### Web Content Analyst, Lisa Blunt

| Lisa Blunt, Business Process Specialist | | |
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| Summary of Experience | |
| Experienced web developer with demonstrated history in the federal banking, financial services, and healthcare industries. Expertise in front-end webpage development (HTML5, CSS3, JavaScript), graphic design, and implementing Section 508 accessibility standards for federal websites. | |
| Relevant Accomplishments | |
| * Successfully migrated approximately 50+ existing blog posts to the new OneOIG on SharePoint Online * Recognized by several clients, including Valerie Cook, Angela Grimes, and Janet Wayland, for the quick turnaround time on the tasks they’ve assigned * Designed a SharePoint Marquee graphic that was so well-received it was included in an agency-wide Women’s History Month webinar | |
| Relevant Qualifications, Certifications | |
| * Comprehensive software knowledge, including familiarity with Adobe Creative Suite (e.g., Dreamweaver, Illustrator, Photoshop), several content management systems (e.g., SharePoint, Microsoft Team Foundation Server), and Microsoft Office Suite (e.g., MS365, Excel, Outlook, PowerPoint, Word) | * Extensive knowledge of front-end web programming languages such as HTML5, CSS3, and JavaScript * Strong user interface (UI) and user experience (UX) design skills * Excellent written and verbal communication skills and exceptional problem-solving skills |
| Education | |
| * Introduction to Web Accessibility, American Graphics Institute (AGI), Washington, DC, 2019 * A.B., Literatures & Cultures in English, Brown University, Providence, RI, 2009 | |
| Detailed Experience | |
| 2020 to Present, Digital Management, Inc. (DMI), Web Content Analyst   * Aid in the migration of content from the Office of the Inspector General (OIG)/Department of Health & Human Services (HHS) web-based SharePoint 2013 intranet site ("OneOIG") to the cloud-based SharePoint Online platform. * Create custom images for the SharePoint List Marquee webpart to reflect upcoming news and events on OneOIG’s internally-facing website. * Regularly upload and post content to several SharePoint and Microsoft 365 Stream sites under OIG/HHS purview; maintain document, video, and image libraries with a keen eye to detail.   2009 to 2020, Independent Web Consulting, IT Consultant   * Experience in front-end website development, including developing and editing content using HTML5, CSS3, and JavaScript, user interface and user experience-focused web design, and project management using the Agile methodology. * Managed several projects to refine and execute clients’ website requirements, design, implementation, testing, and maintenance activities in accordance with the software/systems development lifecycle (SDLC). * Experience with various content management software, including Blogger and WordPress. Brand and audience management through creative writing and social media engagement, as well as selling handmade Lego pins to an international audience. Yearly blog hits average 25,000, with over 1,000 social media followers across platforms; year-to-date sales of Lego pins exceed $2,500.   2017 to 2020, Board of Governors of the Federal Reserve System, 508-HTML Consultant   * Worked daily with the Office of Board Members’ Public Information Outreach team on publishing the high-priority Finance and Economics Discussion Series (FEDS) Notes portion of the agency’s public website. Thorough performance of work with a conscientious attention to detail using hand-coded HTML. * Each Note requires that two webpages be created, one with Section 508 accessible data. An average of 4.6 Notes were posted to the website each month in 2019, a 4.5% increase over the previous year. * Independently reviewed, tagged, and converted PDF documents, XML tables, and paper images into Section 508-compliant HTML web versions following standards set by the web team. Edited text descriptions for graphs and images to fulfill Web Content Accessibility Guidelines (WCAG) and Section 508 accessibility standards. As part of an internal three-person Accessibility team, conducted business process improvement using the Agile methodology. * Demonstrated experience with HTML coding, Adobe Acrobat Pro, and a variety of software programs (e.g., Microsoft Office Suite (MS Office), Adobe Creative Suite, PTC Arbortext), content management systems (e.g., OpenText content management software, Microsoft Team Foundation Server), and file and media formats (e.g., XML to HTML conversion, PDF).   