REBECCA SCHNEIDER

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SUMMARY

Content and information professional who understands the strategic and tactical relationships between business, technology and end-user needs. Develops content strategy for applications and websites, specifically focusing on information organization, tagging and search. Experienced in:

- Content Strategy
- Content Inventory & Audits
- Publishing Workflow Design
- Content Migration

- Content Management Systems
- Taxonomy Development
- Metadata Structure Creation
- Project Management

EXPERTISE

Co-founder of a content strategy consulting company. Industries include: Automotive, Financial Services, International Development, Retail (Home Improvement, Home Furnishing, Multi-line, Luxury, Beverages), Telecommunications, and Semiconductors.

Content Strategy Creation & Workflow. Defines, designs and implements content strategies focusing on system integration, workflow and production.

- Designed content strategies focusing on creating, organizing, storing, publishing, archiving and destroying content. Also created specialized strategies focusing on personalization and omnichannel retail within the home improvement retail and telecommunication industries.

- Developed content creation and publishing workflows, including recommendations on standards, voice and tone, and publication schedules.

- Created content audits for clients in a variety of industries, including car manufacturing, financial services and grocery retail. Provided content evaluation as well as input on content gaps and data needs.

- Acted as key contributor on portal development and internal cataloging applications for a large financial services company, including content strategy, interface design, metadata structure, complex search development, as well as database seeding and data migration.

Taxonomy & Metadata Construction. Expert in developing taxonomies and metadata.

- Developed new taxonomies for clients in industries such as financial services, insurance, luxury retail, home improvement retail and international development.

- Evaluated and recommended changes to taxonomies in industries such as semiconductor, beverage retail, multi-line retail and houseware retail.

- Created supporting documentation and training materials to support ongoing taxonomy and metadata maintenance efforts. Also provided guidance on governance committee structures and activities.

- Utilized mechanisms such as card sorting and tree testing to gain insights into product categorization. Recommended taxonomy changes to optimize conversion rates in a retail context.

- Directed creation of the metadata structure and taxonomy for an internal Digital Asset Management (DAM) system for a luxury goods retailer.

Team Leadership. Oversees teams as well as interacts with all levels of management.

- Managed direct reports and grew teams for over 7 years.

- Experienced as a contact strategy track lead.

- Interacted with executives at all levels for deliverable and informational presentations.

Project & Technical Collaboration. Understands all aspects of technology projects' lifecycle from requirements gathering to design, implementation, and deployment within a services-oriented environment.

- Worked extensively with project managers, creative teams, technology teams and other content strategists to successfully complete project objectives (e.g. taxonomy and metadata implementation, CMS development, DAM creation). Familiar with SiteCore, Adobe CQ5, Hybris, and SharePoint.

- Produced plans for content migration, in tight coordination with onshore or offshore technical teams.

- Directed transformation of library into a center of electronic information resources – accessible by clients worldwide. Procured new electronic resources, created new public and internal websites, upgraded library systems, and launched electronically based outreach mechanisms.

Written & Spoken Communication. Skilled technical writer and presenter.

- Wrote technical and training documentation for specialized implementations of content management systems, cataloging software and related applications.

- Presented at conferences on such topics as: omnichannel and content strategy; metadata development; metrics and content strategy.

EXPERIENCE

Executive Director, Content
AvenueCX. Malden, MA   1/16 - Present

President
Azzard Consulting, Inc. Malden, MA   10/10 – 5/17

Investment Research Center Manager
Fidelity Investments. Boston, MA   2/07 – 9/10

Library Manager, USAID Library
VNS Group, Inc. Washington, DC   6/06 – 01/07

Deputy Library Manager, USAID Library
Academy for Educational Development. Washington, DC   5/02 – 5/06

Manager, Knowledge Systems and Strategies
The Community Builders. Boston, MA   3/99 – 4/02

EDUCATION

- University of Wisconsin-Madison, Master of Arts – Library and Information Studies, May 1994
- University of Wisconsin-Madison, Bachelor of Arts – Anthropology, English/Creative Writing, May 1992

REFERENCES

Available upon request.