REDANTE ASUNCION-REED
Web Content Management | Content Strategy | Writing/Editing

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Web content management professional with over a decade of experience, including as digital content strategist for large, complex websites. Industry experience in government, associations, and nonprofits. Advanced hands-on proficiency in content management systems, coding, analytics, design software.

TECHNICAL SKILLS

Content Management: Drupal, Ingeniux, SharePoint, CMS Plus, WordPress

User Experience: Content inventories and audits, Stakeholder and user interviews, User research, Wireframes, Taxonomies, Information architecture

Google Analytics

Design and Office Software: Illustrator, Photoshop, Acrobat, Dreamweaver, Word, Excel, PowerPoint

Coding: HTML and CSS

Accessibility: Section 508 compliance and remediation

Search Engine Optimization (SEO)

EDUCATION

American University, Master of Arts in Public Communication
Georgetown University, Certificate Program in Web Development
University of Vermont, Bachelor of Arts in Sociology, minor in English

EXPERIENCE

IT SUPPORT ANALYST/TECHNICAL WRITER
NET ESOLUTIONS CORP. (NETE), BETHESDA, MD   **February 2018-Present**

- Content management, web design, and technical troubleshooting of the National Institute of General Medical Sciences (NIGMS) website.
- Analyzes client needs and implements digital content strategy.
- Uses web analytics to make user-focused, data-driven recommendations for improvements to website design, functionality, features, and search engine optimization (SEO).
- Makes data-driven recommendations for e-mail marketing.
- Technical content writing: standard operating procedures, QA (quality assurance) checklists, SharePoint, WordPress and Mailchimp internal user manuals.
- Section 508 compliance analysis and remediation of web pages and documents (Word, PDF, PowerPoint).
- Works in an Agile environment.
- Holds an NACI clearance.

SENIOR MANAGER, ECD DIGITAL KNOWLEDGE HUB
SAVE THE CHILDREN, WASHINGTON, DC   **September 2016-August 2017**

- Led the design and build of the IDELA website on early childhood education.
- Orchestrated the project from initial planning and design, to development and final delivery.
- Developed the digital content strategy of a taxonomy-driven website with a dynamic archive of resources and data visualizations.
- Performed a content audit and inventory.
- Curated a large collection of content for the website: journal articles, presentations, white papers, reports and other publications.
- Developed a taxonomy to drive dynamic content.
- Conducted user research: user and stakeholder interviews, survey, card sort, tree test, usability testing.

- Reviewed and evaluated wireframes, sketches, information architecture, and designs.
- Partnered with subject matter experts in optimizing content for the web and repurposing print material for online publishing.
- Collaborated with a digital agency and worked closely with their staff: graphic and UX designer, project manager, developer, marketing specialist.
- Simplified client requirements and prioritized competing requirements to define the technical and design scope of the project.

DIGITAL CONTENT AND STRATEGY MANAGER
AMERICAN SOCIOLOGICAL ASSOCIATION, WASHINGTON, DC   **July 2014-August 2016**

- Led the redesign and content migration of the ASA website.
- Orchestrated the project from initial planning and design, to development and final delivery.
- Developed the digital content strategy of a taxonomy-driven website with topic-driven landing pages populated with dynamic and curated resources.
- Conducted user research: user survey, stakeholder and staff interviews, card sort, tree test.
- Performed a content audit and inventory.
- Developed a taxonomy to drive dynamic content and enhance search results.
- Reviewed and evaluated wireframes, sketches, information architecture, and designs.
- Collaborated with a digital agency and worked closely with their staff: graphic and UX designer, project manager, developer, marketing specialist.
- Simplified client requirements and prioritized competing requirements to define the technical and design scope of the project.

WEB AND SOCIAL MEDIA MANAGER
INTERNATIONAL ASSOCIATION FOR THE STUDY OF PAIN, WASHINGTON, DC
October 2012-July 2014

- Managed the redesign and content migration of the IASP website.
- Performed a content audit and inventory.
- Developed a taxonomy to drive dynamic content for an online bookstore.
- Conducted user research: staff and stakeholder interviews, user survey, card sort, tree test.
- Reviewed and evaluated wireframes, sketches, information architecture, and designs.
- Collaborated with a digital agency and worked closely with their staff.

INTERNET CONTENT SPECIALIST
AMERICAN ASSOCIATION OF COMMUNITY COLLEGES, WASHINGTON, DC
July 2010-October 2012

- Web content management.
- Wrote and edited web copy.
- Coordinated content migration of the redesigned *Community College Times* online magazine.

ONLINE COMMUNICATIONS SPECIALIST
COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION, WASHINGTON, DC
April 2006- July 2010

- Served on the team that planned and executed the redesign and content migration of the CASE website.
- Web content management.
- Coordinated and published e-mail newsletters.