**Michelle Lawson**

**Web Producer**/**Project Manager**

**Mountlake Terrace, WA**

**206-514-5358**

**[Website/Portfolio](http://michellelawson.biz/" \t "_blank)**

**PROFESSIONAL BRANDING STATEMENT**

By managing landing page localization and publishing projects, I specialize in empowering marketing executives at global corporations transform ideas into powerful webpages that convert users into customers. Past clients include **Microsoft, AT&T, SAP Concur and Adobe**. I excel in multiple content management systems, including WordPress, Adobe Experience Manager, Drupal and several in-house content management systems.

**BACKGROUND**

**Rimini Street**

**Web Producer/Project Manager**

09/2020 - present

* Support marketing campaigns by managing and prioritizing multiple landing page localization and publication projects for EMEA region
* Stage and publish landing pages to global website using WordPress, ensuring accuracy of tags and SEO
* Partner with regional marketing leaders to maintain existing content across assigned sites
* Support Marketing campaigns
* Miscellaneous website maintenance tasks as assigned

**Adobe Inc**

**Sales Operations Web Producer**

01/2020 – 5/2020

* Collaborated with cross-functional teams to determine website requirements
* Leveraging Adobe Experience Manager, transformed copy into powerful webpages on global internal educational website
* Lead producer on project to implement new component on 200 webpages
* Conceptualized and authored multiple technical instructional documents

**SAP Concur**

**Web Producer**

12/2018 – 05/2019

* Per stakeholder’s requirements, used Drupal 7 to create engaging webpages that showcased innovative products
* Selected graphics that best complimented copy; curated, implemented and published
* Customized and implemented custom Drupal components and graphics

**AT&T**

**Web Content Implementation Specialist**

09/2016 – 12/2018

* Using AEM and Teamsite content management systems, managed multiple webpage build projects, driving projects through to completion
* Managed deliverable/launch expectations for all business owners
* Interfaced with project managers, management and stakeholders to ensure project deadlines would be met

**Walgreens**

**Web Producer**

07/2016 – 09/2016

* Partnering with marketing executives, created and published customer-focused webpages that drove conversions and sales during promotional campaigns
* Supported company initiatives to drive customer interest and excitement about company products.
* Checked and validated all existing online content to ensure accuracy of content and images

**Microsoft**

**InfoPedia Publishing Manager**

10/2015 – 06/2016

* Supported Microsoft’s revenue generation efforts by empowering sales staff via powerful webpages that showcased Microsoft products and sales strategies
* Ensured product information was always accessible to sales executives
* Edited and published webpages with an eye to information architecture and usability
* Partnered with content SMEs to ensure content quality and accuracy of website content
* Educated project managers and stakeholders on corporate branding standards for new pages

**EDUCATION**

**Edmonds Community College**

09/2013

Associate of Technical Arts, Web Application Development

**ITT Technical Institute**

09/2004

Associate of Science, Computer Network Systems