverse audiences and stakeholders, including consumers, medical professionals, advocates, and government policymakers.

CAPITAL ONE – MCLEAN, VA

2014 – 2016

UX CONTENT STRATEGY MANAGER

- Handpicked to lead the creation of conversations with customers and prospects using natural language and contextually relevant, use-case-specific content across all digital platforms.
- Executed wide-reaching quantitative and qualitative research to identify and leverage keywords for target audiences before UX prototyping.
- Collaborated with designers and product teams to manage large-scale digital initiatives, enabling seamless interactions with the company’s brand at each touchpoint.

INTERACTIVE STRATEGIES – WASHINGTON, DC

2007 – 2014

DIRECTOR OF CONTENT STRATEGY (2011 – 2014)

- Promoted on the back of consistent top performance to build custom content strategies for client websites, mobile experiences, and social media campaigns.
- Cultivated and nurtured effective work relationships with diverse clientele, including government bodies, global consulting firms, media companies, and online dating services.
- Offered copywriting and ad services across the web, social media, email, and mobile apps.
- Managed initial audits, reviews, and interactions with clients to gather information related to existing brands, goals, and audiences to develop optimized copy and messaging adapted to the client’s voice and style.

SENIOR CONTENT STRATEGIST (2007 – 2011)

- Charged with matching clients’ business goals with audience needs for creating strategies and action plans that yield positive returns and distinguish client experiences.
- Conducted market research and leveraged insights gained to build conversion-focused web, social, mobile, and email strategies and led design and development teams.
- Partnered with diverse clients, including multi-million-dollar publishers, major media outlets, government bodies, and reputable software companies to manage their digital projects.

PRIOR EXPERIENCE:

NATIONAL BOARD FOR PROFESSIONAL TEACHING STANDARDS | WEB CONTENT MANAGER

AOL | PROJECT MANAGER & EDITOR

PBS | WEB EDITOR

EDUCATIONAL TRAJECTORY

Master of Arts (Interactive Journalism)

American University – Washington, DC

Bachelor of Science (Mass Communication & Advertising)

James Madison University – Harrisonburg, VA

Training

2025: James Madison University Project Management Certification (in progress)

2019: Scrum Master Certification

2018: Media Bistro Content Marketing

2018 Media Bistro Brand Voice

2018: Media Bistro SEO Writing

2018: Media Bistro Website Redesigns

2015: Media Bistro Blogging

2014: Duarte Presentations

2012: Media Bistro Social Media Marketing 1 & 2

2012 Media Bistro Facebook Marketing

2009: Nielsen Norman Group Usability Week Workshops: Writing for the Web 1 and 2