2016, Federal Deposit Insurance Corporation (FDIC), Web Content Manager   * Collaborated with business stakeholders on a daily basis to publish content for web products on the agency’s public and intranet websites using HTML, CSS, Adobe Dreamweaver, and SharePoint/SharePoint Designer 2013. * As part of a team, worked with the general public to assess their needs through bi-weekly user experience research and testing. As needed, provided information or assistance, satisfied expectations, shared knowledge about available products and services, and committed to providing quality products and services to team leadership. * On a daily basis, independently reviewed and tagged all published web content to ensure adhesion to best practices, agency guidelines, and WCAG and Section 508 accessibility standards. Developed and edited email content and social media messaging reflecting the client’s strategic objectives using HTML, MS Office, and GovDelivery on a weekly basis. * Independently created monthly analytics and usage reports with Adobe Analytics, Qualtrics, and GovDelivery. * Developed and edited bi-weekly interactive surveys using agency-provided tools, with a 60% engagement rate.   2013 to 2015, Deloitte Consulting, Federal Technology Consultant   * As part of the web development team, helped design and launch the Veterans Affairs Program Management Center of Excellence (VA PMCOE) SharePoint intranet site to strengthen program management throughout the VA. Independently reviewed and tagged content to ensure web products were Section 508 compliant using Adobe Acrobat Pro. Independently and as part of a team, worked with clients and customers to assess their needs, provide assistance, satisfy their expectations, recommend available products and services, and commit to providing quality products and services. * As part of a two-person internal team, identified problems, determined accuracy and relevance of information posted to SharePoint, used sound judgment to generate and evaluate alternatives, and made recommendations on business process improvements. Developed and orally presented business process improvements and project deliverables (i.e., requirements, wireframes, functionality checklists, etc.) to client leadership on a bi-weekly basis using the Agile methodology. Presented web-related information in a logical and clear manner for both technical and non-technical audiences with conscientious attention to detail. Using MS Office, independently collected, analyzed, and maintained information regarding the VA PMCOE site enhancement’s requirements gathering and development processes on a daily basis. * Independently analyzed datasets taken from SharePoint metric reports and internal surveys to determine how best to leverage use of the VA PMCOE site among program managers. Orally presented these analyses on a bi-weekly basis to client leadership. * By project’s end, average Risk Management Knowledge Area (RMKA) meeting attendance by program managers increased 35% and average Program Management Knowledge Area (PMKA) meeting attendance increased 40%.   2012 to 2013, Virtual Enterprise Architects (VEA), Web Developer   * As team lead, managed a variety of IT projects on a daily basis, including modernization of the client’s internal SharePoint site, developing and editing the client’s public-facing main and mobile websites using HTML, CSS, JavaScript, and the Moto content management system, and developing and editing online communications and social media channels. Increased the company’s number of Facebook "Likes" by 30% and its number of Twitter followers by 25% through regular updates, postings, and targeted user connections. * Led the SharePoint user interface (UI) and user experience (UX) redesign, streamlining site navigation for users. Worked with the client and customers to assess user needs, provide technical assistance, identify and resolve problems, recommend products and services, and provide quality products and services. * Independently collected, analyzed, and maintained the requirements for five departments and their respective team leads, identifying current and future web content needs and priorities. Identified problems, determined accuracy and relevance of information posted to the SharePoint portal, and used sound judgment to generate and evaluate alternatives.   2011 to 2012, National Society of Black Engineers (NSBE), Web Developer   * Worked on a daily basis with the Information Technology team from concept to launch on modernizing, implementing, and maintaining the organization’s main website and several regional chapter websites using HTML, CSS, JavaScript, and the Kentico content management system. * Worked with the client and customers to assess user needs, provide technical assistance, identify and resolve problems, recommend products and services, and provide quality products and services. Orally presented information to team leadership on a weekly basis. * Independently designed site graphics and banner ads, monitoring the monthly effectiveness and reach of the ads through Google Analytics. * Independently engaged collegiate, alumni, and professional members through a variety of online communications and social media networking on a daily basis. Monthly engagement rate for the organization’s email newsletter and social media channels increased by 20% over the course of six months. | |