

Sarah V Hogan sarahhogan124@gmail.com (262) 365 -1281

Milwaukee, WI

Digital Content Author

Contracting Firm: TEK Systems

Working for: Caterpillar

May 2022 - Present

- ❖ Actively managed content on www.cat.com and other various Caterpillar domains by request of content owners using AEM
- ❖ Created and edited Experience Fragments within AEM
- ❖ Helping client build wireframes and pages that suit their goals for the page
- ❖ Wrote documentation to share with clients to streamline processes
- ❖ Requesting translations and managing content for worldwide locales using Lionbridge and AEM
- ❖ Used Adobe Photoshop to edit images for web

Digital Content Specialist

Zurn Water Systems

January 2021 - May 2022

- ❖ Created sitemaps for 2 site redesigns
- ❖ Worked with peers to create page mockups that aligned with stakeholder's needs
- ❖ Wrote site content with SEO best practices
- ❖ Actively managed content in Kentico CMS using HTML and CSS
- ❖ Used Adobe Photoshop to edit images for web
- ❖ Designed hubspot marketing site
- ❖ Used Google Analytics to track lead growth

Digital Content Specialist

Contracting Firm: Aerotek

Working for: Generac Power Systems

May 2018 - June 2020

- ❖ Creating landing pages (translating a visual mockup into HTML, CSS, Javascript)
- ❖ Organized and coordinated Generac Industrial and Mobile webinars using GoToWebinar
- ❖ Re-writing and creating site content with SEO in mind
- ❖ Researched industry and culture for expanding website (Generac Australia)
- ❖ Spearheaded new Australian version of generac.com by assisting in wireframing, content development, and page flow layout
- ❖ Actively managed content in Kentico CMS
- ❖ Implement an interactive 3 tier map to show different stages of a construction site with points where Generac products would be used. HTML, CSS, and JSON were used for this project.

Digital Marketing Specialist

Nev's Ink, Inc

May 2017 – February 2018

- ❖ Managed websites and social media
- ❖ Gained experience with Joomla CMS, Wordpress, and Wix
- ❖ Redesigned manufacturing and vendor bidding websites (front-end) using Wix
- ❖ Copywriter for blog articles and social media posts

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- ❖ Co-Photographer for social media, Amazon, and the website
- ❖ Used Adobe Illustrator to re-create product images for new website

Web Technologist

University of Wisconsin- Platteville

Dec 2014- Jan 2017

- ❖ Met with campus departments to create and edit specific web forms and pages
- ❖ Worked with campus partners to acquire information and graphics for image maps (PhotoShop)

Migration Project Manager Intern

Web Technologist – University of Wisconsin Platteville

(1 semester- Jan 2016 to June 2016)

- ❖ Transitioning four content sections into one using Drupal 7
- ❖ Organizing and transitioning old URLs to new shortened URLs
- ❖ Created new page content (web forms, buttons, uploading documents and photos)
- ❖ Met with content stewards to ensure pages matched their specifications and discuss changes

Seminars & Workshops

- ❖ Learn at Northwoods: Search Engine Optimization & Google Analytics
- ❖ Learn at Northwoods: Intro to Google Analytics
- ❖ Learn at Northwoods: Mobile Apps- the Why, the How, & the Whether or Not
- ❖ Learn at Northwoods: Emerging Trends in Website Design for 2017
- ❖ Learn at Northwoods: SEO in 2017 and Beyond
- ❖ Learn at Northwoods: Websites for Manufacturers

Skills and Technology

HTML5	JSON
CSS3	Bootstrap
Jquery	JavaScript
Responsive Design	Wireframing
Content Development	Wix
GoToWebinar	Drupal
Adobe Photoshop	Wordpress
Adobe Illustrator	Kentico
Google Analytics	Joomla
Adobe Experience Manager (AEM)	

Education

University of Wisconsin- Platteville

Bachelor's Degree (Graduated May 2017)

Media Studies - Emphasis in Web Development