

REN VASEY

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WORK

Freelance

Content Strategist, May 2014–present

- Provide clients with key deliverables including content audits, sitemaps, editorial style guides, production planning, migration planning, content models, taxonomies and metadata frameworks.

Information Architecture Institute

Content Strategy Team Lead, March 2015–present

- Coordinate an international team of volunteers to develop a comprehensive content strategy for the institute's digital properties, iainstitute.org and worldaday.org.
- Collaborate with team members to ensure timely completion of key deliverables including a content analysis, information/editorial strategy and migration plan.
- Provide guidance and instruction to members of the team new to content strategy.

New York University

Senior Web Content Producer, August 2011–May 2014

- Led migrations of administrative websites from the NYU legacy server to the enterprise content management system, Adobe Experience Manager.
- Created content audits, sitemaps and content matrices for migration planning.
- Collaborated with technology staff to scope and implement development projects.
- Managed client relations and third party vendor resources.
- Advised content authors on user experience best practices and NYU brand standards to ensure appropriate presentation of web content.

Pfizer

Web Content Coordinator (contract), August 2010–August 2011

- Developed and maintained multiple intranet websites for Public Policy department.
- Created content inventories and developed information architecture recommendations.
- Worked with stakeholders to update existing content and produce new content.

iVillage

Web Producer and Editor (contract), August 2009–August 2010

- Worked as a lead member of the content migration team tasked to test, edit and rebuild migrated content during the redesign of iVillage.com.
- Collaborated with editorial teams to identify content issues and provide fixes.
- Performed user testing of Drupal content management system, and reported findings to technical staff.

NBC Universal Digital Media

Web Producer and Editor (contract), September 2008–January 2009

- Worked on content creation, production and strategy for multiple NBC websites.
- Created component specifications and wireframes for a startup aggregate website.

Martha Stewart Omnimedia

Web Editor (contract), September 2006–March 2007

- Worked on multiple projects related to the re-launch of marthastewart.com.
- Responsible for the analysis and association of taxonomy for online publication.

SKILLS

Coding

HTML / CSS

Design

Adobe Photoshop, Adobe Illustrator, OmniGraffle, Sketch

Content Management

Adobe Experience Manager, Drupal, Sharepoint, Sitecore

Project Management

Basecamp, Google Docs

User Experience

Content Inventories & Audits, Gap & Competitive Analyses, Information Architecture, Metadata / SEO, Personas & User Flows, Stakeholder Interviews, Wireframes

EDUCATION

Huge Digital Agency

Content Strategy School, 2014

Pratt Institute

MS Information & Library Science, 2009

Bucknell University

MS Chemistry, 2002

Ithaca College

BS Chemistry, 2000

CERTIFICATE

General Assembly

User Experience Design

MEMBERSHIP

Beta Phi Mu (honor society)
IA Institute
UXPA NYC