






 Conor Caplice

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## KEY PROJECTS

### Google Agentspace

Developed the Content Strategy and Content Design for Google Agentspace, a search and AI agent hub enabling access to applications for enhanced productivity.

### Analog Devices Inc.

Led Content Design and Content Strategy for the Fortune 500 company's digital transformation.

### Cisco Systems

Developed a cohesive content strategy playbook, governance model, standardized processes, and marketing roadmap.

### Synovus Financial

Led a comprehensive strategic refresh, pivoting the bank into a sophisticated B2B partner, resulting in a 20% stock price increase upon announcement.

## KEY CLIENTS

Google • Cisco Systems • Intel • Analog Devices • Walmart • Amazon • Exxon Mobile • Morgan Stanley • HCSC

## OVERVIEW

15+ years of experience as a content design and strategy leader specializing in combining user-centric thinking, technical ability, and innovative problem-solving to deliver meaningful impact.

## EXPERIENCE

### Deloitte - Senior Content Design & Strategy Lead

2023 - Present

- Drove **\$1.44M in new business** through the development of holistic content designs and product strategies..
- Generated **\$1.25M in annual cost savings** through the conceptualization and development of Gen AI accelerators.
- Delivered **double-digit YoY revenue growth** for multiple clients through strategic content and product engagements.

### Deloitte - Content Strategy & Design Consultant

2022 - 2023

- Co-created Deloitte's **Generative AI go-to-market strategy** for content strategy and content design product offerings.
- **2 Excellence Awards for Generative AI initiatives** that drove significant contributions to client success and firm innovation.
- Advocated for users, aligned stakeholders and executives, and synthesized behavioral insights, UX research, and heuristic analysis.

### RC Consulting - Senior Content Manager

2018 - 2022

- Drove up to **94% year-over-year client revenue growth** through strategic content initiatives.
- Created actionable content designs and marketing strategies that unified audience research, market trends, and product analysis.
- Worked cross-functionally to develop content strategies and execute integrated marketing campaigns across digital, social, and traditional media for B2B and B2C clients.

*References and additional history available on request.*

## EDUCATION

### University of Rochester

Master of Arts - Applied Language and Technology

### Benedictine University

Bachelor of Arts - English | Magna Cum Laude