

Web Producer | Gen Digital

08/2024 - Present

- Manages and authors content across Gen's global web properties using Adobe Experience Manager, executing content updates and custom page builds that support marketing initiatives for Norton, LifeLock, and Avast brands across multiple markets and languages.
- Performs deep-dive analysis of AEM codebase architecture, cataloging CSS class usage patterns, component dependencies, and configuration inconsistencies to identify root causes of authoring inefficiencies and propose data-driven optimization strategies.
- Develops internal productivity tools that automate URL conversion workflows, environment switching, and content path navigation, streamlining daily technical operations and reducing repetitive manual tasks for the production team.
- Drives process improvement initiatives by documenting component libraries, establishing content reference strategies, and creating systematic authoring frameworks that reduce decision fatigue and ensure brand consistency across global properties.
- Collaborates with development, QA, localization, and product teams to identify CMS defects, communicate technical requirements, and translate business needs into actionable workflows within agile sprint cycles.
- Establishes knowledge management systems and documentation standards to eliminate information silos, enable AI-assisted workflows, and ensure consistent authoring practices across the production team.

Technical Web Manager | Twitter

05/2022 - 01/2023

- Led operations & technical web management for the Twitter Business website using AEM.
- Oversaw page creation, localization, quality assurance, & infrastructure updates to ensure user-friendly website functionality.
- Collaborated with cross-functional teams to align often, develop site strategies and initiatives in line with organizational goals.
- Leveraged Adobe Launch & Target for comprehensive analytics and conversion optimization, supporting data-driven decisions.
- Served as the in-house expert for site improvements, maintaining web SOPs, & facilitating updates and changes.

Web Producer | Hero Digital

03/2021 - 05/2022

- Managed web projects in AEM for clients such as Twitter, Aramark, & Jefferson Hospital.
- Established standardized procedures for web production projects and developed internal documentation to keep them in place.
- Worked closely with design and development teams to implement design systems and ensure UX best practices.
- Identified visual and functional issues within page components and worked with development and IT teams to resolve them.
- Created detailed authoring guides and trained clients on authoring best practices throughout the project handoff.

Marketing Operations Manager | REC Philly

01/2019 - 03/2021

- Managed the organization's technology stack, optimizing existing platforms & integrations between them.
- Led design, front-end development, & production of all REC web projects, demonstrating proficiency in WordPress & HubSpot CMS.
- Monitored site performance, conducted experiments, and analyzed data to enhance conversion rate optimization (CRO).
- Oversaw project management efforts and managed timelines for marketing and creative production.
- Utilized HubSpot for inbound marketing campaigns, continually refining automation for data collection & lead nurturing.

Education**Temple University | Philadelphia, PA****Certifications****Fox School of Business | Bachelors; Marketing**[AEM Sites Developer Professional](#), Adobe[UX Design Professional](#), Google**Skills****Tools & Technologies**

Adobe Creative Cloud | Adobe Experience Cloud | Adobe Experience Manager (AEM) | Chrome DevTools | Confluence | CSS | Drupal | Figma | Git | GitHub | Google Analytics | HTML | JavaScript | Jira | JSON | Markdown | Node.js | Postman | React | Sitecore | SQL | Visual Studio Code | Webflow | Wordpress | Xcode

Industry Knowledge

Agile Project Management, Business Process Improvement | Code Analysis | Component Architecture | Content Management | Design Systems | Digital Asset Management (DAM) | Knowledge Management | Process Documentation | Quality Assurance (QA) | Standard Operating Procedures (SOP's) | Technical Documentation | Training | User Acceptance Testing | User Experience Design (UX) | User Interface Design (UI) | Web Design | Web Development | Workflow Automation