



EVELYN WHITE

Web Content Administrator

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www.qwikresume.com

SKILLS



INTERESTS

- Blogging Community Service
- Writing Knitting

STRENGTHS

- Patience Ingenuity
- Confidence Accountability

LANGUAGES



ACHIEVEMENTS

- Increased website traffic by 30% through targeted SEO strategies.
- Streamlined content management processes, reducing update time by 25%.

PROFESSIONAL SUMMARY

Seasoned Web Content Administrator with a decade of experience in developing and implementing effective content strategies. Proven ability to enhance user engagement and optimize website performance through data-driven insights and innovative solutions. Passionate about leveraging cutting-edge technologies to create compelling digital experiences and drive brand visibility.

WORK EXPERIENCE

Web Content Administrator
Seaside Innovations
Jun / 2018-Ongoing
Santa Monica, CA

- Developed and optimized web content using various CMS platforms, enhancing user engagement.
- Managed web projects, ensuring adherence to content standards and effective troubleshooting of technical challenges.
- Monitored website performance and user analytics, providing actionable insights for improvement.
- Collaborated with developers to resolve content display issues and enhance site functionality.
- Created and maintained backups, ensuring data integrity and security.
- Produced compelling copy for intranet pages, improving internal communication.
- Utilized tools like Google Analytics to track performance metrics and inform content strategy.

Web Content Administrator
Summit Peak Industries
Jun / 2015-Jun / 2018
Denver, CO

- Coordinated with fulfillment teams to ensure timely updates of merchandise on the website.
- Maintained adaptability while working with various departments to fulfill digital content needs.
- Oversaw the publication of product data, enhancing the online shopping experience.
- Engaged with cross-functional teams to address feature requirements, ensuring alignment with marketing goals.
- Assisted in obtaining and managing pricing data for promotional campaigns.
- Wrote clean, responsive code in HTML, CSS, and JavaScript, enhancing site functionality.

EDUCATION

Bachelor of Arts in Communication
University of Texas
Jun / 2012-Jun / 2015
Toronto, ON
Focused on digital media and content strategy.