

# David Mogolov

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## SUMMARY

I'm an editorial and user experience pro with a strong ability to synthesize information from multiple sources into a coherent, original, and compelling whole. As a manager, I focus on enablement and coaching. I bring perspective from usability, design thinking, and analytics to help my team develop content and strategies that are user-focused, engaging, and designed for measure.

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## PROFESSIONAL EXPERIENCE

### CVS Health

#### Associate Senior Manager, Content Strategy

April 2020 – present

- Manage the work and development of writers and content strategists working across multiple SAFe trains in the pharmacy portfolio.
- Oversee creation and development of the digital style guide and content documentation standards.
- Managed content strategy for the COVID-19 vaccine and 2020 flu shot projects, coordinating content processes, supervising cross-functional discovery and review, and ensuring quality.
- Coordinate with design and product leads to plan work, improve coordination between content strategy and other disciplines, and identify opportunities for process and quality improvements.
- Partner with digital product management to discover and pilot process improvements to reduce review cycles and improve content quality.
- Identify areas of cross-train content concern, connect correct partners, and contribute to solutions that serve all parties.

#### Senior Content Strategist, UX

May 2018 – April 2020

- Planned and created content for multiple scrum teams working in a SAFe model, aimed at helping patients understand and stay adherent to their medication regimens while exploring and taking advantage of savings on their prescriptions.
- Developed improved strategies for content development, review, and validation for a variety of pharmacy, PBM, and Medicare Part D programs
- Partnered with digital product management, analytics groups, and business stakeholders to determine and refine requirements for content, representing the user perspective and advocating for accessibility.
- Participated in and conducted user research to discover patient mental models and test comprehension of and preferences around content.

### BREDIN

#### Marketing Director

May 2017 – May 2018

- Communicated the firm's mission and strengths to a niche audience of corporate marketers and sales leaders.
- Created and maintained Bredin's content marketing plan and calendar to make sure research,

webinar, and content initiatives were on track, effective, and that they reinforced one another.

- Evaluated and revised all Bredin marketing pieces and digital assets to keep them focused, useful, and aligned with strategic objectives.
- Managed work and development of junior team members.
- Oversaw web analytics, email marketing, and webinar series.
- Developed and coordinated marketing research programs.
- Advised clients on best practices in content marketing and SEO.

## **FIDELITY INVESTMENTS**

### **Principal Content Strategist**

January 2014 – May 2017

- Partnered with product and engineering teams to conceptualize and deliver multi-channel communication campaigns for enterprise-wide IT initiatives.
- Coordinated with product owners, subject matter experts, and developers on creation and improvement of large volume of customer-facing content in Drupal CMS environment.
- Wrote and edited marketing and training materials, created videos, and led training webinars.
- Trained product teams to provide distinctive, clear, and creative communication to users.
- Monitored campaign performance to adjust communications based on traffic and engagement.
- Served as community manager for enterprise social collaboration platform.
- Conducted research and advised on best practices in document and site design.

## **BEDFORD/ST. MARTIN'S**

### **Executive Media Editor, Bedford e-Portfolio**

April 2013 – December 2013

- Determined strategy for development and rollout of a major educational software initiative.
- Directed the communication and training process for in-house employees and sales force.
- Created marketing and training materials, including web guides, videos, and presentations.
- Managed team that presented to, trained, and supported new users.

### **Market Development Manager, Media**

November 2010 – April 2013

- Conducted research efforts to both develop new products and seed adoptions.
- Represented the customer in design and development meetings.
- Managed work of market development field reps.
- Trained sales force on new products and sold new products in the field.

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## **ADDITIONAL PROFESSIONAL EXPERIENCE**

### **TOWN OF NATICK, SUSTAINABILITY COMMITTEE**

#### **Associate Member**

September 2018 – present

### **BOSTON GLOBE**

#### **Parenting Advice Columnist**

January 2015 – December 2016

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## **EDUCATION**

### **BOSTON UNIVERSITY**

May 2000

- BS in Journalism, BA in Philosophy