

## EXPERIENCE

### REI – Content Producer – (Contract)

#### October 2019 – Present

- My role is to develop, publish, schedule and launch content on [REI.com](http://REI.com) that meets the requirements of the Co-op brand. I utilize designer mocks and project specifications to develop multiple projects a week from development and authoring, to testing to successful deployment
- Execute the creation and maintenance of the HTML and CSS for existing pages, new projects and emerging programs through a content management and publishing tool. Deliver projects on time, which adhere to project requirements with standards-compliant markup and content
- Create and modify content for REI Co-op digital properties within the CMS and other tools.
- Project Manage, Develop & coordinate content flow between designers, producers, writers, and partners for integrated campaigns
- Own highly visible web projects from beginning to end, from project kickoff, implementation, launch, and post launch support.
- Ability to translate designer mockups and wireframes to author digital experiences based on design specs and template/technical markup compliance. Works closely with interactive designer and copywriter to ensure their layouts are being translated as expected.
- Coordinate website launch support for new content and promotional launches
- Handle a high volume of concurrent projects, while maintaining transparency with task/project status reporting
- Perform quality assurance review of requests before content is pushed live, Anticipate, prevent, and troubleshoot issues, Contribute to and maintain CMS and team how-to guide

### [xbox.com](http://xbox.com) – Content Manager /Project Manager – (Contract)

#### June 2019 – October 2019

- Own front-end conversion and engagement focused web projects from gathering of requirements, design and development, localization team to ensure premier localization to testing, launch, and support
- Project Manage, Develop & coordinate content flow between designers, producers, writers, and partners for integrated campaigns
- Communicate with marketing teams, internal partners and other team members to gather and qualify assets for web publishing
- Concept and create content for merchandising campaigns, building out versions that align with stakeholder asks and legal requirements across points of sale around the world
- Check sites and products for accurate data, update site and/or product data, coordinate other changes requested by marketing & external partners, Help in evaluating new martech tools and platforms to increase and optimize automation
- Work closely with colleagues in Marketing and Technology to support the implementation of functionality, features, and the identification and resolution of content, UX, and CMS issues
- Own and implement xbox.com website strategy, Collaborate with Game Tech Marketing team and management to ensure that the website aligns with brand strategy and meets Xbox Microsoft standards
- Review and analyze website metrics to drive optimizations across all pages, Create a detailed weekly reports relaying KPI's and findings
- Update and maintain existing web presence

### Amazon – Site Merchandiser - Amazon Fire TV Team (Contract)

#### April 2019 – June 2019

- Build and execute testing plans to fine tune messaging, creative look and feel, and various marketing channels, curate ASIN based campaigns on [amazon.com](http://amazon.com) page for Fire TV
- Work with internal VX team to build creative needed for XPL events, cross-category merchandising, onsite placements, and paid traffic placements
- Execute and publish content via CMS for high value onsite merchandising placements, such as Gateway, email, and detail pages
- Plan and curate ASIN-based campaigns for on [amazon.com](http://amazon.com) home-page, utilizing performance metrics

## Professional Highlights

Producer/Project Manager & Content Manager in Entertainment & Gaming (various Xbox games- Minecraft, Call of Duty, Nintendo & Popcapgames), UI/UX design, E-Commerce, Localization, CMS, Web development, publishing, email campaigns, social networking, rich media technology and multimedia production & Merchandising support

## Tools

**Editing and Design:** DITA, HTML, CSS, XHTML, XML, Rich Media, Java Script, SEO,Bootstrap, Flash,Dreamweaver, Photoshop, Lightroom, InDesign, Salesforce, Pardot email, Omniture, JSON, QA testing, Web Accessibility, SEO, Visual Studio, Gimp, bootstrap, Fine-tuner, Sprocket, Akaimai

**Video:** Ooyala, Avid Xpress & Final Cut Pro, Motion Graphics, Adobe Premiere, IDVD Studio, IMovie, Pro-Tools, Logic Pro, HD to 4k formats

**Workflow, CMS & Media:** Adobe CQ, AEM, WordPress, Pantheon, Hippo, Finetune, Sitecore, Drupal, JIRA, Azure TFS, TFS-Visio Studios, ALM, Compel, Pivotal Tracker, Trello, Fogbugz, Basecamp, MS Content Studio, Fiddler, Bright Edge, Digital River GC, CDK, Compass, Visual Studio, Smartsheet, Omniture, Salesforce, Google analytics,

**Amazon:** Symphony, Bullseye, Sonar, Amazon Seller Central, Arborist, Content Grid, Vendor Central AST, World Server, Customer Service Central, Ajuda, Lego, Media Central, Tri-Soft, SDL, Oxygen, Advertising Platform

