

Charles Bohannon

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Principal content strategist building voice governance, agentic frameworks, and editorial systems for AI-native products

Expertise

- 10+ years across content strategy, UX, and editorial systems for AI-native and growth-stage products
- Builds voice governance, agentic frameworks, and editorial standards that hold quality at scale
- Distills complex products into clear, coherent experiences across UX, marketing, and customer surfaces

Experience

Fractional Head of Content, *Enrich Layer*, November 2025 - present • www.enrichlayer.com

Public web data infrastructure for engineering, data, and GTM teams (remote)

- Lead B2B content marketing (strategy, narrative, production, distribution) for an audience of engineers, data teams, and product leaders
- Architect positioning and narrative pillars, grounded in competitive audits across Bright Data, People Data Labs, and Coresignal
- Built and run Publishing OS producing long-form articles on data infrastructure, compliance, integration, and metrics
- Translate complex product capabilities and dataset architecture into clear narratives that reduce friction for technical evaluators

Founder, Editor, *Wordful*, August 2012 - present • www.wordful.com

Wordful builds AI-powered content systems that combine speed with editorial precision for B2B and B2C clients

- Build agentic frameworks, voice governance, and human-in-the-loop systems for AI-native and growth-stage products
- Develop methodologies for keeping AI-generated content credible and on-voice, including “message drift” taxonomy and review gates
- Partner with founders and product leaders to identify themes and translate complexity into clear product language and stories

Principal content strategist, *Recraft* • May 2025 - February 2026 • www.recraft.ai

AI-powered tools for designers (remote, London based)

- Led content strategy for an AI-native product (voice, audience segmentation, distribution, and measurement) across marketing, product, and user education
- Designed content frameworks for AI-generated outputs, including voice guidelines and onboarding scaffolding
- Translated AI product capabilities and model advances into clear narratives across web, Substack, blog, and documentation
- Developed frameworks with AI to support scalable content workflows

Content design strategist, *Dropbox*, April 2020 - April 2023 • www.dropbox.com

Industry-leading file sharing and storage (global remote, San Francisco based)

- Principal content strategist for CX surfaces serving 700M+ business and consumer audiences
- Co-chaired the Editorial Council, Dropbox’s company-wide governance body for voice, terminology, and messaging standards across all customer touchpoints
- Partnered with legal, product, CX, and senior leaders to translate technical complexity into clear customer-facing language

UX content strategist, *The Home Depot / Techshed*, January 2018 - March 2020 • www.homedepot.com

An online marketplace called “Pro Referral” that connects home improvement pros with Home Depot customers (San Francisco Bay Area)

- Led content strategy for dual-audience marketplace, notably UX writing for end-to-end Pro-facing surfaces (web, mobile, SMS)
- Established product content strategy for Pro Referral/Home Depot content teams, style guide, and Confluence documentation

Lead content strategist, *iCueMotion*, October 2017 - September 2018 • www.icuemotion.com

A science and technology startup that’s pioneering the next generation of human skills augmentation (San Francisco)

- Synthesized groundbreaking science patent data into easy-to-understand UX assets and customer stories
- Built a scalable content development framework to support content creation + curation across research and CueMate technology

UX writer, *Embroker*, May 2016 - October 2017 • www.embroker.com

A tech-enabled commercial insurance brokerage startup (San Francisco)

- Pioneered product copy and editorial voice in B2B insurance category, during 15x user growth from beta through public launch
- Synthesized complex business requirements and product constraints from multiple stakeholders on a small and scrappy UX team
- Bridged critical gaps between Growth team’s marketing content and Embroker brand narrative / editorial guidelines

Education

Bachelor of Arts in English, *cum laude*

University of Hawaii at Manoa, 4.0 cumulative GPA, Dean’s List, Honors Program student, Golden Key

Additional information

Portfolio: <https://wordful.com/work>

Interests: AI and LLMs, writing and publishing, entrepreneurship, surfing, fluent in Spanish

Editorial project: Palmtree, a beehiv newsletter on travel, remote work, and the future of distributed living