

# WHITNEY WISHART

## GLOBAL WEB PRODUCER AND WEB DEVELOPER

### CONTACT

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### PROFESSIONAL SKILLS

- Project management methodologies
- Content taxonomy
- Video and image editing
- Digital asset management
- Creative troubleshooting & flexibility
- Excel reporting

### TECHNICAL SKILLS

- Front end web development with CSS, HTML JavaScript and jQuery
- Full stack web development bootcamp in process (June 2023 completion), including node.js, Express.js, RESTful APIs, SQL, MERN, and React
- Multiple CMS systems, including AEM, Global Commerce and Wordpress
- Accessibility and full scope best practices for maintaining and creating enterprise sites
- Advanced Photoshop
- Intermediate Premiere Pro
- Advanced Microsoft Office Suite including pivot tables, UDFs, Power Query and dashboards

### QUALIFICATIONS SUMMARY

- 18 years of enterprise-level online content management experience
- Full stack coding bootcamp certificate in progress, set to complete June 2023
- Quick and accurate online content producer, building out marketing campaigns for enterprise level, multi-billion-dollar e-commerce sites in 200+ markets
- Demonstrated ability working collaboratively with creative partners and stakeholders, working within defined timelines across siloed departments, and reporting status
- Hands-on experience with HTML, CSS, JavaScript and the Adobe creative suite. Advanced MS office suite including advanced Excel
- Exquisite attention to detail
- Creative, broad thinking and self-sufficient troubleshooter
- Flexible and comfortable with ambiguity

### PROFESSIONAL EXPERIENCE

VISA | [visaacceptance.com](https://visaacceptance.com),  
[cybersource.com](https://cybersource.com), [authorize.net](https://authorize.net)

June 2019 - present

#### Technical Site Manager and AEM Specialist

Bellevue, WA | NetPolarity contract

#### Key Assignments and Achievements

- AEM specialist and web producer for Visa site properties including [visaacceptance.com](https://visaacceptance.com), [cybersource.com](https://cybersource.com) and [authorize.net](https://authorize.net). Building each site from scratch from the design/wireframe stage. Consulting on best practices for the web and enterprise level site production, performing development UAT, asset taxonomy development and management, content authoring and all ad hoc production duties for a complete brand redesign, platform move and rebuild
- Custom HTML, CSS and JavaScript authoring within the AEM and Optimizely environments
- HTML, CSS and JavaScript troubleshooting
- Develop and write PowerShell scripts to automate manual tasks (renaming hundreds of assets, gathering specific information from a list of URLs, and so on)
- Mockup online content for executive level stakeholders
- Assemble, color correct, size and optimize all image and video assets, maintaining on brand theme and style guide
- Author all pages for platform move to AEM. Proactively managing content within the CMS and taking ownership for quality and accuracy plus the documentation to maintain an extremely high-quality bar
- Work collaboratively with developers, product managers and stakeholders to develop run-sustain standards, style guide maintenance, scalable asset management and overall launch readiness

- SME resource providing training, technical guidance, and accessibility and localization best practices
- Member of daily scrum team, contributing to estimation efforts for all projects and enhancements
- Documentation author and owner, maintaining a best practice and style guide library and specialized authoring help for new AEM authors

**HOLLAND AMERICA GROUP | SEABOURN  
CRUISE LINE**

**December 2018 – April 2019**

**Web Producer**

*Seattle, WA | RedTech contract*

**Key Assignments and Achievements**

- Code and build html elements, edit assets, publish, localize and maintain revenue-driving online features for ultra-luxury cruise line website seabourn.com, using the Adobe Experience Manager (AEM) CMS
- Develop and maintain scalable asset taxonomy from flat directory of thousands of assets
- Write custom PowerShell scripts and User Defined Functions for Excel to drastically reduce manual efforts when processing and gathering project information. E.g., gather specific data points from thousands of URLs in minutes instead of manually pulling data from each one
- Make creative choices for image assets, color correct and crop for site optimization with Photoshop, and maintain the DAM integrity
- Ensures on time and on brand design and execution of weekly marketing campaigns, communications and product merchandising from site readiness perspective

**MICROSOFT | MICROSOFT.COM**

**October 2014 – June 2018**

**Web Producer**

*Redmond, WA | Murphy & Associates v-contract*

Enabled seamless direct-to-consumer commerce for all Microsoft products and services as web producer/programmer for multi-billion-dollar e-commerce site, Microsoftstore.com.

**Key Assignments and Achievements**

- Prioritize and self-manage multiple large-scale projects simultaneously using Team Foundation Server (TFS)
- Build daily and weekly site releases using a propriety CMS (Compass and RedTiger) and third-party CMS (Digital River Global Commerce), Photoshop, HTML and CSS
- Build targeted promotional offers with variations for bundled products, timed discounts, cross-sell and upsell
- Support for overall site vision, ensuring a quality customer experience while simultaneously meeting group SLA, project goals and master delivery dates

**PROFESSIONAL EXPERIENCE** *CONTINUED*

**Key Assignments and Achievements** *continued*

- Sole producer for global unified vision of the store header and footer menu navigations, as well as the shared navigation surfaced across all 600+ Microsoft-owned sites worldwide
- Key member of team that built and released Office 2016 worldwide to 244 markets
- Key member of team that migrated the worldwide site to a new platform, mapping hundreds of thousands of links

- Managed the online geographical expansion of gift card pages, increasing gift card revenue to over a million dollars a month

## **MICROSOFT | XBOX**

**January 2014 – October 2014**

### **Games and Podcast Online Content Producer**

*Redmond, WA | Advaiya v-contract*

#### **Key Assignments and Accomplishments**

- Content programmer and producer for end-user content on Windows, Windows Phones and Zune
- Managed U.S. podcast portfolio overseeing new podcast submission approvals, rejections and reported concerns
- Led content choices based on business intelligence and feedback to drive user engagement and revenue
- Tracked regional differences for games and managing the necessary localization and implementation
- Collaborated with key stakeholders on the pre-production, planning, scheduling and publishing of content across Xbox LIVE channels
- Used proprietary CMS (Compass) tools to create and publish content and resolve technical issues

## **MICROSOFT | XBOX ONLINE**

**April 2011 – January 2014**

### **Content Project Manager, Website Manager and Producer**

*Sammamish, WA | TekSystems a-contract, Entirenet v- contract, Microsoft FTE*

#### **Key Assignments and Accomplishments**

- Site Manager integral to the Xbox support website design, content management process and taxonomy
- Release Manager and Sprint Manager lead for day-to-day process and content releases, inclusive of new site launch for Xbox One release
- Managed all stages of content: writing, stakeholder review, editorial, production, QA, localization and global publication
- Developed process for delivering third-party application content for Xbox 360 and Xbox One
- Developed localization process for multiple content streams and asset types consisting of 181 countries in 40 languages
- Designed and executed site redesign localization for Xbox One release, including multiple new template types
- Developed and delivered weekly content reporting using Omniture reporting, TFS and Excel
- Performed as triage manager, program manager and expansion coordinator for multifunctional teams in diverse markets

## **EDUCATION**

### **UNIVERSITY OF WASHINGTON | BACHELOR'S DEGREE**

Bachelor of arts in art history

- *Seattle, Washington*