



DAVID SCHUSTER

WEB CONTENT SPECIALIST,
STRATEGIST AND ADMINISTRATOR

CONTACT



(240) 745-5491



schusteds@gmail.com



www.daveschuster.net

SKILLS

PROFESSIONAL

Content Management Systems

Google Analytics

SEO

Digital Marketing

Project Management

E-Commerce

Web Accessibility/Compliance

Social Media

PROFILE

Dedicated professional who is adept at driving consumer engagement through innovative web/digital content development and management. Able to communicate effectively with both technical and non-technical staff. Creative thinker who is comfortable working at all levels of an organization to ensure solutions consistently meet or exceed business goals

EXPERIENCE

WEBSITE ADMINISTRATOR - FREELANCE

Dream Job Coaching | March 2021 - Present

- Created and maintained a website for a career consulting firm.
- Implemented SEO techniques, to improve search rankings for websites

WEBSITE COORDINATOR / FRONT END DEVELOPER - CONTRACT

World Wildlife Foundation | April 2021 - July 2021

- Maintained and updated content on the WWF website using content management systems as well as coding in HTML, CSS and JavaScript.
- Tracked usage and page statistics using Google Analytic on the WWF website; and generated monthly reports for managers and department heads.
- Attended meetings as a representative of the Web Team as a subject matter expert in web applications to offer advice on best practices in updating the WWF website.

WEB/EMAIL SPECIALIST - CONTRACT

Zero to Three | May 2019 - November 2019

- Reviewed and reported on web and email analytics to inform future decision making.
- Reviewed existing web content plans and current positioning to differentiate strategies while complying with organization standards.
- Spearheaded cross-functional teams in optimizing content on the company's websites and microsites with a web content management system.

EDUCATION

Amazon Web Services Certified Solutions Architect Associate Certification

Udemy Online University
2020-2021

Career Studies Certificate Digital Marketing

Northern Virginia Community College
2013-2014

Bachelor of Arts Management Information Systems

University of South Florida
1995-2000

WEB CONTENT SPECIALIST / TECHNICAL LEAD - CONTRACT

Department of Veteran's Affairs, Veterans Health Administration | February 2017 - December 2018

- Updated web pages using HTML code and deployed maintenance/outage alerts using CSS code for the My HealtheVet website.
- Subject Matter Expert in Liferay content management system for the Web Content Strategy Team and lead team meetings for clients and shareholders.
- Troubleshoot and resolve web development and other technical issues, conducting tests to diagnose 404 errors and ensure Section 508 compliance.
- Monitored and reported monthly performance and user interaction metrics across websites and newsletters, using Google Analytics.

WEB CONTENT PRODUCER

The USO | July 2013 - November 2016

- Established a standard operating procedure for ensuring website compliance with Section 508.
- Executed administrative duties in Adobe Experience Manager and Ektron CMS, including performing user maintenance, synchronizing folders, and setting permissions.
- Maintained and updated content on main USO site and microsites using content management systems as well as coding in HTML, CSS and JavaScript.
- Tracked usage and page statistics using Google Analytics; and generated monthly reports for managers and department heads.

SOCIAL MEDIA AND DIGITAL MARKETING STRATEGIST - FREELANCE

Arlington Hypnotherapy and Mind Coaching | February 2013 – July 2013

- Built a dynamic website to promote a local business using HTML, JavaScript and WordPress
- Created content for and managed all aspects of the business' WordPress blog and social media channels (Facebook, Twitter, LinkedIn, and Instagram).
- Utilized Google Analytics to monitor traffic and user engagement on social media channels, managed SEO using Google Tag Manager.