

Web Producer | Gen Digital

08/2024 - Present

- Authors and produces content across Gen's global brand properties (Norton, LifeLock, Avast) using Adobe Experience Manager, executing page builds, component configurations, and content structures that support initiatives across 50+ international locales.
- Develops internal web tooling and workflow automation to eliminate manual effort from repeating production tasks, including tools for URL and environment management, bulk operations, and end-to-end process execution from ticket intake through delivery verification.
- Conducts CMS architecture and UX analysis, cataloging component libraries, CSS patterns, and content dependencies across multiple brand sites to identify authoring inefficiencies and inform data-driven improvements to the production experience.
- Establishes authoring frameworks, content governance standards, and AI-assisted knowledge systems that codify component usage, enforce brand consistency, and enable scalable production practices across global properties.
- Partners with development, QA, localization, and product teams to surface component defects, communicate technical requirements, and translate business needs into repeatable, well-documented production workflows.

Digital Operations Manager | National Community Reinvestment Coalition

10/2023 - 08/2024

- Managed WordPress website operations, implementing design improvements, plugin optimizations, and functionality updates.
- Audited and overhauled the organization's HubSpot CRM, rebuilding workflows to restore data integrity across teams.
- Digitized manual and outdated business processes, replacing legacy workflows with scalable automated solutions.
- Oversaw data governance and system monitoring across platforms, ensuring accuracy and cross-team consistency.

Web Manager | Twitter

05/2022 - 01/2023

- Led operational governance and technical web management for the Twitter Business AEM website.
- Oversaw page creation, component QA, localization, and infrastructure updates across the site.
- Partnered with content, marketing, and engineering teams to align on site strategy and technical initiatives.
- Leveraged Adobe Launch, Google Analytics, and Adobe Target for analytics implementation and A/B testing.
- Served as in-house AEM subject matter expert, maintaining web SOPs and making data-driven site recommendations.

Web Producer | Hero Digital

03/2021 - 05/2022

- Led AEM web production for enterprise clients including Twitter, Aramark, and Jefferson Hospital.
- Collaborated with design and development teams to implement design systems and ensure UX best practices.
- Identified visual and functional component defects and partnered with development teams to resolve them.
- Created detailed authoring guides and trained clients on CMS best practices throughout project handoffs.

Technology Manager | REC Philly

01/2019 - 03/2021

- Managed the organization's marketing technology stack, optimizing platforms and integrations between them.
- Served as web manager leading design, development, and production across WordPress, Elementor, and HubSpot CMS.
- Monitored site performance, conducted CRO experiments, and analyzed data to improve user experience and lead generation.
- Implemented and administered HubSpot CRM, building automated workflows for lead capture, nurturing, and campaign attribution.

Education	Certifications
Temple University Philadelphia, PA	AEM Sites Developer Professional, Adobe
Fox School of Business Bachelors, Marketing	UX Design Professional, Google

Skills

Tools & Technologies

Adobe Creative Cloud | Adobe Experience Cloud | Adobe Experience Manager (AEM) | Claude Code | Confluence | CSS | Drupal | Elementor | Figma | Git | GitHub | HTML | Hubspot | JavaScript | Jira | JSON | 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