

Stephanie Lachelle Elie

SENIOR DIGITAL PRODUCER, USER EXPERIENCE & CONTENT STRATEGY

SKILL SET

Site Maps, Wireframes, User Research, Usability Testing, A/B Testing, Personas, User Stories, Content Audit/Analysis, Content Inventory, Interviews, Card Sorting, Prototyping, Creative Briefs, Information Architecture, Budgeting, Project Timelines, Content Strategy, Project Management, QA Testing, Content Writing, UX Strategy, SEO Strategy, Content Modeling, Team Management, Taxonomy, Digital Media Strategy, SEO Audit and Analysis, Agile Project Management

EXPERIENCE

GMMB (subsidiary of Omnicom)

D.C. and Los Angeles

SENIOR UX & CONTENT STRATEGIST

12/2016 – Present

SENIOR DIGITAL PRODUCER

1/2014 – 12/2016

DIGITAL PRODUCER

2/2013 – 12/2013

- Responsible for implementing a new and holistic process for digital projects that focuses on the user and content first.
- Lead UX strategist responsible for the process and creation of UX related client deliverables including: stakeholder interviews, technical feasibility assessments, wireframes, sketches, journey maps, functional prototypes, content audits, usability testing, user research, user personas, content maps, and content strategy.
- Analyze SEO, traffic and user data to make recommendation for KPI's and product improvements/refinements.
- Main point of contact throughout the development process for internal teams from proposal to launch. Successfully launched over 14 web projects within a 12-month period.
- Subject matter expert for all digital projects for the agency.
- Responsible for integrating user research and content strategy into the project timeline.
- Defined scope, estimated budgets and timelines for a variety of projects ranging from \$20,000 to \$250,000.

The Creative Group

D.C

DIGITAL PRODUCER (GMMB)

10/2012 – 2/2013

- Lead projects and facilitated communication among all agency teams; account, user experience, creative, web development and outside vendors.
- Collaborated with brand, account, creative teams and provided client support.
- Created and managed timelines and budgets for all digital projects for e-mail newsletters to completed web site builds.
- Provided substantive feedback to the team on all deliverables, including sitemaps, wireframes, mood boards, design comps, etc.
- Provided basic technical support for third-party products used by digital team, including Web hosting, domain registrar, Wordpress plug-ins and other marketing tools.
- Translated business requirements into functional and technical specifications for the development and design team and clearly communicated technical concepts to non-technical staff.

Teleflora, LLC

Los Angeles, CA

DIGITAL PRODUCT MANAGER

2/2012 – 7/2012

- Proactively made UX and design decisions based on sales performance and marketing goals.
- Worked directly with producers, designers and developers for all website development projects and enhancements on the teleflora.com website.
- Maintained awareness of project status, identifying conflicts and proactively communicated them to the appropriate individuals/department(s). Tracked and reported status of new site features to management.

Disney Interactive

Los Angeles, CA

ONLINE ASSOCIATE PRODUCER

7/2008 – 11/2011

- Responsible for the management of two Disney franchise websites and several franchise newsletters.
- Worked with product teams, content editors, development staff and artists to ensure weekly updates were completed on time.

A&E Entertainment

Los Angeles, CA

WORK & LIFE CHANNEL EDITOR

7/2008 – 6/2011

- Work & Life Channel Editor at LifetimeMoms.com.

- Wrote weekly articles, produced videos and promoted content on social media channels.
- Participated in promotion campaigns like the Clean Start Challenge.

Los Angeles Newspaper Group

Los Angeles, CA

WEB MANAGER

12/2006 – 6/2008

WEB DEVELOPER

10/2004 – 11/2006

- Responsible for managing the development, deployment and maintenance of seven newspaper websites, and other LA.com network web sites.
- Managed the developers and two designers to ensure projects were completed on time and within budget.
- Liaison for content editors and local property teams to ensure site enhancements were added to all websites across the network.
- Translated designer-produced mock-ups into fully rendered XHTML/CSS interfaces.
- Designed banner ads, splash pages, contest and giveaways for advertising and promotional campaigns.

Freelance Content Producer

WRITER & PHOTOGRAPHER

2001 - Now

Produced videos, photographs and wrote articles for a variety of clients.

**Contracts include Toyota, Tamron, Closet Factory & other companies*

Freelance Web Developer

WEB DEVELOPER | Tower of Jewels

2004 -2004

WEB DEVELOPER | Casino Publishing Group

2001 - 2003

WEB DESIGNER | Travelworm.com

2001 – 2002

EDUCATION & TRAINING

Digital Marketing (Circuit Course) – General Assembly (2016)

Content Marketing (Online Course) – HubSpot (2016)

Nielson Norman Group – UX Deliverables, Managing User Experience Strategy (2016)

User Experience Design (Part Time Course) – General Assembly (2014)

BA in Journalism/Public Relations – California State University, Long Beach (1998)

PREVIOUS CLIENTS / COMPANIES

American University College of Law, Disney Interactive, GMMB, Teleflora, Gates Foundation, Closet Factory, Los Angeles Newspaper Group, RWJF, A&E Entertainment, Irvine Foundation, RHSC, Tower of Jewels, Casino Publishing Group, Clark Enterprises, Chemonics