

**CMS LEAD DIGITAL Content Manager Webmaster AGILE/SCRUM Project Mgr Content Strategist**

Accomplished digital copywriter, content strategist, digital content manager, and internal & external client-facing project manager with 10 years' experience in web development projects. Facilitates developers, key stakeholders, QA and Agile delivery methods.

DCM/WCM/CMS/eComm specialist w/ web product design instincts and business, tech & marketing acumen. Web development using HTML+CSS. Guiding team(s) to increase our understanding and practice of Agile/Lean/Scrum/Kanban delivery.

- √ *AGILE Digital Content Management Consultant, BA*
- √ *Product Owner, SCRUMMaster, AGILE Coach/Proj. Mgr*
- √ *Facilitator, Cultural Bridge & Digital Communicator*
- √ *End-to-end Digital Content Production; Strategy*
- √ *Brand Strategy + Analysis; Digital Copywriting*
- √ *Creative Direction; Content Development/Curation*

SKILLS

EXPERT: Digital Consulting, Responsive Web Design, HTML5, CSS3, WordPress, AGILE Web & SaaS Development, Facilitation, C-level Executive Liaison & Support, Minimum Viable Products, Website Support & Administration, Website Maintenance, eCommerce Platforms, DXP, Digital Experience Platforms, Storytelling, Storyboarding, Brand Strategy, Digital Content Management, Training, Community Management, Outsourcing, ENGLISH

ADVANCED: Communications Strategy, IT Vendor Management, SiteCore, JIRA, Slack, Blog Development, SCRUM Product Ownership, Social Media Management, Social Media Strategy, Digital Publishing, Digital Marketing, Adobe Photoshop, Graphic Design, Internal Resource Coordination, Delivery Management, Business Analysis, Brand Analysis, Content Development & Strategy, Branded Digital Content, CRM, Content Curation, Blogging, CMS, WCMS, CMSS, eCommerce, Web Content Management Prototyping, Iterating, MS Dynamics CRM, Print, Office 365, SFTP, PHP Applications, HINDI.

INTERMEDIATE: SCRUM MASTER, KANBAN, LEAN, AGILE Coaching, 360° Digital Design (visual, UI, UX, advertising, copy), Digital Product Management, Trello, Rally, PivotalTracker, HipChat, Confluence, Creative & Art Direction, Business Development, Account Management, Brand Development, QA, Copywriting, Web Analytics & Metrics, Digital & Social Advertising, Project Planning, Technical Specification & Estimation, WooCommerce, Shopify, SEO, HootSuite, PowerPoint, Widen, InVision, phpMyAdmin, SharePoint, Change Management, B2C, B2B, Multi-Channel

WELL-VERSED: Product Management, SaaS, SAFe, LeSS, Scrum@Scale, Google Sheets, Google Analytics, Kronos, Lithium, Email Marketing, MS Excel, AEM, SAP, Salesforce, Drupal, Magento, Joomla, Google Charts, G-Suite, MySQL, DITA, XML, A/B Testing, Kentico, PUNJABI, URDU, SPANISH.

PROFESSIONAL EXPERIENCE

Senior Lead, Web Experience, Salesforce (REMOTE; FULL-TIME) JUL 2020 – CURRENT

Web & Digital Platform Manager, Tomato Gold Studio (NJ & REMOTE; PART-TIME; TEMP) JUN 2020 – JUNE 2020

Re-developed web presence; Translated business goals into technical requirements & tracked progress; Led product management/development to contribute to 50% increase in user's session duration on website, and to measurably decrease the average user's bounce rate.

- Coaxed product vision, executed Scrum ceremonies and owned Scrum artifacts to launch digital/web platforms/software/tools and website.
- Digital content management/strategy, copywriting, digital project management for CMS/eCommerce: implementation, design, and development.
- Curation of multi-channel digital marketing efforts; synthesis of web/digital traffic analytics into goals tracking. Sprint Management w/ stakeholders.

Digital Consultant – CMS and eCommerce, L'Oreal Paris (NYC & REMOTE) FEB 2020 – CURRENT

Facilitated/led Digital Content Management, Scrum+AGILE Project Management, Web Maintenance, Web Developer QA for Barrel.

- Led HTML5/CSS3 website updates in **CMS** tools/platforms (**SiteCore**); Ensured eCommerce B2C content was updated and compliant in **eWCMS**
- Led team members (designers, developers, producers, directors) to plan and implement website/CMS updates.
- Leveraged workflow mgmt systems (JIRA) to review/execute implementation requirements, coordinate w/ stakeholders & onshore/offshore parties.
- Thoroughly tested developer work in pre-prod environments; gathered requirements; launched Product pages, Product Hubs, custom components
- Collaborated with key business and operational stakeholders to review both website and web content requirements and implementation.

Digital Content Manager, Project Manager, CMS Consultant, Lifted Media LLC (locations below) JAN 2012 – JAN 2020

Built digital agency as AGILE Web Designer, Digital Content Mgr and Digital Project Coordinator. Facilitated and led AGILE Web Content Management as Digital Project Manager of Digital Launch of Residential Division of Commercial Real Estate Company, McEnroe, NY Water Taxi.

