

Slade Exley Crane

401-440-9332 | sladeecrane@gmail.com
337 Old Lincoln Hwy, Malvern PA 19355

EDUCATION

The Pennsylvania State University
Smeal College of Business | B.S. in Marketing
Minor in Information Systems and Technology

University Park, PA
Class of 2024
Dean's List 7/8 Semester

WORK EXPERIENCE

Vanguard

Web Content Author

Malvern, PA

Oct 2024 – Present

- Manage website content updates for Vanguard's Institutional Investors Group in both B2B and B2C capacities.
- Operate and enhance workflows within AEM, gaining expertise in utilizing and optimizing the platform.
- Create and edit content fragments, secure/public articles, web banners, logos, DAM Images, and other assets.
- Contributed to B2B site overhauls by creating new web pages and updating outdated content and designs.
- Collaborate with Software Developers, UX/Graphic Designers, and Product Owners to ensure project success.
- Utilize tools such as Bitbucket, Jira, Figma, Copilot, Dreamweaver, and Confluence to streamline workflows

Ayse-Clay Team

Website Content Manager (part-time)

Virtual

July 2024 – Oct 2024

- Updating the website by replacing outdated information, creating new content, and designing new webpages
- Writing blog posts and case studies about real estate in the area to increase traffic and refine the website's SEO
- Integrating social media channels within the website and creating social media posts to drive users to the website
- Monitoring the website's analytics using Google Analytics and GoDaddy to measure the effectiveness of the content

CertainTeed Saint-Gobain

Website Content Intern

Malvern, PA

May 2023 – May 2024

- Created 400+ individual web pages in a site redesign focusing on product pages, press releases, blog posts, and more
- Made the webpages using components within the CMS utilizing wireframes provided by the UX design team
- Had daily meetings with the dev team to point out bugs and ensure that components were working correctly
- Gained proficiency in Content Management Systems Drupal 10 and WordPress through the development of webpages
- Organized digital assets such as images and PDFs within the DAM for current and future implementation onto the site

Nittany AI Advance

Marketing Intern

State College, PA

Jan 2024 – May 2024

- Assisted with the marketing needs of advanced student groups hired by companies to create AI solutions
- Wrote 5 blog posts on a variety of topics about the program to be posted on Nittany AI Advances website
- Utilized Azure OpenAI Studio and Jupyter Lab to create an AI Assistant for SEO Analysis for their webpages
- Interviewed advance members to create blog and social media posts to present to potential members and companies
- Reviewed and edited seven poster boards created by the teams in order to present to companies and potential students

EXTRACURRICULAR ACTIVITIES

PGN | A Professional Development Organization

V.P. of Recruitment | Event Coordinator | Senior Leader

State College, PA

Dec 2021 – May 2024

- Selected to be a part of an organization to further develop professional and soft skills
- Supported PGN's Dance Marathon (THON) organization by raising money to fight childhood cancer
- Hosted and organized recruitment events to screen candidates from ~250 to ~30 qualified members
- Created a recruitment video utilizing video editing software to develop interest and enthusiasm among potential members

NielsenIQ University Program

Learning Program | Case Competition | Marketing Analytics

Virtual

Aug 2023 - Dec 2023

- Chosen to be apart of a program that works directly with different companies to present in a case competition
- Attended 12 meetings with Pernod Ricard to gain knowledge of marketing analytics in the CPG and Retail Industries
- Used Pernod Ricards real marketing analytics data to find weak points in the companies sales across different cultures
- Created a unique solution based on our findings and presented them to a panel of judges from Pernod Ricard

SKILLS AND INTERESTS

Skills: AEM, WordPress, HTML, CSS, Drupal 10, SQL, Jira, SEO Analysis, Azure OpenAI, Canva, UX Design

Interests: Artificial Intelligence, Financial Markets and Investments, Skiing, World History, International Relations