

ELIZABETH A. LENZ

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WEB CONTENT PRODUCER

Web content manager with expertise in knowledge management, content production, and web content management to enhance strategic business decisions.

APPLICABLE SKILLS AND KNOWLEDGE

- Web Content Management & Production
- Web Process Development & Training
- Platform/System Migrations
- Knowledge Management
- Organizational Processes
- Project Management
- Development of Standard Operating Procedures
- Development of Training & Training Materials
- Internal & External User Support
- Development of Best Practices
- Quality Assurance & Testing
- Team Management

WEB TOOLS

- SharePoint 2007 & 2003
- Plumtree & Net Objects
- Dreamweaver
- Snagit, FileSite, DeltaView
- MS Office Applications
- Magic & DameWare
- HTML Programming/Maintenance
- Adobe Acrobat Professional
- Adobe Photoshop

SELECTED AREAS OF ACCOMPLISHMENT

- As a Web Content team lead, turned a group of inexperienced people into an efficient functioning team that increased productivity, decreased training time, and increased customer service and support.
- Instituted effective procedures for immediately responding to internal clients; rapidly and accurately provided them with content management, project plans and deadlines. Together with methodology for updating clients, dramatically increased customer service satisfaction rates and turn-around times.
- As Web Content Coordinator involved with a successful SharePoint migration, generated an online, 8-office, firm-wide policy manual which previously existed in a fragmented/difficult to maintain format. Instituted a publishing process and managed web content, and trained a team that resulted in the policy manual becoming a branded, unified, more searchable, and central firm-wide tool.
- Supported numerous internal practice groups and designed, built, managed, and maintained a firm-wide Vendor Database. This tool is available on all corporate and litigation sites as well as each national and international office page.

PROFESSIONAL HISTORY

ROPES & GRAY, LLP, Boston, MA

2005–2009

Web Content Coordinator

- Ensured firm's intranet needs were met; initiated, co-developed, and managed strategic projects of the web content group that supported internal and external clients and sites.
- Supported users across all groups, offices, and countries through web content support, user support, personal and group training, and development of technical documentation including best practices and standard operating procedures.
- As part of the firm's SharePoint 2007 migration and rebranding effort, worked with firm's partners, associates, and key administrative staff to redesign practice group and administrative sites.
- Developed internal/external client sites, provided support to both internal and external users.
- Trained and led the web content teams. Developed best practices and standard operating procedures.

PROFESSIONAL HISTORY (CONTINUED)

ANALOG DEVICES, INC., Norwood, MA 2004–2005

Technical Editor—Contract

- Worked with various engineering groups, developed and edited technical data sheets for various manufacturing product lines.
- Designed and developed a Help System for heavily-used, internal project management, time, and billing software programs.

GTF SYSTEMS, INC., Danvers, MA 2003

Marketing & Communications

- Developed and rebranded all corporate messaging and online and print marketing/sales materials including a Welcome Package and on-boarding process for company's flagship e-learning product.

MILLENNIUM PHARMACEUTICALS, INC, Cambridge, MA 2000–2002

Web Content Project Associate

- Developed, maintained, documented, and managed the corporate site, intranet, internal e-zine, and the Human Resources department site.
- As part of the migration team, migrated and rebranded the corporate Intranet to a plum tree portal system and trained new and existing users.
- As a member of the new employee orientation training group, trained and supported all new employees on using the corporate portal.
- Represented marketing's creative group by providing web content consulting to internal clients.

BURST!MEDIA, Burlington, MA 1999–2000

Web Site Editor

- As part of the marketing department, wrote, managed, and edited all outbound and internal content for the corporate website and intranet.
- Coordinated an extensive site redesign and rebranding effort which included developing content and coordination of copywriters, proofreaders, and all groups within the company.
- Worked with various groups in developing sales/marketing and technical content for new features, products, and site developments.
- Founded, managed, and developed an online magazine focused on web, marketing/sales, and content development.

ARLINGTON SCHOOL, Lawrence, MA 1998–1999

Writing Specialist

- Taught cross-curricular, process writing to grades 6-8.
- Designed curriculums and all supporting materials.

ENDOGEN, Woburn, MA 1996–1998

Inventory Control Coordinator

- Planned and scheduled the Reagent Product line (300+ products) and custom orders.
- Participated in major Platinum/Industrios migration. Trained key users on new platform.

EDUCATION

M.A. in English (with a concentration in Creative Writing Fiction), University of Missouri-Columbia 1993-95

B.A. in English (with a concentration in Writing) and Journalism & Mass Media, Rutgers College 1989-93