## Education

**University of Washington, Seattle**  
**B. Arts, Communication**

**University of Washington,** Rome, Italy.  
Campo di Fiori campus, Winter quarter '05  
study abroad in Rome, Italy. Studies included European Media Systems Roman

**Amazon – Site Merchandiser - Amazon Gift Card Team (Contract)****September 2018 – March 2019**

- Manage the coordination of creating and scheduling merchandising campaigns to the Amazon Key storefront, Product Detail page, Amazon Home page and other category storefronts
- Collaborate with stakeholders to identify and drive innovative website solutions that achieve business goals and raise the bar for player experiences
- Own design, production and scheduling of new content launches, feature launches and seasonal promotional campaigns
- Support on-site and offline marketing plans, including weekly startup launch marketing campaigns
- Data analysis and optimization recommendations for marketing campaigns and placements
- Execute [amazon.com](http://amazon.com) home page placements to support the overall Amazon Launchpad internal marketing strategy Partnering with our marketing and content acquisition teams to craft and execute promotional events and bespoke content launches
- Identifying opportunities for content scheduling and process efficiency and automation, working cross-functionally to implement them

**Amazon – Fulfillment by Amazon- (FBA team) Digital Content Producer/Localization Producer (Contract)****July 2017 – August 2018**

- Project Managed/Published multiple content formats for global translation into 7 foreign language pairs (DE,FR,IT,ES,UK, Canada/frenchCA)
- Project managed & scheduled status weekly reporting for Editorial/marketing team in Agile environment
- Developed editorial and production workflows and update document processes
- Solved complex global publishing issues - diagnosed technical issues on a variety of platforms and tools to address system issues, maintain SLA's for high-priority content on an ongoing basis
- Help internal stake holders & editors create strategies, guides, processes write efficient content to product best-in-class content, promotions, and merchandising using a standardized style guide, that is the one source of truth for Selling Partner Support

**Gasworks Media – Senior Web Content Manager - FTE****April 2017 – July 2017**

- Published 300+ AutoNation Dealership Websites for over 30 brands, wrote original content for dealership websites ranging from car reviews to welcome statements
- Managed multiple CMS platforms and implemented SEO performance tracking software
- Created graphics and banners for websites using image editing software and HTML
- customize Autonation web pages in development with wireframe understanding of online advertising strategies, A/B testing

**AT&T – Global Navigation Content Delivery Manager/E-Commerce Web Producer (contract)** **March 2016 – March 2017**

- Focused on Global Navigation for AT&T mobile & desktop websites
- Collaborated with developers, designers, testers to build and test for the AEM platform; managed web development projects
- Mobile app experience, manage dev team in the development of wireframes/prototypes, creative expression and visual assets for AT&T apps
- Jira for tracking/PM projects CMS-Build and implement content SEO, Social media within AEM/CQ5
- Ensures all customer-facing material is implemented correctly and efficiently and defects are completed per SLA time-lines
- Collaborate with developers, designers, testers & writers to build and test components for the AEM platform, manage web development projects and teams

**Microsoftstore.com – Project Manager/E-Commerce Content Manager (contract)****April 2015 – March 2016**

- CMS-Build content & promos for [microsoftstore.com](http://microsoftstore.com) website
- Manage online customer experience & organize multiple projects simultaneously & digital assets for commerce website for 228 Microsoft web pages
- Supporting daily and weekly site releases with quality and efficient execution, assist with the creation of offers, bundles & promotions
- Project managed weekly status reports and milestones for various deadlines and promotions projects
- Content production for a specific component of large site project, works in cross-functional group to solve issues
- Manage production schedules, production changes, meet style guides, design & editorial requirements
- Cross-merchandising support: served as valuable interface between updating new orders, products' stock, visual presentation of merchandise online, marketing/promotions, budget, and sales figures reports
- Work with partners to develop co-promotion strategies and campaigns
- Updated sharepoint and [MS.com](http://MS.com) website, Track, review and develop communications plans and learning brown bag plans with other Web Producers and review & create better process documents

**Previous Experience (Contract Roles)****Nike.com –E-Commerce Web Producer/Content Manager****March 2014 - March 2015****Microsoft-Marketing Cloud & Server Team (contract)****August 2013 –December 2013****Nintendo - Associate Web Producer/E-Commerce Producer****March 2013-August 2013****Amazon – ADX team/Creative Design Producer/Project Manager****August 2012 - December 2012****EA/PopCap Games – Social Media Producer/E-Commerce Producer****April 2012 - August 2012****Microsoft – Zune Music/Xbox Live-Web Producer****March 2012 - April 2012****E-Commerce – Producer/Global Marketing Asset Content Coordinator****January 2012 - March 2012****MSN.com – Branding Entertainment Team/Producer/Producer for Latino MSN.com site****August 2011 – January 2012**