

# Sharon MacGregor-Nazzaro

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## CONTENT MANAGEMENT | DIGITAL CONTENT ANALYSIS

Content manager, web specialist, and graphic designer for 15+ years of extensive experience building, maintaining, and running successful digital campaigns. Improve brand recognition and presence, leveraging proficiency in designing a wide range of marketing drives combined with broad marketing knowledge. Successfully lead teams of professionals in meeting and exceeding goals through creativity and digital content development.

## CAREER HIGHLIGHTS

- Held key role in the convergence of BD.com, with both \$8B acquisitions of CareFusion, and \$24B acquisitions of Bard and supported data migration, UI / UX redesign, and product data consolidation, developing relationships in BUs and functions to support complex digital transformations, as well as key digital corporate communications.
- Managed online survey portal, conducting Voice of the Customer (VOC) and Voice of the Employee (VOE) surveys, and created 100s of reports and analytics KPIs, such as survey data aggregation and support campaign set up. Provided campaign management, including tracking architecture across the Salesforce Campaign module, Marketo, Google Analytics, and Hotjar, with reports used in presentations, sales meetings, workshops, for employee engagement reports, and for process improvement.
- Supported some of the most critical and high-profile events for BD in 2020, including Ethylene Oxide (EtO) response, Alaris recall and critical response to align with FDA requirements, COVID-19 response for product allocations, response planning and high priority news releases, and corporate communication.

## KEY SKILLS

- Content Management | Digital Marketing Management | Consulting | Print Design | Logo Design | Graphic Design | Web Design | Brand Design | Ad Design | Illustration | Packaging Design | Presentation Design | Content Strategy

## TECHNICAL SKILLS

- **Web / CMS / Mobile:** Adobe Experience Manager | WordPress | SDL Tridion | Ingeniux | Kentico | HTML5 | CSS3 | JavaScript | Adobe Dreamweaver | Adobe Flash | Adobe Sketch | Figma | Flow Mapp | Procreate | Graphic | SharePoint | Keynote | Adobe Spark | Adobe XD | Media Beacon (DAM) | Widen (DAM) | Constant Contact | some Salesforce **Other:** Adobe CS | InDesign | Photoshop | Illustrator | Acrobat | Animate | Adobe Captivate | CorelDraw | QuarkXPress | Capture One | Online Survey Platforms | Qualtrics | Inmoment | Working knowledge of SAP and MS Access Databases | Microsoft Office Suite | Jira | Familiarity with Agile and Scrum Methodology | Google Analytics and AdWords | Digital Marketing

## CERTIFICATIONS AND TRAINING

- Writing for Web and Mobile - Aquent Gymnasium, February 2018, Credential ID 11211992
- Coding for Designers - Aquent Gymnasium, January 2016, Credential ID 10105095
- Certificate, Social Media Marketing - SOME Academy, Ongoing, Credential ID UC-D7EA5Z8I
- Agile Foundations - LinkedIn Learning / Lynda.com / PMI Institute, September 2020
- Google Analytics Essential Training - LinkedIn Learning / Lynda.com / Google Analytics Academy, September 2020

## PROFESSIONAL EXPERIENCE

### Shmac Design (Freelance), Paterson, NJ ~ Graphic Designer / Owner

January 2009 - Present

Work with clients such as Pearson Education, Scholastic, Houghton Mifflin, and others, to produce K-college textbooks, training guides / documentation / SOPs, e-books, and illustrations. Assist clients with writing, editing, and optimizing SEO. Collaborate with clients in a variety of industries to develop engaging design solutions for marketing materials. Design and illustrate brochures, branding programs, logos, business collateral, presentations, information graphics, packaging, labels, digital elements, web pages, textbooks, and e-books using.

**CAE Healthcare · Sarasota County, Florida, United States**

**Mar 2021 to April**

**202Digital AnalystDigital Analyst**

Implemented, managed, and expanded the company website design while performing eCommerce content integration. Optimized, maintained, and executed SEO strategy. Developed, monitored, and analyzed trends, reports, and dashboards. Provide detailed digital insights into all digital marketing and digital media initiatives by producing dashboards and reports from analytics tools and tracking platforms while continuously monitoring data quality and integrity. Measured and evaluated the ROI and KPI. Constructed and maintained websites to develop digital platforms and integrations. Ensured website content and eCommerce content were adequately translated into multiple languages. Built API and external integrations, securing and optimizing the website structure and performance. Performed website experiments, estimates, and conversion tests. Supervised and streamlined both on-page and off-page SEO strategies to establish a web presence that boosts brand awareness.

**Becton Dickinson (through Allsource PPS), Franklin Lakes, NJ**

**October 2018 - November 2020**

**Content Management / Web Specialist (Consultant)**

Provided daily migration support for a re-branded website for BD and its recently acquired company, Bard, including asset tracking, structure and taxonomy creation, page building, migration and creation, templating, UX and UI design, wire framing, content optimization, and working with key stakeholders to determine optimal content needs. Provided temporary management of the DAM library.

**Bayer, Whippany, NJ**

**April 2018 - August 2018**

**e-Learning Graphic Designer (Consultant)**

Managed design and production of interactive e-books, educational materials, and promotional materials, both digital and print, for the purpose of sales training and promotion for a series of newly launched oncology drugs.

**Becton Dickinson (through Allsource PPS), Franklin Lakes, NJ**

**January 2016 - December 2017**

**Content Management / Web Specialist (Consultant)**

Held key role in daily transformation of BD.com into a newly branded, more dynamic website, which included migrating assets from newly acquired CareFusion, Inc. Performed asset tracking, structure and taxonomy, page building and creation, templating, and content optimization and worked with key business partners to determine content needs as well as simultaneously support existing corporate website by responding to requests from stakeholders to develop and edit pages, edit images, and troubleshoot problems.

**State Farm (through Randstad), Bloomington, IL / Remote**

**May 2015 - December 2015**

**Web Specialist / Content Management | Public Affairs (Consultant)**

Supported creation, maintenance, and deployment of training content within State Farm, and assured the State Farm intranet because of its educational and legal nature, maintained an error rate of less than 1%.

**Becton Dickinson (through Allsource PPS), Franklin Lakes, NJ**

**September 2013 - May 2015**

**Content Administrator, E-Catalog and Surveys (Consultant)**

Supported creation, maintenance, and deployment of content within BD.com. Managed online survey portal for various stakeholders, including VOC and VOE surveys, data analytics, created custom reports for stakeholders. Also collaborated with HR to come up with a measurable way to analyse employee engagement from time of hire until exit interview. Assisted with creation, coding, development, and deployment of email blasts, newsletters, and forms.

**ADDITIONAL RELEVANT EXPERIENCE**

**Peoples Education (now Mastery Education), Saddle Brook, NJ**

**Senior Book Manager | Art Coordinator / Cartographer**

Managed, designed, and produced catalogues, mailers, postcards, and other marketing materials.

**Peoples Education (now Master Education), Saddle Brook, NJ**

**Senior Book Coordinator**

Produced content, page layout and design, illustration, and prepress / digital proofs for math and science test prep books and online supplemental materials.

**EDUCATION**

**Master's Track Program, Learning and Technology Integration ~ Western Governor's University, Salt Lake City, UT**

**Bachelor of Arts (BA), Psychology ~ Southwest Baptist University, Bolivar, MO**