

BridgetteCSmith

Web | Strategy | MAP

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SKILLS

Mastery of HTML and CSS

Mastery of CMS management (Sitecore, Wordpress, Drupal)

Proficient in implementation, A/B test, cross-website tracking mechanisms and optimization for web pages

Proficient in ESPs/CRMs (Hubspot, Campaign Monitor, SendGrid, Marketo, myEmma, Informz, Pardot), AMS, web advertising systems, SEO and metadata

Proficient in Intranet/eCommerce management (Personify eBusiness, Sharepoint)

Proficient in Project Management, Partner Management concepts, and Budgeting concepts

Proficient in information architecture (IA), wireframe design, workflows and User Design (UX)

Proficient in digital reporting systems, web traffic monitoring, GDPR, google tag manager and google analytics

Proficient in integrated marketing, web revenue streams and digital product development

Knowledge of Git, GitHub, GitBash, BitBucket, Visual Studio Code, Slack

Knowledge of social media, video delivery, web writing and digital marketing

Knowledge of tableau, power bi, and advanced data dashboards

Experience with JIRA, Teams, Workplace, Wrike and Basecamp

PROFESSIONAL EXPERIENCE

Web Infrastructure and SEO Manager

Here Technologies, Chicago, IL, August 2022 to present

- Define project and/or sprint requirements, perform feasibility and needs/impact assessments
- Develop detailed project plans and manage all implementation processes including progress tracking, testing, documentation, and on-time delivery (projects may vary in number, size, and complexity)
- Ensure website performance and stability, working with internal and external technical teams
- Oversee technical roadmap progress, marketing tech stack integrations and implementation of site functionalities
- Enable rapid and stable development of improved digital experiences
- Develop and implement URL strategy with positive impact on hosting, website performance, and SEO improvements
- Work closely with content teams to achieve best-in-class SEO performance

Web Strategist

Carnegie, Remote, April 2022 to September 2022

- Worked with the web strategy team to develop a broad and deep collective understanding of client needs, expectations, challenges, and opportunities for website redesigns and other web-related projects
- Facilitated client-facing discovery sessions and workshops to identify client goals, objectives, challenges, and critical success metrics
- Participate in qualitative research and data analysis to distill meaningful insights
- Helped to ensure the execution of strategy across the project lifecycle, in collaboration with a number of teams, including design and UX, web development, content and SEO, and account management
- Served as a trusted advisor to clients at organizational and individual levels and identify opportunities for future client engagements
- Developed expertise in areas related to web projects: content strategy, user experience, visual design, technology, measurement, and search engine optimization (SEO)

HIGHLIGHTS

SHINE bootcamp Speaker

Google Analytic Certification

Gates Millennium Scholar Alumni

EDUCATION

FullStack Web Development

Bootcamp,

Northwestern University,
Chicago, IL

Masters of Education,

Instructional Leadership
University of Illinois at Chicago,
Chicago, IL

Bachelor of Science, Digital

Media

Drexel University,
Philadelphia, PA

Instagram Web Strategist

ProUnlimited @ Meta, Remote, April 2021 to April 2022

- Managed the end to end web strategy and execution for the global Instagram for Business website; grew SMB website visitors from 1.5 million to 3.5 million monthly
- Maintained a deep understanding of website experiences and identified unique opportunities to leverage content, creative, and technology that influenced execution
- Led and coordinated internal and external cross-functional teams including but not limited to engineering, design, marketing, and localization to drive site improvements
- Collaborated with SEO analysts to implement new strategies that resulted in a increase in organic search traffic from 700K to 1 million monthly
- Built a global website survey to collect qualitative data from online visitors that understands if the experience being delivered on Instagram For Business website met their needs
- Developed multivariate and A/B test scopes for the global navigation, call-to-action buttons, and more
- Launched over 15 new webpages, 1 updated footer navigation, and a updated global navigation
- Created and executed KPIs and web strategy leveraging the SWOT (Strengths, Weaknesses, Opportunities, and Threats) method

Director of Web Strategy

mdg, A Freeman Company, Chicago, IL, March 2019 to April 2021

- Served as strategic web advisor and key relationship manager for translating business needs of clients into technical innovative solutions
- Developed comprehensive web strategies for new and prospective clients, including web content audits, SEO deep-dives, and best practice recommendations
- Collaborated with colleagues to strategize, propose, and implement WordPress web builds. Worked with developers to build custom Wordpress templates and full customized Wordpress themes for high-profile clients
- Oversaw ongoing website redesign efforts, including all aspects of strategy, user experience and design creating world-class web experience for clients, prospective clients, and the public
- Improved search engine optimization strategy through ongoing monitoring and reporting
- Directed, coached and mentored 7 web developers to achieve performance goals as well as continuously develop and enhance their skills
- Successfully rollout a web application to enhance our client's promotions and increase attendee/VIP attendance at their events

Digital Production Consultant

Institute of Food Technologists, Chicago, IL, March 2019 to September

2019

- Managed implementation and continuity of IFT's website redesign involving new production and content migration build procedures
- Transitioned, trained and fostered production specialists on IFT's digital and web operations

Digital Production Manager

Institute of Food Technologists, Chicago, IL, August 2014 to February 2019

- Managed and deputy pre-to-post production of new eCommerce site (Personify). Provided continual recommendations on end users
- Fostered and implemented new annual event website redesign and content migration. Created dashboards and new conversion goals
- Produced and managed an influential WordPress blog called futurefood2050.com. Facilitated with external and internal partners on bringing interviews and crucial news to the front-end experience

Associate Digital Producer

Pearson Inc, Glenview, IL, March 2014 to August 2014

- Developed and managed program content for more than 1000 scholastic digital books
- Performed and reviewed the quality and assurance over and above 500 digital eReaders for launch of Pearson's educational website geared toward educators

Associate Producer

UBM Studios, Chicago, IL, December 2010 to March 2014

- Led, planned, communicated and facilitated the definition of over 80 projects scopes, goals, and deliverables to both client and internal departments
- Analyzed and interpreted data of reports detailing project success, client and team satisfaction, and project metrics