

# Mouncey Ferguson

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## Writer/Producer & Multi-Media Content Strategist

### Storytelling | Video Production | Messaging Strategy Development | Content Management

Strategic and creative Writer, Producer, and Multi-Media Content Strategist with a proven track record of crafting compelling narratives that engage, educate, and inspire. Adept at leading content strategy, video production, and editorial planning for global brands and high-profile events, ensuring cohesive messaging across digital, print, and video platforms. Expertise in storytelling, brand voice development, and audience engagement, with proven skills at using AI tools to scale content creation and enhance creativity, seamlessly translating complex ideas into impactful content for both industry professionals and general audiences. A collaborative leader who thrives in fast-paced, evolving environments, aligning cross-functional teams to deliver high-impact, results-driven content.

### Areas of Expertise

Content Strategy & Activation | Storytelling & Messaging Development | Video Production (Pre & Post) | Editorial Planning & Calendar Management | AI-Driven Content Development & Strategy | Enablement Content | Brand Voice & Tone Development | SEO Analysis & Content Optimization | UX Writing & User Journey Mapping | Multi-Platform Content Distribution | Internal & External Communications | Cross-Functional Team Collaboration | Event & Conference Content Production

### Professional Experience

**Autodesk, Los Angeles, CA**  
**Senior Writer & Producer,**  
**Managing Editor,**  
**Writer,**

**2015 - 2025**  
**2024 - 2025**  
**2022 - 2024**  
**2015 - 2022**

Directed content strategy and video production for Autodesk, serving as Content/Editorial Lead and Video Producer. Partnered with cross-functional teams to craft compelling main stage and digital event experiences, managed the editorial calendar for the AU website, and ensured alignment with Autodesk's brand and creative vision.

Served as hub for communications team and managed weekly blog that served as fulcrum for content for event app, session catalogue, social media, and marketing. Wrote thought leadership articles.

- Managed a year-round learning platform, Autodesk University (AU), attracting 1.5+ million unique visitors annually and generating 4.3+ million page views, driving the highest click-to-purchase conversion rate of any Autodesk content destination.
- Spearheaded content strategy and organic social media efforts, increasing engagement by over 20% year-over-year.
- Developed and established AU's tone and voice, shaping its identity as a premier online professional learning destination.
- Pioneered the use of AI tools for scalable content generation, naming, and creative brainstorming, and evangelized its use by the broader team.
- Led the creation and execution of a year-round editorial calendar, driving cohesive content strategy across teams.
- Produced high-impact content, including external blog posts, internal conference communications, mobile app copy, and newsletters, enhancing audience engagement and brand consistency.

### Annual Conferences for End Users & Employees

- Executive produced four videos for AU 2024, a conference attended by ~12K professionals, and led the production of interview-style content for OTC, Autodesk's internal go-to-market event, engaging 3K on-site employees, 5K+ digital attendees, and key channel partners.
- Managed external and internal communications for AU 2023, stepping into a lead communications role to support the Marketing team in driving event messaging.
- Developed compelling content as Content Lead, writing a weekly blog, crafting mobile app copy, and producing recap sizzle videos to enhance attendee engagement.
- Played a pivotal role in Autodesk's first-ever virtual conferences in 2020 and 2021, rapidly adapting content strategies to a digital format.
- Transformed learning sessions and event media into high-value thought leadership written and video content for AEC, manufacturing, and media professionals, shaping industry insights since 2015.

- Oversaw operational communications, including managing SharePoint resources, to streamline event coordination across multiple conferences.

**MF3, Inc.,** Los Angeles, CA

**2001 - Present**

### **Content/Video Producer and Strategist**

Managed content strategy across digital, print, and video platforms, ensuring cohesive messaging and audience engagement. Led initiatives in messaging architecture, content development, SEO strategy, video production, and user experience analysis to optimize user journeys and enhance brand impact.

- Served as the voice of leading brands. Collaborated with Designers, UX Designers, and others.
- Instructed, edited content, and provided editorial calendar for junior Writers.
- Quickly uncovered client's intended messaging and delivered it in just the right voice and tone. Adapted style and voice to suit a wide range of audiences.
- Developed strategy and created copy for clients in a range of clients, agencies, and industries, including:

**Technology:** Cisco | Oracle | Qualcomm | SanDisk | Intel | NVIDIA | Dell | DocuSign | Plantronics (PLT) | VMWare | KETIV | Coupa

**Financial Services:** Charles Schwab | Visa | Chase | Joyn | EdgePoint | Booz-Allen

**Consumer:** PowerBar | Sony | Buitoni | Nestlé | RedBull | Carnation Instant Breakfast | Farmer John | Mission Foods | Avery | Purina | Kraft | NatureRaised

**B2B:** Aramark | ServiceTitan | AECOM | Rakuten

**Agencies:** Partnered with FutureDraft | Undivided/OIC | WriteBrand | Duarte | MXM | Boldium | Sapient | Founded | Ogilvy & Mather | OGM

### **Additional Relevant Experience**

**Fleishman-Hillard Interactive (Owned by Omnicom)**

#### **Senior Content Developer**

- Led web strategy and content development for this top PR agency, whose clients included SBC and Healthy Choice.

### **Education**

#### **Bachelor of Arts (B.A.) English**

University of Virginia, Charlottesville, VA

Wesleyan University, Middletown, CT

### **Personal Media/Entertainment Projects**

- Writer | Three-Day Hold, semi-finalist for the Blue Ink Awards from American Blues Theater, 2022
- Writer | The War on Children (short fiction), JMWW Literary Review, 2021
- Writer | Big Time, feature script currently under option to Gulfstream Pictures
- Producer & Co-Writer | Donner Pass, indie thriller: Redbox, Showtime, Netflix, Amazon Prime, Peacock, Tubi