

# Vanessa Pratnicki

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## PROFESSIONAL SUMMARY

Accomplished Web Content Manager with over 8 years of experience in web content development, management, editorial work and leadership. Lead a team of over 100 Sitecore content collaborators and contributors, with a strong background in web technology, multimedia applications, and usability and accessibility techniques. Effective communicator with the ability to work efficiently with individuals and teams at all levels of an organization.

## COMPETENCIES

### Browser Based Technologies

- HTML, CSS
- JavaScript/jQuery
- Responsive Design
- Bootstrap
- Handlebars
- Local Storage, Session Storage, IndexedDB
- React.js
- Content management systems (CMS): Sitecore, WordPress and Cascade
- Google Analytics
- Web/PDF accessibility
- SEO
- User Experience (UX) Design
- Information architecture
- Web design

### Databases

- MySQL
- MongoDB

### Server Side development

- User Authentication
- Progressive Web Applications (PWAs)
- MERN Stack (MongoDB, Express.js, React.js, Node.js)

### API Interaction

- API, JSON & AJAX

### Additional skills/technologies

- MS Office and the Adobe Creative Suite
- Project management
- Quality assurance
- Web Content Standards
- ADA Standards for Accessible Design

# PROFESSIONAL HISTORY

**Web Content Manager** - June, 2014 to Present

**Community College of Baltimore County** - Baltimore, MD

- Sitecore CMS administrator for ccbcmd.edu.
- Provide leadership to over 100 Sitecore content contributors and owners to ensure all website content is accurate, up-to-date, and adheres to Web Content Standards and the Americans with Disabilities Act (ADA) Standards for Accessible Design.
- Conduct content audits to monitor, evaluate and apply feedback to ensure content is current, relevant, effective and conforms to best practices and college website standards.
- Provide in-depth, web content management training, including developing curriculum and materials, such as video tutorials, documentation, exercises, and assessments.
- Articulate and communicate to the web team regarding assignments, projects, milestones, program issues under review, deadlines and time frames for completion.
- Facilitate multi-step process of on-boarding new content contributors and owners into Sitecore, from designation of content responsibilities to granting permissions and creating workflows within Sitecore.
- Test features and work with the Web Developer to implement website enhancements.
- Create and maintain the Web Management Team's operating procedures and documentation.
- Develop, maintain, and distribute standard operating procedures for all CCBC content collaborators, contributors, and owners. This includes establishing and maintaining a community of current CCBC web users.

**Degree Audit Technician** - April, 2008 to June, 2014

**Community College of Baltimore County** - Baltimore, MD

- Developed best practice standards for the degree audit systems to ensure that all content is consistent, clear and provides the best user experience.
- Experience using CCBC's in-house customized content management system. Designated content responsibilities for the Graduation/Commencement sections of the public facing website.
- Promoted the Degree Audit system to the CCBC community through various mediums, including the creation of brochures, training materials, and online resources.
- Conducted formal and informal campus wide training sessions to CCBC faculty, staff and students; presenting at Professional Development Day conferences and adjunct faculty conferences.

**Graduation Specialist** - October, 2005 to April, 2008

**Community College of Baltimore County** - Baltimore, MD

- Implemented the launch of CAPP and DegreeWorks (degree audit programs); programmed all course requirements using Boolean logic.
- Responsible for articulating college policies and procedures to students, colleagues, and the general public over the phone and in person.
- Collaborated with various individuals within the CCBC community, including facility, program coordinators, Deans, Vice-Presidents and other departments.
- Knowledge of approximately 1,500 courses and programs for both credit and non-credit course offerings.

**Information Specialist** - January, 2005 to October, 2005

**Community College of Baltimore County** - Baltimore, MD

- Served as the front line representative to the college community and the public community regarding CCBC credit and non-credit course offerings.
- Provided prospective students, current students, businesses, faculty and staff with general and registration information and advisement concerning Continuing Education courses, programs and services.

# EDUCATION

**Full Stack Web Development - Certificate**

**The George Washington University**

**Mass Communication, Advertising track - Bachelor of Science**  
**Towson University**

- Graduated in the top 10th percentile
- Member of the Golden Key International Honour Society and the Lambda Pi Eta Mass Communication Honors Society

**General Studies - Associate of Arts**  
**Community College of Baltimore County**

- Magna Cum Laude

## **ACCOMPLISHMENTS**

**National Council for Marketing and Public Relations (NCMPR) Medallion awards**

- Gold Medallion: SmartREACH microsite, 2017
- Silver Medallion: Website, 2017
- Silver Medallion: Microsite, 2016
- Bronze Medallion: Website, 2015

**CCBC Enrollment and Student Services Leadership Program**

May 2014

Program highlights:

- A host of experienced leaders shared knowledge and insights about critical issues facing High Education, such as budgeting, governance, advocacy, communication and organizational strategy.
- Participated in a variety of practical leadership applications, including a year-long intensive team project presented to Senior Staff, to resolve a critical challenge facing ESS.

## **CERTIFICATIONS**

**Accessibility for Content Contributors and Designers Certificate**  
**Mastering Web Optimization with Siteimprove Certificate**