**Michelle Lawson**

**Web Producer**

**Seattle, WA**

**206-514-5358**

[**WordPress portfolio**](http://michellelawson.biz/wp)

[**Hand coded portfolio**](http://michellelawson.biz)

**PROFESSIONAL BRANDING STATEMENT**

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 webpage management and publishing using multiple content management systems, including Adobe Experience Manager, Drupal and several in-house content management systems. My background also includes technical writing, reading and writing HTML5 and CSS3 and providing technical support.

**TECHNICAL SKILLS**

|  |  |
| --- | --- |
| Content Management Systems: | Adobe Experience Manager, Drupal, HP Teamsite, Limelight, multiple in-house CMSs |
| Web Development | HTML, CSS, Javascript |
| Ticketing Systems: | Jira, TrackIt, in-house applications |
| Graphics Curation: | Photoshop |
| Miscellaneous: | Active Directory, Lotus Notes, Sharepoint, technical support, technical writing |

**WORK HISTORY**

**Adobe Inc**

**Sales Operations Web Producer**

01/2020 – 5/2020

* Collaborated with marketing executives 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
* Managed Kanban Jira board

**Technologies: AEM Touch UI, Classic UI, Jira, PhotoShop, Implementation and Publishing**

**SAP Concur**

**Web Producer**

12/2018 – 05/2019

* Using Drupal 7, drove conversions by creating engaging webpages that showcased exciting products
* Tracked requests via Jira
* Selected graphics that best complimented copy, curated, implemented and published
* Customized and implemented custom Drupal components and graphics
* Collaborated with team developers and QA manager to merge changes and meet project deadlines

**Technologies: Agile/Scrum, Drupal 7, Photoshop, Jira**

**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
* Inserted HTML into content management system as needed
* Tracked requests via Jira
* Managed deliverable/launch expectations for all business owners
* Interfaced with project managers, management and stakeholders to keep them apprised of project status

**Technologies: AEM, Teamsite, Jira, project management**

**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

**Technologies: In-house CMS and ticketing systems**

**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
* Educated project managers and stakeholders on corporate branding standards for new pages

**Technologies: In-house CMS and ticketing system**

**Fluke Corporation**

**Web Content Manager**

09/2013 – 11/2013

* Finalized post-CMS migration project
* Ensured branding strategy was maintained on all webpages
* Selected images that best reflected the product being promoted

**Technologies: Limelight CMS, Jira**

**EDUCATION**

**Edmonds Community College**

09/2013

Associate of Technical Arts, Web Application Development

**ITT Technical Institute**

09/2004

Associate of Science, Computer Network Systems