

# Linda Eckerud

Lead Content Strategist

Intro

*I am a human-centered design strategist. I have been a part of building impactful products for companies like Roblox, Meta, Google, Charles Schwab, Fantasy, and many more. I am passionate about crafting experiences using words and unique insights to make things make sense.*

## EXPERIENCE

**Roblox, San Mateo**— *Founding Content Designer, Senior Lead - Foundations* - JULY 2025 - PRESENT (FTE)

Strategic Leadership & Impact

- One of the first three Content Designers at Roblox, helping establish the foundation for content design practices across the organization.
- Partner with cross-functional teams to define and execute content strategy and UX writing across player and creator experiences in immersive 3D environments.
- Built and launched company-wide writing standards, including voice and tone guidelines, style systems, and naming frameworks adopted across products.
- Led the development and rollout of an internal AI tool fully trained on Roblox's writing standards to scale consistency and quality across teams.
- Collaborate closely with product design, research, and engineering to integrate content strategy throughout the end-to-end design process.
- Advocate for the role of content design in shaping clarity, usability, and civility across Roblox's global community of players and creators.

**Meta, Menlo Park**— *Lead Content Designer, Pillar Lead - 1P Solutions, Monetization* - MAY 2021 - PRESENT (FTE)

Strategic Leadership & Impact

- Led content design for professional inboxes in Instagram, Messenger, and WhatsApp; driving cross-organizational alignment across products and XFN teams.
- Orchestrated the Facebook to Meta rebrand across all monetization platforms, coordinating efforts of 80+ engineers with a TPM—demonstrating the power of large-scale collaboration.
- Authored a strategic POV on the future of voice in AI tooling, exploring how content design shapes emerging technologies and enhances human connection.

- Championed internationalization, 0–1 product launches, and storytelling strategies, making products more human and globally accessible.
- Mentored senior ICs, fostering growth while learning through reciprocal collaboration.
- Developed and led a Content Design & UX Writing program for industry professionals at a university, approved as external work alongside Meta duties. All 8 students secured interviews and offers from top tech companies, leading to an invitation to teach the program again the following semester.
- Founded a book club across the Monetization Content Design community, fostering continuous learning and professional growth.
- Presented on the future of Content Design in the Metaverse at CommaCon '22, Meta's internal content design conference, inspiring new approaches to immersive content experiences.
- Created a community for non-native English-speaking content designers at Meta, hosting monthly meetups to share experiences, best practices, and support for writing in a second language.

### Product Design & Growth

- Led content design for key projects, including WA Coex, and drove message management initiatives for SMB Inbox, surpassing stretch goals with an additional 235K daily conversions.
- Influenced product roadmaps through strategic insights on inbox design, risk identification, and solution development.
- Improved onboarding by addressing translation gaps and expectation-setting, contributing to product readiness for major launches.
- Identified suboptimal translations for marketing messages in Vietnamese, leading a localization test that increased CTR by 1,200%, showcasing the impact of precise language.

### Cross-Functional Collaboration

- Created strategic proposals for voice assistant features, driving alignment across design, product, engineering, and data science.
- Collaborated with product teams across WhatsApp, Instagram, Messenger, and Meta Business Suite, influencing project direction through data-driven insights and content strategy.
- Conducted competitive analysis to guide decisions, particularly in understanding why businesses choose alternatives like Intercom or ManyChat over Meta solutions.

### Systems Thinking & Process Improvement

- Streamlined product review workflows, creating efficient documentation praised for clarity and decision-making support.
- Enhanced offboarding experiences to reduce friction and align with future product visions.
- Integrated content strategy into daily design practices through scalable programs, ongoing through 2025.

### Recognition & Achievements

- Earned performance ratings of Meets All, Exceeds, and Greatly Exceeds as an IC5 (Senior) and IC6 (Group Lead), reflecting both high-impact deliverables and strong relationship-building.
- Spearheaded a Pulse Result Workshop improving IC-to-manager dynamics, reaching over 5,000

employees through internal resources.

- Acted as an AIP reviewer, design critique lead, and key contributor to business messaging design forums, providing governance guidance and strategic mentorship.

### **Charles Schwab, San Francisco — Senior Content Strategist** - AUG 2020 - MAY 2021 (Full-time - Temp)

I lead multiple efforts to mobilize various workflows from the big web to the Schwab mobile app. I am developing a company-wide guidebook for diversity and inclusion in product design, and I have founded an internal book club for the user experience design team.

Responsibilities include:

- Mobilizing workflows from paper forms to intuitive mobile flows
- Documenting gaps in the most recent design system to fit Android and iOS standards
- Writing for mobile experience (push notifications, messaging frameworks, desktop notifications)
- Leading multi-disciplinary product teams

### **Wells Fargo, San Francisco — Senior Content Strategist & Scrum Lead** - FEB 2020 - AUG 2020

(Full-time - Temp)

I led multiple scrum teams to voice the push and future develop Wells Fargo's product-specific pages.

Responsibilities included:

- Crafting robust content strategies supported by decision rationale.
- Developing and implementing content strategies for the global site
- Crafting and updating the voice and tone for sections such as; the credit card compare experience, interactive mortgage rate tool, credit card alerts, and more.
- Leading multi-disciplinary project scrum teams
- Push existing user-centered design principles
- Developing and owning digital editorial standards and guidelines.

