



## Shane Coleman

Email: [mr.shanecoleman@gmail.com](mailto:mr.shanecoleman@gmail.com)

Location: Los Angeles, CA

Phone (626) 648-2412

**Intro:** Results-driven Digital Content Designer and Producer with over 15 years of experience leading innovative digital marketing and web initiatives across diverse industries, including tech and online retail industries, eCommerce, and media.

### Links:

LinkedIn: <https://www.linkedin.com/in/shane-coleman-88466777/>

Portfolio: [www.shanecoleman.me](http://www.shanecoleman.me)

### Qualifications:

- WIT Bay of Plenty- B.A. Journalism and Communication (2004)
- MCSE & CCNA Certified (Systems & Helpdesk) (2008)
- Animation College NZ - Bachelor of Creative Software (2016)

### Skill sets:

- **CMS:** AEM, Wordpress, Silverstripe, Oracle, Joomla, Brightpoint
- **SEO:** Google, Adobe, Yoast
- **CRM:** Jira, ADO, HubSpot, Streamtime
- **Design (UX / UI):** Balsamiq, Figma, Photoshop, Indesign, Premier, Illustrator, Sony Vegas, Cinema 4D, Final Cut, After Effects, Canva
- **Code:** PHP, HTML, Java, XML, CSS
- **Editorial:** Professional copywriting, TOV
- **AI integration:** Chatbot implementation & training
- **Microsoft Systems:** Windows cloud and server engineering, DHCP, Active Directory, Routing and helpdesk.

### Work Experience:

**Skinny Mobile (Remote)**

**June 2021 to December 2024**

### **Senior Lead Digital Content Designer**

My responsibilities with Skinny Mobile (Spark) are owning their sub brand's online, print and digital customer ecommerce journey, content as well as all design, branding, copywriting, TOV, Brand EXP, Social and UX / UI. I was in charge of marketing, creating, scheduling and reporting on EDM's via HubSpot with A/B testing. Skinny Mobile's website was spread across multiple CMS; - AEM, Silverstripe and Salesforce, which I managed and maintained. Intranet websites via Sharepoint were also a requirement for internal e-learning and am fluent in Office 365.

- Content deployment and planning
- CMS deployment
- Silverstripe CMS
- HTML coding
- Content migration
- Design for web & print (Photoshop)
- UX and UI
- Office 365 & Sharepoint
- Adobe Creative Suite
- Canva
- Sitecore
- Figma
- Content management
- Content planning
- AEM CMS
- PHP coding
- Digital Project Lead
- Video for web (Premier)
- Project planning
- Adobe Analytics, Adobe Tag Manager

### **Colenso BBDO (Hybrid) (Contract)**

**January 2021 to June 2021**

#### **Senior Digital Media Marketing & eCommerce Producer**

My responsibilities include being outsourced to Spark NZ and owning their sub brand's online and digital customer journeys for Skinny Mobile as their Content Manager.

- Content deployment and planning
- CMS deployment
- Silverstripe CMS
- HTML coding
- Content migration
- Design for web (Photoshop)
- Figma
- UX and UI
- Management
- eCommerce journey planning and implantation
- Copywriting
- Content migration & asset creation
- Content management
- Content planning
- AEM CMS
- PHP coding
- Digital Project Lead
- Video for web (Premier)
- Project planning
- Adobe Analytics

### **Vodafone (On-site) Lead Digital Content Producer**

**June 2019 to January 2021**

My responsibilities include daily content updates for their customer facing ecommerce website and digital marketing collateral, optimization for web and eCommerce, project leadership, mentoring and assisting others in digital and prioritising work with both external and internal stakeholders.

- Content deployment and planning
- CMS deployment
- Oracle CMS
- HTML coding
- Content migration
- Design for web (Photoshop)
- UX and UI
- Mentoring & training
- Content migration
- eCommerce user journey
- Content management
- Content planning
- Brightspot CMS
- JSON coding
- Digital Project Lead
- Video for web (Premier)
- Project planning
- Google Analytics

**OfficeMax Ltd (On-site)**

**August 2018 to June 2019**

**Senior Digital Marketing Contract**

The role was a diverse one in their Digital Marketing team. Responsible for SEO, site UI and UX, Analytics, B/A Tests, Project Leads, Mockups, and keeping within the OfficeMax brands.

- Implement keyword & tag management
- Optimising image assets
- Commerce Vision CMS
- HTML coding
- Project Lead
- Internal Digital consultation / digital leadership
- Copywriting
- UX and UI
- DCP (Digital Content Production)
- Preparing briefs
- Figma mockups
- GA (Google Analytics) Reporting

**Vodafone Digital (Hybrid)**

**June 2018 to August 2018**

**Digital Producer Contract**

The project required a refresh of sections of their website. It was my responsibility to produce content refresh as tasked and implement them within Vodafone's proprietary Oracle based CMS, from initial scope to mock-ups. Also to implement SEO in to the re-worked pages.

- Implement keyword & tag management
- Optimising image assets
- Oracle CMS
- Copywriting
- UX
- DCP

**Auckland War Memorial Museum (on-site)**

**February 2017 to June 2018**

**Web build Project - Contract**

Project to work closely with Event Finda New Zealand and all five Museum partners in the greater Auckland region: Auckland Art Gallery, Stardome Observatory, NZ Maritime Museum and MOTAT.

Within scope, I was tasked at a senior level with designing a UX for their new site, to be built in Wordpress with API functionality.

- SEO (Yoast)
- UX
- Mockups
- API management
- Multi stakeholder reporting
- Google Analytics reporting
- PHP & HTML coding
- Keyword management & tags
- DCP
- Wordpress CMS

### **ADD Digital (on-site)**

**June 2007 to August 2016**

#### **Digital Project Manager & IT Systems**

My role at ADD was a diverse one – being a small to medium agency, there were a few duties that I took care of. While I was tasked with many clients’ digital projects over varying platforms and CMS': Silverstripe, Joomla, Drupal and Wordpress (including ecommerce solutions) it was here at ADD that I also met with differing stakeholders and major clients to offer digital solutions for their brands and products / services. It was also my responsibility to implement, role out and build render farms (server arrays), maintain Active Directory, build servers, desktops and take care of all onsite IT needs.

- Team Management
- Account management
- DCP
- PHP & HTML coding
- Copywriting
- Ecommerce solutions
- Keyword management and tags
- Budgeting & scoping
- Microsoft systems engineering
- Desktop support
- Render server farm implementation & architecture
- Active Directory build & updates
- DHCP & DNS
- Firewall implementation
- Social campaign management
- Project Management
- Brand & external product management
- UX/UI
- Video Editing & Graphic Design (Adobe)
- Image optimisation
- Analytics
- Varying internal and external stakeholders & clients

### **ALT TV (on-site)**

**February 2006 to June 2007**

#### **Producer and Writer**

ALT TV was an Auckland based public music and entertainment channel that was free to air for the Auckland region only. Privately and independently owned, ALT TV required someone to come in (initially on a contractual basis) and produce a television series on digital entertainment. My direct report was to the Station Manager and one of the key stakeholders.

- Scriptwriting
- Video editing
- Storyboarding
- Program planning
- Wardrobe
- Budgeting

- Producing

**References for past positions are available upon request**