Veda E. Williams
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Summary:

Digital marketing chameleon with seasoned experience in copywriting and multimedia production. Experience crafting copy for blogs (including SEO analysis), email newsletters, social media outlets, newspapers, press releases, technical manuals, and long-form books. Adapts well to feedback, can research and compose copy to suit a wide range of topics, and works comfortably with deadlines. Well versed in analytics, search engine optimization, search algorithms, ranking factors, and A/B testing. Strong competency with WordPress and other content management systems, including CSS3/HTML5 implementation. Comfortable in an Agile environment.

Work Experience:

Communications Outreach Coordinator, Chatham Literacy, October 2023 to Present
Responsible for maintaining weekly communications via Facebook, Instagram, X, and for sending newsletters via iContact. Photographer and videographer for company outreach events. Webmaster, plus back-end administrator (backups, hosting, etc.) of company website.

Private Consulting. October 2013 to Present
Created website for New York-based animal rescue Gracious Friends Animal Sanctuary. Responsible for authoring grant applications, setting up new ShelterLuv computer system to streamline the adoption process, and website and social media updates.

Created wireframes, prototypes, Photoshop designs and SEO-friendly copy for digital marketing firm OskyBlue in Frisco, TX. Managed implementation of 50+ WordPress sites and 10+ Shopify / WooCommerce sites for small businesses (acupuncture, dentistry, cellphone repair, car sales, furniture distribution, maternity clothing, jewelry, crossbody bags, massage, audio equipment, medical equipment, legal representation, vacation homes, and more). Provided customer support and training.

Built and maintained website for SafePassage.org, a nonprofit organization geared towards getting children out of the garbage dumps of Guatemala City and into school. Helped over 800 children transition into sponsorships through the SafePassage program.

Manual software tester for 360Alumni, an alumni networking company. Sanitized and imported customer data.

PHE, Inc. (Phil Harvey Enterprises, Inc.), Marketing Web Designer, September 2014 – September 2015
Designed high-volume blast emails and mobile / responsive site ads for multi-million dollar adult-oriented websites. Provided cross-browser, tablet and mobile (Android and iOS) quality assurance for A/B marketing.

University of North Carolina at Chapel Hill, OASIS IT Division, June 2005 – February 2007, OASIS/ITS December 2010 – October 2013
Lead web designer for 60+ Plone (CMS) websites for the College of Arts & Sciences. Responsible for project management, design, theming, authoring of functional specifications, and end user training. Web developer and project manager for the migration of 17 major campus websites to WordPress. Supported 6000+ student organization websites. Lead contact for major stakeholders.

Videographer, UNC Chapel Hill, 2012
Wrote and produced a video project for the Roberson Scholars program, demonstrating the collaboration between UNC and Duke and showcasing the challenges of our international scholars.

Author, Practical Plone 3, Plone 3 Theming, 2009 (available on Amazon)
Wrote Plone 3 Theming book for the Plone open source software community; wrote 50% of Practical Plone 3 and acted as lead editor. Lead editor of the plone.org documentation repository.

ONE/Northwest (rebranded as Groundwire), February 2007 – October 2010
Lead coder for 300+ Plone-based (Python) websites for an environmental nonprofit. Responsible for design, project management and theming. Managed A/B testing and email campaigns for our core site. Leader of Seattle Plone user group. Taught a course on theming Plone in Naples, Italy. Coordinated an international effort to create 60+ open source themes. Presented at the Washington D.C. Plone conference. Initiated PloneChix user group.

Sinclair Intimacy Institute (PHE flanker site), Senior Web Designer, June 2001 – June 2002
Lead designer for large corporate website (bettersex.com), resulting in an immediate and sustained 30%+ increase in sales. Designed and executed HTML broadcast e-mail promotions. Initiated cross-sell and up-sell campaigns. Authored internal documentation and performed routine website optimization.

TSI Soccer, Lead Web Designer / Project Manager, December 1998 – June 2001
Redesigned company website, adding functionality and increasing conversion rate from 3% to 7% and web sales by 1300%. Designed and wrote regular product features for brands including Nike, Adidas, Reebok, Kelme and others. Analyzed website metrics to predict market trends.

Software Skills:

Social Media and Production: YouTube, Facebook, LinkedIn, Instagram, TikTok, Twitter / X, Threads, iContact, Photoshop, AVID, Final Cut Pro, Audio Audition.

SEO: Google Analytics, Google Search Console, Semrush, Ahrefs. Understanding of SEO vs SEM, A/B testing.

Office: Google Workspace (Docs, Sheets, Drive, Calendar, Meet, Chat), Microsoft Office (Word, Docs, Excel), Calendly. Asana, Slack, Zoom.

Web and Application Development: UI/UX Wireframing, Prototyping, Storyboarding, Development (CSS3, HTML5, Mockingbird, Figma, Dreamweaver), e-Commerce (WordPress, Shopify, Miva Merchant). Languages and Platforms (Python, PHP, Zope / Plone). Agile and Open Source Project Management (SCRUM, Kanban, JIRA, Confluence). Automated Testing (TestRail, Cypress, Selenium IDE, Mocha),

Education:

School of Communication Arts, Raleigh, 1997
Received Certificate in 3D Computer Art and Animation.

Framingham State College, Framingham, MA, 1990 – 1995
BA in Communication Arts with English and German minors; Concentration in Film Studies and TV Production.