

JANET MORRIS

VIRTUAL | REMOTE WEB PROJECT MANAGER

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PROFILE

Virtual Managing Content Editor and Web Designer specializing in content development, web development, and user experience. Proven performance driving digital content transformation through metrics and data analysis, validating opportunities for content and process improvements. Unique capacity to decipher complex topics in straightforward and engaging way, by seamlessly shifting between creative, critical thinker and strategic project manager, balancing both user and business needs. Talent for fostering collaboration across disparate workgroups. Well-versed supporting customers in technical environment.

- Web Design & Development
- User Experience Design
- Web Project Management
- Web Content Optimization
- Content Strategy & Management
- Web Content Creation
- Web Content Writing
- Content Engineering

EXPERIENCE

WORDPRESS, CONTENT & TECHNOLOGY CONSULTING

Remote/Telecommute

Virtual Remote Project Manager, Web Design & Content Engineering (2016 to Present): Conduct small business technology consulting, in areas of Project Management, Web Design, and Content Engineering. Drive new business development.

- Evaluated Google ad performance for ZeroChaos, a global provider of workforce management solutions. Provided data to calibrate automatic system “judgments” and expand high-performing ad campaigns.
- Conducted website audit for WriteOn Resume Service. Provided interactive wireframe, demonstrating proposed design changes including ease of use, clear direction and focus for each call to action.
- Conceptualized and launched website for Soroptimist International of Monroe County (SIMC) to serve as a public awareness platform, social media presence, and to generate membership leads.
 - 90 days post-launch, membership increased by 10%, projections call for 50% membership increase.
 - Posted “smart forms” for group members, using conditional logic and custom taxonomy.
 - Provided dynamic, audience specific content updates and optimized user experience.

VERIZON WIRELESS

Virtual/Remote

Learning & Development Manager Content Management Onboarding Enablement Projects (2010 to 2015): Directed entire content management authoring process and ensured ongoing lifecycle support, scalability, sustainability, and relevance of multiple global customer-facing new hire programs. Provided subject matter expertise for enterprise system conversion.

- Saved \$2M in annual costs by leading execution of Lean Six Sigma project focused on creating data analytics solution.
- Developed, managed, and deployed customer-facing employee training curricula, ranging from 30 minutes to 280 hours, supporting 180K+ organization across multiple distribution channels.
- Slashed redundant course offerings 75%, expanded resource capacity 40%, increased rates 96%, and reduced YOY maintenance \$1M, by adopting enterprise-wide repository of 500+ shareable learning objects.

Content Project Lead, LCMS Implementation, Content Strategy (2009 to 2010): Conducted content engineering integral to LCMS implementation. Defined content authoring process. Steered content migration of 30+ programs and 7,500+ topics/lessons to proprietary Cloud-based LCMS. Facilitated delivery and coaching of LCMS system training to end users.

Instructional Design Consultant | Learning & Development Manager (2003 to 2009): Defined sales onboarding program redesign approach to support business directional changes. Advanced from *Curriculum Developer*.

- Created and implemented program that addressed gaps identified in needs analysis. Program later noted as a determining factor in receiving Training Magazine’s Training Top 125 #4 award.
- Provided key expertise to Learning Management System (LMS) selection committee.
- Recognized regionally and nationally for driving cost savings and efficiency gains.

TRINARY SYSTEMS

SE Michigan

Training Consultant/Customer Education Support/Curriculum Developer (1998 to 2003): Partnered with supply chain customers in defining project requirements and metrics to achieve KPIs. Produced end-user, technical product/training documentation for EDI/MRP client/server data mapping applications running on Unix & Windows.

- Generated 50% reduction in costs for customers by overhauling existing training methodology, providing new flexible delivery options (learning “fast tracks”).
- Refined application help system, providing real time support and enhanced functionality. Additional layer of support increased product value, leveraging another component of the application.
- Saved \$100K annually by introduced version control software, increasing collaboration, automating content archiving, and maintaining multiple documentation versions with minimal resources.
- Reduced turnaround time 55% and streamlined documentation/content request procedure by implementing web based request form for internal customer’s/client groups.

EDUCATION

BACHELOR OF ARTS (BA), PSYCHOLOGY | University of Michigan

ASSOCIATE OF ARTS, MULTI-/INTERDISCIPLINARY STUDIES – GENERAL | Monroe County Community College

PROFESSIONAL DEVELOPMENT

WordPress Apprenticeship	2017
WordPress Professional Best Practices	2016
WordPress, Git, GitHub & Command Line	2016
Web Design Apprenticeship	2016
UX & Web Design, HTML & CSS	2016
Google Analytics Fundamentals	2016
The Big Data Technology Wave	2016
A Crash Course in Data Science, Johns Hopkins Data Science	2016
Phillips ROI Certification Workshop, Phillips Institute	2012

TECHNOLOGY

Web:	WordPress, HTML5, CSS3, PHP, WordPress, Photoshop, MockFlow, cPanel, Filezilla, Git, GitHub, WPEngine
Operating Systems:	UNIX, Windows, iOS, Android
Database:	MySQL/phpMyAdmin, MAMP, Proprietary Billing System, Proprietary POS, Proprietary CRM, EDI, Windows Training Database
Content Management:	WordPress CMS, OutStart/Kenexa LCMS, Proprietary LCMS, PeopleSoft ELM LMS, Microsoft SharePoint
Collaborative:	Skype, Zoom, TeamViewer, Google Hangouts, Slack, Twitter Adobe Connect, Snag It, Skype, CrowdAround, Yammer, Cisco WebEx, Go To Meeting, Microsoft Lync, Multiple Chat Tools
Curriculum & Coursework:	Proprietary HTML5 Authoring Tool, AICC & SCORM, Adobe Acrobat Professional, Adobe Captivate, Survey Monkey, Opinio, RoboHelp, HTML, Dreamweaver, Front Page, SnagIt
Productivity:	Microsoft: Word, Excel, Power Point, Outlook, Project, EDI Windows for UNIX, EDI Windows for Windows NT