

## WEB CONTENT MANAGER

### Summary

Seasoned content strategist with a passion for improving the user experience across all aspects of interactive media. Extensive experience in UX, marketing, branding, project management and content management.

### Highlights

- Digital Content Strategy
- Web user experience: customer journey, personas, user testing, session replays
- Webtrends, ForeSee, Google Analytics
- Experienced manager of web publishing team
- Project Management
- Photoshop, InDesign, Excel
- HTML, CSS, PHP
- Web analytics tools:

### Accomplishments

Hired, trained and managed a team of successful content writers. Launched content optimization projects that helped increase traffic on website and customer satisfaction.

### Experience

#### Web Content Manager

January 2013 to Current Gympass i¼ New York , NY

- Led a team responsible for quality, accuracy and usability of bio-rad.com website content
- Completed complex web content projects with cross functional team on tight deadlines and on budget
- Web user experience: analyzed customer interviews and surveys, created complete set of personas, ran usability tests with customers, made content and design recommendations that lead to increase in conversion
- Offered analytics-based solutions for improving page content and design
- Established and implemented SEO strategy for Bio-Rad.com that lead to a yoy increase in web traffic of 10%.

Developed onsite body content, meta descriptions and page titles in support of SEO strategies.

#### Book Writer/Editor/Designer

June 2012 Amazon.Com, Inc. i¼ American Fork , UT

- Co-Founder of a publishing company (wide-books.com)
- Raised startup money using Kickstarter
- I manage the entire publishing workflow from writing to sales and social media marketing
- Published three books in various formats (print, ebook, and interactive book for the iPad)
- Website/Blog Manager 15 years

#### Web Master

January 2000 Atlas Technical Consultants, Inc. i¼ Lakewood , CO

#### Editorial Director, Marketing Communications Manager

September 2011 to December 2012 Thermo Fisher Scientific Inc. i¼ Pearl River , NY

- Built and led a team of full time and contract employees including web content editor, technical editors, copy editors, copy writers, publication editor and content migration manager.
- Developed content for Applications and Technologies section of Bio-Rad.com that drives organic traffic
- Established content development strategies and editorial guidelines for print and web projects, including magazines, advertisement and press releases
- Wrote compelling headlines and copy (print, Email, digital, eTOCs etc.)
- Led large projects of web content updates with cross-functional teams
- Introduced quality management techniques that helped reduce costs and shortened schedule

#### Senior Technical Editor

December 2007 to October 2011 The University Of Oklahoma i¼ Norman , OK

- Managed a team of technical editors and copy editors
- Developed efficient the production workflow for tech notes, and othertechnical and scientific documents with a cross functional team to meet the needs of marketing
- Managed digital and print publishing projects
- Developed in-house scientific style guide
- Developed descriptions for thousands of products on website.

#### Project Scientist

November 1999 to December 2007 UC Berkeley i¼ City , STATE

Staff Scientist

September 1992 to November 1999 CNRS 1/4 City , STATE

Postdoctoral Research Associate

November 1988 to September 1992 Cornell University 1/4 City , STATE

Education

Ph.D. degree : Plant Molecular and Cell Biology , 1988 Universite Louis Pasteur 1/4 City , France

Bachelor of Science : Biochemistry Microbiology , 1982 Universite Louis Pasteur 1/4 City , France

Professional Affiliations

Certificate Program in Project Management, UC Berkeley Extension Project Management Basics (Spring 2009) Human Factors and Team Dynamics (Fall 2009) Quality Control and Management (Spring 2010) Project Control and Monitoring (Fall 2010) Project Management Course by LearnIt (Spring 2010) Project Management 1: Essentials Project Management 2: Project Planning Basics Project Management 3: Managing Controlling and Closing Creating a Marketing Plan, June 14-15, 2011 (Bio-Rad internal training) Copy Writer's Workshop , National Seminar Group (May 9 and 10) 2011 Manager Development Series by Kerr Hill (2009). Series of classes for the Managers including: Employee Development, Talent Selection, Goal Setting/Feedback/Coaching/Training.

Skills

Photoshop, book, budget, CMS, com, content development, content, conversion, CSS, Data Analysis, editorial, editor, Email, functional, Google Analytics, HTML, PHP, InDesign, information architecture, notes, MarCom, marketing, Excel, money, 2000, migration, page, press releases, publication, quality, quality management, Rad, sales, scientific, strategy, surveys, web site, Website, web content, website content, web publishing, Webtrends, workflow