

Ellis Whitman
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Digital content creator, manager and strategist.

GUIDEPOINT, Sept 2015-present

- Consultant regarding SEO, CMS, and Quality Assurance.

GERSON LEHRMAN GROUP, March 2016-present

- Digital platform consultant for corporate clients specializing in transactional and e-commerce sites.

CONFIDENTIAL, Digital Strategist, June 2018-Dec 2019

- Partnered with a digital agency to create social and digital campaigns for a variety of small businesses.

PRUDENTIAL, Digital Content Manager and Strategist, Sept 2016-Jan 2017

- Member of a specialized digital team to strategize and monetize their life insurance content and migrate legacy pages from one CMS to another.

CORNERSTONE, Copywriter and Digital Strategist, Jan-Sept 2016

- Implemented content and strategy, using SEO and SEM, for IT company's website redesign and collateral content.

THE COLLEGE BOARD, Digital Strategist, April-Aug 2015

- Wrote UI text for College Board and Khan Academy's *SAT Question of the Day* app and the website's Practice vertical. Wrote content deliverables relevant to each project.
- Collaborated with other content strategists on taxonomies, metadata structures, and content development workflows and with UX and IT to define and document content types and models that support publishing to web, mobile, and tablet applications.

HISCOX USA, Digital Content Manager and Copywriter, June 2014- March 2015

- Partnered with Head of Digital to implement a major content migration and wrote requirements for multi-site launch. Monitored site health using Google and Bing Webmaster, Google Analytics and SiteImprove. Worked on SEO and SEM optimization of existing pages, and used analytics, A/B testing and meta-tagging to further improve site performance.

ACS (Administration for Children's Services), CITY OF NEW YORK, UX/UI Strategy Consultant, Aug-Dec 2014

- Conducted content audit and worked with project managers to reimagine ACS' messaging to prospective and current employees. Wrote site content to reflect the UX/UI and content recommendations. Created copy deck, wireframes, and taxonomies.

SARAH LAWRENCE COLLEGE, Digital Content Manager and Strategist, March-Oct 2014

- Performed a content audit, a gap analysis, and UI strategy for SLC's website redesign. Established and executed SEO strategy increasing search engine referrals by 300%.

NYC311, NYC.GOV, CITY OF NEW YORK, Digital Content and Social Media Manager, July 2011-July 2013

- Led digital and social content for NYC 311, NYC's source for government services and information. Owned all home page content and oversaw the daily maintenance of content for the 4,000+ services and FAQs; and guided the content migration to the current NYC.gov site. Interfaced with the City's Accenture consultants to improve site performance; and with NYC Digital (the Mayor's Office of Media and Entertainment).
- Used data sets and big data to deliver analytics-informed content on the site and in the 311 mobile app. Increased visits to nyc.gov/311 by over 200% using high level content strategy and content oversight, analytics, and user intent analysis.

CITYGUIDE MAGAZINE, Senior Editor and Digital Content Manager, Feb 2008-March 2009

- Supervised production and provided editorial content for New York City's top travel and tourism magazine. Produced content on City Guide's companion site CITYGUIDENY.COM. Increased unique visits to the site by 70% using SEO optimization and strategic content.

DIGITAL CONTENT CONSULTANT, 1999-2007

- MASTERPLANNER (masterplanneronline.com), BizBash, Sept 2007- Feb 2008. Project Manager
- FLIRT.COM (flirt.com), March 1999-Aug 2006 Content Manager/Senior Editor
- STUDIO ONE NETWORKS, 1999-2000 (multiple projects) B2B Researcher/Editor/Writer
- RIPTIDE INTERACTIVE AGENCY, 1999 (multiple projects) Editor/Writer/Researcher

SKILLS : Multiple Content Management Systems (TeamSite, all Adobe AEM, IBM WCM, Drupal, Kintera, WordPress, SiteCore, BackBase, among others). Content migration. Microsoft Office, Adobe Photoshop, Illustrator, InDesign, LexisNexis. SharePoint. Fluent in analyzing Google and Bing Webmaster data. Google Analytics. Jira and Agile. Final Cut Pro. CRM, SaaS, CSS, HTML, A/B testing, SEO, SEM.

EDUCATION : BA, Art History New York University, MA, Art History Hunter College