## AnnMarie CarusoStamford, CT

 *CarusoA@optonline.net, linkedin.com/in/AnnMarieCaruso*

**Versatile Web Producer with extensive experience in front-end website maintenance across diverse industries. Proven track record in updating and maintaining corporate websites using enterprise CMS platforms like Sitecore. Highly skilled in executing web-production requests and proficient in utilizing various software and online tools. Proficiency extends to image and video editing. Possesses a wide range of transferable skills applicable to different roles.**

**PROFESSIONAL EXPERIENCE**

American Heart Association, Inc., Dallas, TX Apr 2023 to Present Digital Content Coordinator (Remote Consultant) — National Integrated Marketing Dept.

* Maintained premier healthcare professionals website for nationwide health organization
* Executed timely website updates as conveyed in Adobe Workfront project management system (PMS), consistently meeting or exceeding web team Service Level Agreement (SLA) standards
* Leveraged Sitecore enterprise content management system (CMS), Adobe Dreamweaver 2024, and HTML to maintain web content aligned with corporate guidelines, improving site cohesion
* Updated key web pages including awards, membership, meetings, stroke, mentorship, and fellows
* Performed image editing, such as resizing and cropping in Adobe Photoshop 2024
* Utilized Optimizilla to optimize images, reducing page load times and enhancing overall site performance
* Edited video footage using Adobe Premiere Pro 2024, Descript video editor, YouTube Content Studio, and Canva to create concise, easily consumable video snippets for intended audience, increasing video views
* Implemented website accessibility initiatives, ensuring ADA compliance and improving user experience
* Analyzed Siteimprove reports to implement solutions for accessibility and quality assurance, achieving compliance with Web Content Accessibility Guidelines (WCAG) 2.2 standards
* Used search engine optimization (SEO) techniques, significantly boosting organic search traffic and elevating search engine results page (SERP) rankings for targeted keywords
* Collaborated with cross-functional teams, such as membership and science operations

Cognex Corporation, Natick, MA Jun 2022 to Dec 2022 **Web Producer** (Remote Consultant) — Web Marketing Dept.

* Maintained corporate website content for world's leading machine vision systems provider in 10 different languages through usage of Sitecore enterprise content management system (CMS), web components, properties, templates, and HTML
* Updated web pages including, customer stories, automotive, consumer products, electronics, life sciences, logistics, and pharmaceutical
* Implemented day-to-day business updates and large long-term web projects, such as customer stories
* Simultaneously managed multiple web projects utilizing JIRA, Mondays, Microsoft Teams, SharePoint, and Excel
* Interacted with web development and cross-functional teams to deliver features and functionality

Websites by AnnMarie, Stamford, CT Jan 2019 to Dec 2021

**Website Specialist** (Freelancer)

* Designed and built websites that meet small business objectives utilizing Squarespace and WordPress
* Edited and retouched images using Adobe Photoshop
* Provided website maintenance training to businesses

Legg Mason, Stamford, CT Jul 2016 to Dec 2018

**Digital Site Specialist** (Consultant) — Digital Global Marketing and Communications Dept.

* Posted content to investment company's international websites utilizing TeamSite CMS
* Maintained websites using Adobe Dreamweaver, HTML, CSS, and Adobe AEM Digital Asset Manager (DAM)
* Edited images using Adobe Photoshop to enhance communications, such as banners and logos
* Added videos to web pages using Limelight CDN
* Updated web pages including, home, landing, about, contact, product, campaign, snapshot, insights, and funds
* Revised month-end and quarterly assets under management online earnings
* Collaborated with digital marketing, creative, and technology teams

New York Medical College, Valhalla, NY Oct 2015 to Mar 2016

**Web Content Manager** (Consultant) — Marketing Dept.

* Migrated content and assets to new Content Management System (CMS)
* Maintained and updated website using TerminalFour CMS, Adobe Dreamweaver, HTML, and CSS
* Posted jobs, news, events, associate directory, and departmental information to website
* Edited and optimized images using Adobe Photoshop

Gartner, Stamford, CT Apr 2007 to May 2015

**Intranet Site Specialist** — Enterprise Info. Mgt. Dept.

* Contributed to the front-end development, testing, maintenance, and support of world class intranet
* Maintained corporate intranet using HTML and CSS utilizing Adobe Dreamweaver and TeamSite
* Delivered large number of intranet content updates
* Edited images using Adobe Photoshop such as pictures, photos, and banners to enhance communication
* Added digital media and marketing collateral to web pages including, videos and webinars
* Posted website content including, quarterly earnings, product releases, center court, and executive messages
* Strategically managed and prioritized multiple fast-paced deadline-driven projects to meet business needs using Mantis and JIRA
* Collaborated with graphic designers, web producers, and business units

**AREAS OF EXPERTISE**

**Content Management Systems (CMS):** Sitecore, WordPress, Squarespace, TerminalFour, TeamSite

**Adobe Creative Suite/Cloud:** Dreamweaver, Photoshop, Acrobat

**Web Development and Tools:** HTML, CSS, Descript video editor, Canva, Optimizilla, Siteimprove

**Project Management:** Adobe Workfront, Atlassian JIRA, Mondays, Mantis, SharePoint

**Microsoft Office:** PowerPoint, Excel, Access, Word, Outlook, OneNote

**Google Workspace:** Drive, Docs, Sheets, Forms, Gmail

**Virtual Collaboration:** Microsoft Teams, Zoom, WebEx

**EDUCATION**

Pace University, White Plains, NY

**Master of Science, Internet Technology**

The College of New Rochelle, New Rochelle, NY

**Bachelor of Science, Nursing**