### **Fantasy, San Francisco - Senior Content Strategy Consultant** - OCT 2019 - FEB 2020 (Full-time - Temp)

Led client/ project-specific content strategy development and activities together with UX Lead for multiple client projects. Activities include:

- Content audit and landscape analysis
- Stakeholder and user interviews and synthesis
- Led client workshop - synthesized results
- Responsible for all content strategy and gamification strategy deliverables.
- Led and developed a voice and tone (messaging strategy) and learner engagement strategy for the project-specific web.

**Nature Hommage, Stockholm — *Lead Content Strategist*** - JULY 2019 - PRESENT (Remote)

- Led and supported the founders on content strategy for the client's eCommerce site.
- Developed and formatted product description and web-copywriting.
- Led and advised on social channel plan before and after the company launch in August 2019.
- The brand is reaching its KPIs, and has been covered in ELLE Sweden, Plaza, and was awarded the Sustainability Award in 2019.

**Google Ads via Vaco, Sunnyvale — *Content Strategist*** - MAR 2019 (Full-time Temp)

- Reviewed and discovered new opportunities in content from websites per guidelines shared with stakeholders servable over the client's ad network.
- Provided recommendations for product descriptions, navigation, and taxonomy.

**Google Ads via Vaco, Sunnyvale — *POC Content Analyst*** - MAY 2018 - (Full-time Temp)

- Analyzed internal team workflows strategically and operatively.
- Participated and lead discussions with stakeholders and team management to improve products and workflows.
- POC responsibilities included direct contact and information shared between team and stakeholder, ensuring the group was meeting and exceeding goals, including daily/ weekly/ monthly targets.

**Deep Labs, San Francisco — *Senior Marketing Analyst*** - JUNE 2017 - MAY 2018 (Full-time)

- Created compelling narratives to communicate the unique value of Deep Labs product portfolio.
- Mixed strategic thinking with tactical execution; through hands-on content creation, messaging, and tone targeted at key personas.
- Performed sales enablement, competitive positioning.
- Worked collaboratively across marketing, sales, strategic communication, and product development.
- Developed and contribute to high-impact marketing plans and strategies within the fields of financial tech.
- Supported and leveraged product launches and ongoing awareness.
- Analyzed ongoing market trends and competitive landscape in the fintech industry.

**Expology, Stockholm — *UX Strategist*** - JUNE 2016 - MAY 2018 (Remote)

- Conducted field research and competitive VR audit.
- Third-party report analysis to identify design opportunities.
- Scoped VR dome experience based on near-term to long-term investment needs, visual systems, production costs, and materials to support the creative concept.

**SparkPR, San Francisco — *SEO Strategist*** - OCT 2015 - JUNE 2016 (Full-time)

- Monitored social channels (Twitter, LinkedIn, Medium) for a retainer client, daily.
- Flagged engagement opportunities and shared them with the team. Defined RTs from portfolio companies, other brand handles, brand employees, and other partners (Techstars).
- Scheduled and tagged finalized content via Sprinklr.
- Drafted and created new social posts.

**Jill Seifert Personal Stylist, LLC, San Francisco — Creative Content Manager** - OCT 2014- OKT 2015 (Full-time)

- Planned, resourced, and managed the development of Jill's updated website.
- Planned and seeded creative opportunities for her podcast.
- Podcast strategy and scriptwriting
- Maintained voice and tone guide for all brand collateral, including digital and print.

**Style Sonata, San Francisco — Social Media Strategist** - AUG 2013 - JULY 2014 (Full-time)

- Monitored social channels (Twitter, LinkedIn, Medium) for a retainer client daily.
- Scheduled photoshoots for Instagram and Facebook video and image content.
- Created an image editing style guide.
- Drafted and created new social posts.

**RETURPACK, Stockholm — Brand & Content Specialist**- JAN 2012 - JUNE 2013

- User interviews
- Interview script writing
- Helped define and maintain brand guidelines

**Delling Group, Linkoping — Junior Content Planner** JAN 2010 - JAN 2012

- Intro to brand planning, research, and brand strategy.
- Learned about brand strategy and how to set up user interviews
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**Delling Group, Linkoping — Planner Intern** MAY 2009 - JAN 2010

- User interviews
- Interview script writing
- Helped define and maintain brand guidelines

## EDUCATION

**Academy of Art University, San Francisco — MA Web Design & New Media**

JUNE 2017 - DEC 2018

**Berghs School of Communication via Academy of Art University, San Francisco — BFA Creative Strategy**

JAN 2014 - JUNE 2016

**Berghs School of Communication, Stockholm — Diploma Copywriting**

AUG 2013 - DEC 2013

**University of Cambridge, Cambridge — *Diploma Linguistics***

2010 - 2011

**PROJECTS**

**UNICEF NextGen, San Francisco — *Volunteer event  
photographer***

**LANGUAGES**

*- Expert knowledge*

*English*

*Swedish*

*Danish*

*Norwegian*

*- Basic knowledge*

*French*

*Italian*

*Russian*