Haley Dickens

Content Strategist | UX Writer

Raleigh, NC | 919-614-7463 | haleytdickens@gmail.com | haleydickens.com | linkedin.com/in/haleytdickens

SUMMARY

Content strategist and UX writer with 12+ years turning complex products into clear stories. I partner with engineering, product, and executive teams to drive adoption, from design systems and developer docs to UX flows and leadership narratives. Results include 35% design system adoption growth in six months and 25% faster onboarding.

EXPERIENCE

Founder

Haven | Sep 2025 – Present

- Founded a brand consultancy helping experience-driven brands, especially luxury hospitality, protect their voice as AI enters marketing.
- Created The Haven Method, a six-part framework for writing with AI in your own voice.
- Built the brand, website, and content engine across Instagram and Substack, and launched digital guides through an automated social funnel.

Director, Content Strategy

FM Global | May 2024 – Sep 2025

- Led storytelling and content architecture for the Resilience Design System, driving 35% adoption growth in six months.
- Turned platform capabilities into stories that drove adoption across 100+ teams.
- Built executive presentations on engineering strategy, roadmaps, and adoption metrics for senior leadership.
- Unified engineering standards into one playbook and rebuilt developer docs around how engineers work.
- Set up documentation and governance frameworks that kept messaging consistent across engineering and UX.

Principal UX Content Strategist

Fidelity Investments | Aug 2022 – Apr 2024

- Simplified complex financial workflows into clear experiences and content frameworks.
- Built narrative frameworks for digital products used by millions of customers.
- Improved accessibility, clarity, and engagement through data-driven content strategy and iterative testing.

Senior Marketing Manager

On Brand Designs | Nov 2020 – Aug 2022

- Led a team of six across web, email, and social campaigns for client brands.
- Turned complex positioning into stories that supported client growth.

Senior Content Developer and Creative Producer

IBM | Aug 2019 – Nov 2020

- Created enablement content for 100,000+ sellers adopting new tools.
- Designed scalable learning content that sped up enterprise platform adoption.

Senior Communications Manager (Contract)

Cisco | Apr 2019 – Aug 2019

- Wrote campaign content, including the #CiscoChat series, to drive certification adoption with network engineers.

Global Communications Manager (Contract)

Credit Suisse | Sep 2018 – Mar 2019

- Developed UX-aligned content for internal business platforms across the enterprise.

Senior Marketing Campaign Manager | NC General Assembly | Nov 2014 – Sep 2018
Marketing and Public Relations Specialist | NC Department of Administration | Jun 2013 – Jun 2014

SKILLS

Expertise: UX writing, content strategy, content architecture, design systems, technical and developer documentation, executive presentations, brand voice, AI content, enablement, team leadership

Tools: Figma, Confluence, SharePoint, WordPress, Adobe Creative Suite, Google Analytics

Industries: Fintech, enterprise tech, insurance, hospitality, government

EDUCATION

Bachelor of Science, Communications | East Carolina University | magna cum laude