

Project manager leading marketing and technology initiatives to improve user experience across the web, focusing on building collaborative teams to deliver high-quality websites, portals, and email marketing campaigns.

Skills

- Web Content Management Systems (Drupal, Umbraco, Percussion, Concrete5)
- Project Management
- Google Analytics and Marketing Suite
- Digital Accessibility
- Email Marketing
- Search Engine Optimization
- Training and Documentation
- Problem Solving
- Spanish (advanced), Portuguese (beginner)

Professional Experience

Director of Digital Experience

Central Piedmont Community College, Charlotte, NC (April 2022-present)

- Directs content management and governance for cpcc.edu using Drupal, ensuring consistent, relevant updates aligned with the college's digital strategy.
- Leads the conversion-focused website redesign project, managing request for proposal (RFP) development and review, stakeholder engagement, and communications strategy.
- Spearheads website accessibility and training initiatives, ensuring compliance with ADA and WCAG standards, improving usability for all users.
- Oversees content lifecycle management, optimizing for SEO, mobile, and accessibility, driving a 15% increase in organic, non-branded search visibility.
- Trains and mentors content coordinators on best practices for content creation and accessibility.
- Implemented a ticketing system that reduced ticket resolution time by 35%.
- Supervises a team of three staff members who contribute to content management and accessibility initiatives.

Senior Global Web Experience Marketing Specialist

Arrow Enterprise Computing Solutions, Centennial, CO (remote employee in Charlotte, NC): June 2021 – April 2022

- Managed global Umbraco website deployment across 20+ countries, managing schedules, communications, stakeholder engagement, content development, CMS training, and collaboration with IT.

- Improved user experience by implementing audience tagging, addressing content gaps, enhancing responsive design, and optimizing for goal conversions.
- Developed a website governance strategy focused on global brand compliance, ADA accessibility, user roles, content lifecycle, and publishing workflows.
- Used Google Analytics to analyze website trends, set performance benchmarks, and collaborate with marketing to improve SEO.
- Led digital customer experience project, developing modules for customer insights, lead management, and advanced analytics.

Digital Content Manager

Union County Government, Monroe, NC: November 2019 – June 2021

- Led end-to-end website redesign, including RFP development, requirements gathering, vendor selection, communications, and budget/scope management.
- Managed content for public website, achieving a 45% increase in pageviews, 95% increase in time on site, and 48% reduction in bounce rate.
- Enhanced user experience by modernizing design, improving search results, and ensuring accessibility compliance.
- Improved email delivery rate from 83% to 99% by maintaining and cleaning the database, and implementing a streamlined process for managing contacts.
- Developed and executed social media strategy for top accounts (Facebook, Instagram, LinkedIn, Twitter), tracking performance and engagement.

Associate Vice President of Web Communications

Gardner-Webb University, Boiling Springs, NC: November 2016 – November 2019

- Directed content strategy for gardner-webb.edu, driving a 219% increase in unique pageviews to over 2 million annually.
- Developed technical recommendations and content plans for new website subdomains, managing resources and timelines.
- Led ADA compliance initiatives to improve website accessibility.
- Analyzed website traffic via Google Analytics, making data-driven adjustments to content and structure.
- Trained decentralized website managers; created manuals and video tutorials for ongoing support.
- Increased social media reach and engagement by 20% through strategic oversight of top-level platforms.
- Supervised a team of two staff members responsible for web, digital, and social communications.

Web Communications Manager

UNC Charlotte, Charlotte, NC: December 2009 – November 2016

- Led the migration of 300+ University websites to Drupal CMS within 18 months as part of a web redesign project.
- Supervised a team of three web specialists, managing schedules and deadlines, and communicating project milestones to stakeholders.
- Published and maintained promotional content on the University's home page and landing pages, ensuring compliance with web, brand, and accessibility standards.
- Managed the University's social media accounts, creating and overseeing the content calendar.
- Oversaw email marketing platform, managing delivery schedules, analyzing performance, and coordinating communication preferences with database administrators.

Interactive Marketing Coordinator & Web Content Specialist

Strayer University, Newington, VA / Charlotte, NC: October 2005 – December 2009 (promoted after two years)

- Managed content for key public and private websites, ensuring brand consistency and compliance with university standards, and coordinating all site updates.
- Facilitated enterprise-level web development projects, including the redesign of the University's intranet and student site.
- Collaborated with senior staff to define project specifications, assess resources, and maintain schedules for new web-based initiatives.

Public Speaking

- Presented "From 'Meh' to Marvelous: Overhauling the Career Fields Section of our Website" at the HighEdWeb North Carolina Regional Conference (June 2024), sharing insights and lessons learned from a project managed for Central Piedmont Community College to an audience of approximately 150 higher education professionals.

Education

- Certified Project Management Professional (PMP)® by the Project Management Institute
- BA in Spanish and Latin American Studies, Rutgers University