

William F. Yurasko

I deliver comprehensive web management and strategy. I enjoy working with stakeholders from across an organization to tell their story on the web, from the the initial pitch and calendar meeting all the way through the publication and SEO. I'm a Certified Scrum Product Owner, but I also use Kanban methodology for short-term projects. I have experience in Sitecore, Drupal, WordPress and Wagtail. I have experience in the ssociation, mainstream media and federal sectors.

CERTIFICATIONS

Certified Scrum Product Owner® (CSPO)

Internet Manager

Sparks Group, contracted to American Association for Clinical Chemistry, Washington, D.C.

June 2017 - October 2017

Managed the planning, development, implementation and maintenance of AACC's website properties.

- Provided day-to-day leadership of website projects, publications, e-commerce, maintenance, design, YouTube channel, iTunes and content creation in a Sitecore/Aptify environment.
- Managed critical deployment of Sitecore hotfixes and QA with applications team and vendor on planned and ad hoc basis with minimal downtime.
- Managed junior webmaster, liased with applications team, other AACC managers, staff, vendors to meet association initiatives.
- Delivered mobile navigation optimization on project deadline for improved UX.
- Implemented best practices for communicating to staff and site users potential service interruptions for Sitecore updates/upgrades to avoid data loss and staff and member confusion.
- Supported content management of association's cloud-based platform, HigherLogic, giving members a community to exchange knowledge and build professional connections.
- Identified requirements and recommends resources for 2018 budget.

Drupal Content Management Specialist

OST Inc., Inc. supporting Federal Transit Administration, Mclean, Va.

2016 - 2017

Supported internal and external websites and migration activities for transit.dot.gov

- Efficiently managed content and files on agency's Drupal CMS-powered web site.
- Generated Google Analytics, DigitalGov Search search, social media and GovDelivery email analytic reports and content audits on weekly, monthly and ad hoc basis to increase client understanding.
- Trained staff on Drupal CMS to empower the user.

Content Management Lead

CHIEF, supporting Consumer Financial Protection Bureau, Washington, D.C.

2014 - 2016

Managed web content of consumerfinance.gov in an Agile environment working with editorial producers, publicists, developers, business intelligence, outbound content manager and subject-matter experts to successfully publish the bureau's campaigns, press releases, speeches, blog posts, social media and other site updates in Wagtail and WordPress content management systems.

- Managed the web content management workflow in WordPress & Wagtail environments with Kanban/Scrum methodology, assuring that the content team and content owner(s) had the same information in real time to reduce confusion and improve efficiency.
- Provided functional guidance and training for content management specialist and other staff on WordPress & Wagtail CMS.
- Liaised with developers, strategists and designers to ensure site quality, functionality, web/style guide, taxonomy standards and up-time.
- Implemented Google Search Console/DigitalGov Search best practices, improving SEO and site usability.
- Promoted peer and client review culture, providing quality assurance and accountability across departments.

Web Content Manager

Cascades Technologies, Inc., supporting Federal Deposit Insurance Corporation, Arlington, Va.

2014

Managed highly sensitive banking information on FDIC external/internal web sites.

- As a content manager, assumed responsibility for all incoming requests for fdic.gov and intranet and client communication, delegating to backup and other staff as necessary.
- Updated press releases, financial institution letters and speeches through proprietary software and file systems on tight deadlines.
- Identified, tested, and documented automated processes for content creation and delivery evaluation.
- Emailed bulletins to thousands of FDIC subscribers with GovDelivery.

Team Leader

Gannett Co. Inc., Mclean, Va.

2005 - 2014

Subject matter expert on scalable upgrades in enterprise CMS. Webmaster of 10 daily Gannett newspaper web & mobile sites.

- Migrated 10 web & mobile sites through four redesigns in Saxotech Online enterprise CMS over several years.
- Administered CMS categories, profiles, taxonomies; and coding macros, objects, templates and user account management for 10 daily news web, mobile sites and apps.

- Configured precise Omniture web analytics tracking for specific sections.
- Deployed, A/B tested and refined new products to optimize UX.
- Liaison between editors, online managers, product owners, IT staff, vendors and corporate news staff.
- Integrated 3rd party content into web, mobile environments.
- Delegated assignments to assistant producers.

TECHNICAL SKILLS

CMS: Sitecore 8.2, WordPress 4.8, Drupal, Wagtail, Saxotech, Conmio/Managate

METHODOLOGIES: Agile: Scrum, Kanban

EMAIL MANAGEMENT: GovDelivery, Adestra, ExacTarget

MEMBERSHIP SOFTWARE: Aptify

SEARCH AND ANALYTICS TOOLS: Google Search Console, DigitalGov Search, Google Analytics, Adobe Analytics (Omniture), Google Search Appliance, ChartBeat

PROJECT TOOLS: JIRA, Confluence, Desk.com, Smartsheets, Github

SOCIAL MEDIA & VIDEO MANAGEMENT: HootSuite, HigherLogic, YouTube (creators studio, video manager), Disqus, Ustream, Livestream, Brightcove. Blogger, Tumblr

DOCUMENTS & GRAPHICS: Photoshop CS5, MS Office, Google Drive, Dreamweaver, AdobeAcrobat XI

O/S: Windows 10, Mac OS

LANGUAGES: HTML5, CSS, XML

EDUCATION

B.A. (Media Studies) Pennsylvania State University - University Park, Pa.