



## TECH & TOOLS

### **Content Management Systems & HTML Editors:**

Global Commerce by Digital River, UCX, AMPT, RedTiger, TeamSite/Autonomy, Adobe CQ, LiveSite, WordPress, Propagator, Dreamweaver, Docurated, Merrill, Drupal, Quark, Bynder, Seismic

### **Task/Ticketing/PM Tools:**

TFS, VSO, Rally, JIRA, Workfront, Atlassian's Confluence

### **Quality Control/Defect Management/Bug Tracking:**

HP Quality Center, Siteline (Chrome extension), JIRA

**Data Mining:** Omniture Report Server, Oracle Endeca

### **File Sharing, Cloud Storage, & Document Management:**

Dropbox, Google Drive, OneDrive, SharePoint, Onehub

### **Productivity:**

Google Docs, Sheets, Slides, MS Word, Excel, PowerPoint, Access

### **Graphics, Video, & Desktop Publishing:**

Allego, Adobe Photoshop, Illustrator, MediaBin, Camtasia Studio 8, InDesign

### **IM:**

Slack, Google Chat, Q, Skype

### **Video Conferencing:**

WebEx, GoTo, Skype, Google Hangouts

### **Virtual Office Environments:**

Teams, Yammer

Versatile resource experienced in all phases of digital product development. Specific expertise in content organization, web publishing, & product usability. Lover of tools—learned six content management systems in two years! Dedicated to project success through on-time delivery, friendly attitude, & excellent communication. More than 10 years of successful collaboration in traditional & distributed team settings.

## EXPERIENCE

### **CONTENT MANAGER, PRODUCT MANAGEMENT/MARKETING | CHARLES SCHWAB**

2018 - Present | Lone Tree, CO + Remote Office

- Architect, socialize, & integrate new content management platform within Schwab operations:
  - Drive content design & tool architecture from inception
  - Evaluate the user experience, make recommendations for improvement, perform content audits, & enforce architectural strategy
  - Collaborate with partner teams to introduce templated automation solutions which reduce risk & increase efficiencies for the business
  - Transition existing publication processes to new production flow
- Produce & manage library of Sales Team training & product videos using the Allego learning & enablement platform
- Execute on Product Owner deliverables by learning departments' content, gathering requirements, & translating to developers
- Support the launch of a content repository tool in an Agile team structure
- Produce 100+ client-facing collateral pieces using CMS & cloud-based management tools; track 10-15 projects & publish to [schwabfunds.com](https://schwabfunds.com)
- Create processes, efficiencies, & tool enhancements that increase fact sheet production time to market from two months to two weeks
  - Hold regular production meetings to report quarterly content changes
  - Identify & implement UI features for efficient, accurate navigation within the tool & modules; define acceptance criteria for Jira issues

### **WEB PRODUCER 2 | MICROSOFT (MURPHY & ASSOCIATES)**

2016 - 2018 | Redmond, WA + Remote Office

Program promotions & content for the Microsoft online [store](#):

- Built out complex, high-visibility promotions for Xbox, Surface, Office, Windows, & virtual reality products
- Referenced Merchandising Manifests to create product bundles, set pricing discounts, & develop category, list, & support pages
- Provided input at Steerco meetings to assess tool usability & scenarios
- Selected to be part of a dedicated team for a milestone rollout to a new CMS platform for nearly 100 worldwide markets
- Identified & logged bugs in multiple browsers using specific test cases
- Assisted with production, training, & documentation for six rollouts & weekly releases



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## EDUCATION

Bachelor of Science  
Northern Arizona University  
Flagstaff, AZ | 1998

Master of Education  
Northern Arizona University  
Flagstaff, AZ | 2001

Technical Editing Certificate  
Bellevue College, Continuing Ed  
Bellevue, WA | 2007

## OTHER EXPERIENCE & ACCOMPLISHMENTS

### "Ideator", Tongal, 2016

Reviewed client creative briefs & wrote advertising concepts via Tongal, a crowdsourced studio of writers, directors, & production companies:

- Protective Life Concept Project - 1st place winner
- LEGO & Toys "R" Us "Bricktober" Concept Project - 1st place winner

Winning ideas were produced into film ads & distributed through digital & broadcast media outlets including YouTube, Facebook, television, & corporate websites

### Usability/Focus Group Participant

Active participant in consumer research studies. Offer feedback on multiple products & services to help optimize the user experience.

## ONLINE PORTFOLIO

<https://staceyhan.carbonmade.com>

### SENIOR WEB PUBLISHER | AT&T (KFORCE CONSULTING)

2012 – 2016, 2009 – 2011 | Bothell, WA + Remote Office

- Launched the re-design of the AT&T B2B small business [site](#):
  - Migrated entire small business site to an upgraded CMS
  - Referenced redlines, wireframes, & copy to implement designs
  - Deployed XML files to multiple staging & production environments
  - Resolved defects reported through test scripts
- Partnered closely with Content, Design, Marketing, Catalog, & Producer teams to code & publish content for 7.7M unique visitors
- Edited & deployed content from an available 4,000 JSP files, 1,500 PDFs, & nearly 12,000 images
- Successfully deployed more than 250 pages for AT&T's highly trafficked help & support microsite (FAQs, user guides, tutorials)

### MARKETING CONSULTANT, COPYWRITER | EXACTTARGET/SALESFORCE

2011 – 2012 | Bellevue, WA

- Delivered email performance metrics & marketing insights; extracted data (benchmarks, click-through rates) for email campaigns
- Developed competitive email, social media, & service messaging for delivery to more than 45M email subscribers/week
- Suggested testing strategies to increase ROI for future campaigns

### SENIOR WEB PRODUCER | MICROSOFT ADVERTISING (REDTECH)

2011 – 2011 | Seattle, WA

- Published content for the Microsoft Advertising Sales site through internal CMS & collaborated with stakeholders via SharePoint
- Tracked site analytics & made improvements to enhance experience
- Consulted on page design & navigation structure; edited & re-wrote copy; selected & edited images

### INSTRUCTIONAL DESIGNER | MCGRAW-HILL DIGITAL INNOVATION

2010 – 2010 | Bothell, WA + Remote Office

- Spearheaded a new pilot program for students: generated topics, contributed to design, researched subject matters, & wrote topic copy
- Designed & wrote digital activities centered around engaging themes
- Promoted student learning through digital tools (blogs, wikis, slides)

### WEB COPYWRITER | T-MOBILE (KFORCE CONSULTING)

2008 – 2009 | Bellevue, WA

- Served as lead Web copywriter for a million-dollar enterprise-wide product launch, the webConnect™ USB Laptop Stick; authored all Web copy for product—ad tiles, demos, descriptions, buttons, & charts

### WRITER, EDITOR | EXPEDIA, INC

2006 – 2008 | Bellevue, WA

Successfully delivered on a major FAQ re-design:

- Managed project end-to-end
- Performed competitive research & identified trends in content strategy
- Restructured content hierarchy; wrote & edited new & existing FAQs
- Authored original copy for high-profile marketing campaigns, including the Indiana Jones™: Summer of Adventure initiative, as well as other company promotions, microsites, products, & metadata