



Mike Westfall

Experienced Digital Producer, Writer, and Editor specializing in customer-focused web design, content strategy, and CMS publishing and migration.

Contact

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Skills

CMS Publishing

- Adobe Experience Manager
- Drupal
- WordPress

Adobe Creative Suite

- Photoshop
- Illustrator
- Dreamweaver

Front-End Development

- HTML
- CSS
- Responsive Design

Basic experience with

- JavaScript
- jQuery
- PHP
- SVG

Analytics

- Adobe Analytics (Omniture)
- Adobe Target
- Facebook Insights
- SiteImprove
- Social News Desk

Project Management

- JIRA
- Aha

Experience

Charter Communications

Orlando, FL

Support Content Publisher

2018 – 2019

Associate Support Content Publisher

2017 – 2018

Online Content Coordinator

2015 – 2017

- Developed, edited, and published online customer support articles and promotional content with a special focus on personalized and targeted content, responsive design, and SEO strategy.
- Consolidated support content from 6 legacy customer portals to more than 250 new articles and 1,000 equipment devices on a single CMS during Charter's acquisition of Bright House Networks and Time Warner Cable.
- Increased page views by 44% over 6 months in 2017 by improving SEO sitewide.
- Developed and launched expanded online customer support portal for Bright House Networks Business Solutions in 2016.

News 13

Orlando, FL

Senior Digital Media Producer

2012 – 2015

Web Content Editor

2007 – 2012

- Led a team in creating and publishing interactive web and social media content for News 13 and partner channels Bay News 9 and Bright House Sports Network.
- Increased unique visitor traffic to News 13's website by 98% over 3 years by implementing new content and social media strategies.
- Won the Edward R. Murrow award for best website in a large television market in 2015.
- Consolidated content from 3 partner websites to a single CMS in 2010, and to a new CMS platform in 2012.
- Designed and published Bright House Sports Network's online presence in 2008.

Education

University of Scranton

Scranton, PA

B.A. in Communication

2003