- Leveraged various enterprise content management systems to set-up and maintain a variety of product and commerce-focused content.
- Built, developed & configured WordPress/AEM/Magento/Drupal/Shopify/WooCommerce/SiteCore CMS & eCommerce Prototypes/Platforms.
- Facilitated Strategy & definition of Product Visions from business & user needs; Tracked metrics via Google Analytics for Mobile & Web Traffic.
- Ensured optimal user experience (UX) on multitude of platforms for responsiveness of web presence and brand consistency.
- Stayed abreast of evolving digital behaviors and trends to creatively/strategically support clients/organizations (Research & Development)
- Created a consistent brand voice; integrated across all channels of marketing (social media, SEO, digital branded content, email, print, blog).
- Digitally published marketing collateral; created systems: e-mail newsletters, white papers, docs, case studies, presentations, sales materials.

Digital Content Manager – CMS Lead/Consultant, Pinksta (REMOTE)

JUL 2017 – JAN 2018

Facilitated DIGITAL CONTENT Management and acted as Digital Project Manager and SCRUMMaster on the external web development of a multi-category cashback app that offers free-to-use bill payment functionality for Cable TV, cell phone and other daily expenditures.

- Exhibited proficiency in the design, development, and implementation of well-known Content Management Systems (CMS) – **AEM**
- Solicited, analyzed and defined requirements for large-scale project (integrations with other systems, migrations, Asset Management etc.)
- Worked with dev teams in breaking down high-level features into tactical user-stories and tracked them across multiple organizations
- Landing Page Setup/Creation using Photoshop & HTML5/CSS3; Ensured website content is always up-to-date and compliant
- Collaborated with team members (technical product owners, content writers, designers, marketing strategists) to plan and implement website updates that support marketing campaigns & strategies; Maintained all documentation and approvals for website content changes.
- Launched scaled & optimized operational digital copywriting team & led digital content management to maintain digital compliance in eCMS/DXP.

Digital Content Manager, CMS Lead/Strategist, JackParrot.com (REMOTE)

JUN 2016 – JUN 2017

Facilitating/executing C-level eCommerce Strategy as Consultant; SCRUM Product Owner, Digital Content Manager, and SCRUMMASTER. Ensured pipeline stayed full & prioritized; internally focused on AGILE team and digital eCommerce implementation & on ext web presence.

- Facilitated website launches & relaunches (AEM) and led Digital Content Management; Engaged C-level & stakeholders for review and approval.
- Responsible for defining & executing the e-commerce strategy to drive revenue, conversion, retention, and customer engagement
- Identify, recommend and execute strategies and initiatives to drive significant increase in website traffic, conversion rates, revenue and profitability leveraging analytics and A/B site and email testing.
- Partner with the design, planning and marketing teams to develop and execute business driving eCommerce strategies.

Digital Media/CMS/Marketing Consultant, The Durst Organization (NYC, NJ & REMOTE)

MAY 2015 – OCT 2015

Consulted as CMS BA, PO, SM to Digitally Launch the Residential Division of Commercial Real Estate Company; Digital Marketing Consultant for McEnroe Organic Farm, NY Water Taxi; facilitated/executed AGILE+SCRUM+LEAN web dev environment of custom CMS build from scratch.

- Coordinated development team to direct the launch of **five plus** websites; Completed **20+** WCMS & web admin features in line with Product Vision & Priorities; Facilitated implementation of all websites & digital software platforms; Employed SEM/SEO Principles to ensure steady web traffic.
- Conducted Product Backlog Refinement sessions to develop partnerships with key internal and external stakeholders, onshore & offshore teams, collaborating so business goals were met; Wrote User Stories; Led 3-6 developers; Facilitated Agile Coaching, Business Analysis.
- Developed Digital Strategies for Durst Residential, NY Water Taxi, and McEnroe Organic Farm.

CMS Designer—Digital Content/Project Mgr, Distinctive Workforce Solutions (Red Bank, NJ)

JUL – AUG & NOV 2014

Re-built & re-branded online presences while configuring web content management system, training key personnel in CMS administration, collaborating w/ stakeholders on business requirements, and facilitating an AGILE+SCRUM development environment to transform the company.

- Owned content development & web development to launch 3 projects, while leading C-level with Information Architecture, Creative Direction, Migrations, graphic design, digital copywriting, social media strategy, WCMS & CMS, QA; White-labeled & customized/configured CMSs.
- Led Digital Brand Strategy to improve online conversions for VMS Software sales by 20%; Led two online re-branding efforts of the website and digital content; Evaluated, customized & built **new software platforms**; Prototyped Email Marketing Campaigns.

EDUCATION

[University of Toronto](#), Bachelor of Arts, Psychology.

CERTIFICATIONS

[Scrum Alliance](#)®, **A-CSPO**®, **CSM**® (PMI-ACP®, SAFe® expected in 2020) OCT 2014 – DEC 2019

[Google Ads](#)®, **Search, Shopping & App, Analytics** Google Ads Certifications MAY 2020 – JUN 2020