

Adria Mestré

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Experience

Michigan State University

August 2024 - Present

Website Content Administrator

East Lansing, MI

- Serving as the College of Education's primary website manager, leading content strategy and overseeing SEO/GEO, UX, accessibility, analytics and overall site quality to maintain a high-performing web presence.
- Co-managed the website migration from WordPress to Sitecore, coordinating with vendors and subject matter experts to audit, prioritize and transition content while improving information architecture and UX.
- Consolidated more than 25,000 WordPress links into ~3,200 optimized pages in 8 months, communicating with the university migration teams, college subject-matter experts while using a page sitetracker.
- Boosted the college site's accessibility score to 80%, making it the second most accessible college-specific website at Michigan State University.
- Created and managed 10+ Looker Studio dashboards to monitor program and key page performance, delivering insights that college leadership uses to inform website priorities.

Capital Area Transportation Authority

September 2023 - August 2024

Digital Marketing Specialist

Lansing, MI

- Led accessibility and usability initiatives that modernized CATA's digital practices, including improved website and PDF accessibility processes.
- Laid groundwork for a website migration from DNN to Drupal by building a data-driven web strategy using GA4 and Google Search Console insights to guide redesign priorities.
- Audited 1,500+ pages with Monsido and Screaming Frog to flag duplicate content, indexability gaps, and accessibility/SEO issues, informing migration and cleanup plans.
- Communicated with 3+ digital marketing vendors to optimize website and social media platforms for specific events and campaigns resulting in a 30% increase in user traffic.

Michigan State University

March 2022 - May 2023

Web Usability Intern II

East Lansing, MI

- Became familiarized in Google Analytics and Looker Studio by analyzing data from SLE websites and creating 15+ unique analytics dashboards for end users.
- Conducted 30+ accessibility and usability audits of Drupal systems for new and current SLE websites.

Education

Michigan State University

Bachelor of Arts, Experience Architecture (User Experience Design)

Minors in Information Technology and Graphic Design

Technical & Creative Skills

Microsoft Word, Gain, Excel, Powerpoint, Outlook, Sharepoint, Perplexity, Search Engine Optimization (SEO), Generative Engine Optimization (GEO), Google Search Console & Lighthouse, Monsido, WAVE, axe devTools, NVDA, Hubspot, Semrush, Adobe Creative Suite, Canva, Figma, Miro, DNN, Wordpress, Sitecore XM Cloud, Silktime, HTML/CSS, Trello, Qualtrics

Certifications

- Hubspot's SEO I & II, Social Media Marketing, and Digital Marketing
- Google Analytics, Data Studio and Tag Manager