Cathy Sitzes

Web Content & Communication Specialist

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— About Me

I am a management-focused creative professional adept at driving digital production goals with an emphasis on meeting deadlines, streamlining processes, and customer support/satisfaction. Core competencies include: project management/coordination, UX Design and UX Research, tracking/analysis, web design and content management, digital film/video, graphic design, communications and generally keeping the calm.

— Experience

Verra

Manager, Communication Services
April 2022 - Present, Portugal / Washington D.C.

Collaboration with various Verra teams on activities, implementation and improvements to the website and other communications related materials. Management of the public site and Verra's intranet, SEO and overall functionality. Analyzed web statistics refined design, layout and functionality of marketing and communication mailings - flyers and presentation materials. Focused on the website rebrand and redesign through implementation and refinement. Project managed successful implementation and launch of Verra's intranet.

UC Davis Health

Digital Communications Specialist 3/CMS Trainer
October 2019 - April 2022, Sacramento, CA

Worked with team members, public affairs and marketing staff, health system departments, and outside agencies to maximize the effectiveness of digital communications and develop and produce websites and digital content in achieving institutional goals, objectives, and strategic priorities. Designed and led classes, created and maintained documentation, and served as best-practices support for approx. 600 end users of the health system's enterprise-wide CMS for websites and blogs. Implemented and enforced digital content policies and procedures, assured digital content met established editorial, graphic, and navigation standards, produced strategically

appropriate digital content, and reviewed written content for accuracy, quality, and standards.

Lawrence Hall of Science, UC Berkeley
Webmaster/Digital Communications Specialist 3
October 2016 - October 2019, Berkeley, CA

In collaboration with several clients, I consulted on the creation and progress of electronic communications, website development, and other electronic media, involving writing, editing, production, and/or programming. I produced the layout for a variety of non-routine and moderately complex web sites and mobile-based applications. I maintained the Lawrence Hall of Science branding and standards in conjunction with the University of California and I promoted usability across all applications.

American Academy of Ophthalmology
Web Production Coordinator
December 2014 - November 2016, San Francisco, CA

I kept the Academy's websites in compliance with the Core Principles and web best practices by acting as a liaison between various groups, including internal staff and Academy members. I provided technical support, video production services, data analysis, and strategy to Communications staff and authors, and helped to maintain the various public and member websites.

Google
Content Quality Coordinator (*contract position*)
July 2014 - November 2014, Mountain View, CA

Within Google's internal learning hub, I advocated for, maintained, and governed content quality and optimized the user experience through seamless UI design and data-driven improvement. I also created new educational and informative sites accessed by employees across all global locations.

Dreamworks Animation
Production Coordinator
August 2011 - June 2014, Redwood City, CA

I worked with Lighting, Matte Painting, Image Finaling, Lustre, Layout and Animation to ensure that quotas, deadlines, and inventory expectations were met. I acted as a point of coordination for various departments and provided administrative support as needed.

Dreamworks Animation
Technical Resource Administrator
August 2007 - August 2011, Redwood City, CA

I monitored and balanced the render farm load, assisted with errored jobs, monitored data I/O across various files systems, and assisted in the day-to-day management of render hosts in addition to acting as a support contact for issues assigned to the department.

Education

Ex'pression College for Digital Arts
Bachelor of Arts, Animation & Visual Effects
Graduated 2007, Emeryville, CA

Lanier Technical College
Associates Degree, Computer Information Systems
Graduated 2001, Gainesville, GA

Skills

- Windows, Mac, Linux/Unix
- Agile Scrum Methodology, Wrike, Planner, Click-Up
- Wordpress, Drupal, Joomla, OpenText, Contentful, Squarespace, Magento, Simpplr
- HTML5, Bootstrap, CSS3, JavaScript, PHP, Git
- Microsoft Office, Google Docs
- Asana, Trello, Slack, Bootcamp, Mural, SharePoint
- Adobe Creative Suite - Premiere Pro, After Effects, Photoshop, Illustrator, Dreamweaver, InDesign, Audition, Canva
- Adobe XD, Figma, Sketch, Balsamiq, InVision Studio, SEO Spider, Google Analytics, Matomo
- Podcasting & Video Production

Affiliations

- The Leadership Consortium (TLC) Leaders Program
- Member of the National Technical Honor Society
- CompTIA A+ Certification
- Cardinal Path Academy - Google Analytics Certification