

# Gabrielle Jacobs

## Web Producer



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### PROFILE

Web producer with 5+ years experience in several industries with a background in content management, web development and multimedia. Looking to obtain a position in a professional, dynamic environment where I can further develop my project management skills and where my experience can contribute to the success of the company.

### EXPERIENCE

#### Sr Web Producer

03/2025 – Present

Neighborly

Remote, Irving, TX

- Project Manager Lead or Assistant for 3 additional website migrations from Wordpress or Drupal to Enterprise CMS Crownpeak
- Provide documentation for new features and processes
- Work with the Conversion Rate Optimization team to improve leads by A/B testing homepages and forms
- Continue Web Producer responsibilities

#### Web Producer

10/2023 – 03/2025

Neighborly

Remote, Irving, TX

- Project Manager Lead or Assistant for 4 website migrations from Wordpress or Drupal to Enterprise CMS Crownpeak
- Coordinate with the Brand, SEO, Product Managers, Developers, Graphics, Legal, and other stakeholders as needed
- Ensure timelines are met, provide quality assurance, and documentation
- Continue Digital Operations Specialist responsibilities

#### Digital Operations Specialist

06/2021 – 10/2023

Neighborly

Remote, Irving, TX

- Lead point of contact and content maintainer for 5 companies and their 1000+ franchise owners using Drupal, Wordpress, and Enterprise CMS Crownpeak
- Decreased ticket turnaround time by 70%
- Decreased project budget by thousands and multiple hours by building custom pages using HTML, CSS, and Bootstrap
- Coordinate with the Development, SEO, Graphics, Marketing, and Brand teams using Agile and task management boards
- Work as a team with other Specialists to maintain content for 12 other companies and their franchise owners using Wordpress, Strapi, and Crownpeak

## Digital Content Manager

12/2020 – 05/2021

Wieck ☑

Richardson, TX

- Supervise 3-7 Content Management Specialists and provide quality assurance for their work
- Decentralize knowledge by providing updates, lessons, documentation, and tutorials for new technologies and processes to employees and other managers
- Build trust, bonds, and support to employees by providing monthly 1-on-1 trainings, recaps, and reviews
- Continue Digital Content and Wordpress Lead responsibilities

## Digital Content and Wordpress Lead

11/2019 – 12/2020

Wieck ☑

Richardson, TX

- Fix bugs and add website features to production 80% quicker than average by streamlining the ticketing process
- Improve the design and function of custom pages by adding CSS/ JS customizations
- Achieve a 1-on-1 line of communication for all 6 Wordpress clients to provide assistance, updates, and maintenance 50% faster
- Create custom templates from stage to production 60% quicker by both streamlining the ticketing process and providing unique customization knowledge
- Continue Content Management Specialist duties

## Digital Content Management Specialist

06/2017 – 11/2019

Wieck ☑

Richardson, TX

- 1 of 4 employees responsible for updating 15+ websites with releases, social media, images, videos, and graphics
- Provide internal and external support with an average 30 min turnaround for multiple major car, health, and news corporations, an airline, and others
- Inform thousands of people on important corporate news within 30 mins through custom email blasts for 10+ countries/divisions

## SKILLS

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**Web Tools** — Wordpress, Drupal, Headless CMS (Contentful), Enterprise CMS (Crownpeak), Netlify, Git •

**Languages** — HTML, CSS, Javascript (ES6) • **Frameworks/Libraries** — SCSS (Sass), Bootstrap, jQuery, React, Node • **Dev Tools** — Visual Studio Code, Git, Github, NPM •

**Design Tools** — Photoshop, Adobe XD, Canva • **Miscellaneous** — Responsive Design, WCAG Accessibility, SEO, Jira, Google Analytics, Agile, Microsoft Office • **Soft Skills** — Problem Solving, Creativity, Willingness to learn, Self Starter, Dependable, Communication, Teamwork

## EDUCATION

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### Bachelor of Science (B.S.) in Graphic Communications & Multimedia

08/2012 – 12/2015

California University of Pennsylvania

California, PA

## CERTIFICATES

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### Responsive Web Design

FreeCodeCamp – Proven knowledge of HTML5, CSS3, Responsiveness, and Accessibility – Completed: 2019

### HubSpot SEO

Proven knowledge of technical SEO, keyword research, link building, and optimization - Completed: March 2022

## COMMUNITY CONTRIBUTIONS

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### One Community Church

01/2023 – Present  
Plano, TX

*Digital/Web Team Volunteer*

- Update and maintain the One Community Church website, app and YouTube channel
- Coordinate with the Photography, Writing, Graphics and Video teams to achieve an in-sync, modern, effortless appearance of digital assets
- Created scheduling to ensure full coverage of weekend maintenance tasks
- Leading the accessibility initiative of the website's ongoing redesign