Elizabeth King

San Francisco Bay Area · (408) 221-0044 · [LinkedIn](#) · https://lizkingonline.github.io/portfolio/index.html

WORK EXPERIENCE

CompareNetworks   **October 2015 – May 2023**
Web Content Coordinator - South San Francisco, CA (Remote)

- **Managed and updated content** for 6 key digital brands, including BioCompare, LabCompare, and American Pharmaceutical Review. Oversaw content for millions of product listings, executed comprehensive content audits, and performed quality assurance processes, resulting in a 30% reduction in outdated information and a 25% improvement in content reliability and customer trust.

- **Optimized the end-to-end content lifecycle** by making existing processes more efficient, managing high-volume content updates and complex data migrations within the CMS. Streamlined processes reducing content update turnaround time by 15% and achieved a 95% on-time delivery rate for client requests, particularly benefiting high-demand clients in the biotech and pharmaceutical industries.

- **Contributed to an increase in organic site traffic** by suggesting keyword optimizations for category pages within the website. These suggestions were implemented by the Senior Content Developer and the UX/UI team, enhancing the visibility of products for websites like BioCompare and LabCompare.

- **Collaborated with cross-functional teams**—including marketing, sales, IT, and design—to streamline workflows, resulting in a 10% reduction in content production and update times. This alignment with business objectives facilitated smoother operations and more timely updates for critical clients.

- **Collaborated with teams to refine content governance practices**, ensuring consistency in product descriptions, images, and specifications across categories. Worked with clients to adjust content formatting and specifications to align with category standards, which improved content quality and streamlined the onboarding process for new team members.

- **Conducted keyword research using Adobe Analytics** to identify optimal keywords for product listings. Analyzed keyword performance and adjusted strategies to ensure relevance, removing outliers that were too general or specific, which helped improve content visibility and alignment with user search behaviors.

- **Improved data accuracy** by executing data sanitation and quality control procedures on incoming client content. This process minimized errors and maintained the high standards expected by clients such as Biocompare.

- **Trained new team members** in CMS operations and content management processes, ensuring consistency and quality in remote and hybrid work environments. Advocated for the creation of SOPs to standardize workflows and prevent errors, which helped maintain team productivity and meet client expectations.

- **Collaborated directly with clients**, such as Bio-Rad, to ensure seamless content integration and consistent delivery across digital platforms. Worked within a proprietary CMS tool to manage content updates and address client needs, helping to maintain strong client relationships.

- **Aligned web content with broader marketing efforts** to enhance the overall brand message and online visibility for the company's internal websites, including American Pharmaceutical Review. Ensured that content updates supported ongoing marketing campaigns and contributed to a cohesive digital presence.

Linkage Biosciences   **July 2011 – May 2013**
Research Scientist - San Francisco, CA

- **Led the development and validation of HLA assays**, contributing to the launch of new diagnostic products by ensuring comprehensive testing and documentation.

- **Collaborated with external partners** to evaluate and develop new product concepts.

- **Authored and revised laboratory protocols**, improving testing efficiency and ensuring compliance with industry regulations.

EDUCATION

California State University   **Fresno, CA**

Bachelor of Science (BS), Major: General Biology, Minor: English

SKILLS & PROFICIENCIES

Technical Skills

- **Content Management Systems (CMS):** Proprietary CMS Platforms, Basic WordPress, Basic Joomla
- **SEO & Analytics:** Adobe Analytics, SEO Optimization
- **Web Technologies:** HTML, CSS, Web Content Publishing, Metadata Management

Content Strategy & Management

- **Content Lifecycle Management:** Content Editing, Approval, and Publication Processes
- **Content Governance:** Development of Style Guides, Content Guidelines, Quality Assurance Protocols

Project Management

- **Project Coordination:** Jira for Task Management, Agile Methodologies, High-Volume Content Updates
- **Stakeholder Collaboration:** Cross-Functional Team Engagement, Coordination with External Vendors, Client Relationship Management
- **Process Improvement:** Workflow Streamlining, Efficiency Optimization, Content Audit and Revision Processes

Communication & Collaboration

- **Team Leadership:** Training and Mentorship, Team Member Development, Best Practices Implementation
- **Cross-Functional Collaboration:** Working with Marketing, Sales, IT, and Design Teams, External Partner Coordination
- **Client Communication:** Managing Client Expectations, Providing Strategic Recommendations

Strategic Planning & Operations

- **Content Governance Strategy:** Development and Implementation of Content Standards, Consistent Quality Assurance
- **Operational Efficiency:** Process Optimization, Time Reduction for Content Production and Updates, Resource Allocation
- **Content Audits & Quality Control:** Regular Content Reviews, Error Identification and Resolution, Data Accuracy Enhancement