



Shane Coleman

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Qualifications:

- WIT Bay of Plenty- B.A. Journalism and Communication (2004)
- Animation College NZ - Bachelor of Creative Software (2016)

Skill sets:

- **CMS:** AEM, Wordpress, Silverstripe, Oracle, Joomla, Brightpoint
- **SEO:** Google, Abobe, Yoast
- **CRM:** Jira, ADO, HubSpot, Streamtime, Salesforce
- **Design (UX / UI):** Balsamiq, Photoshop, Indesign, Premier, Illustrator, Sony Vegas, Cinema 4D, Final Cut, After Effects, Canva, Figma
- **Code:** PHP, HTML, Java, XML, CSS, JSON
- **Editorial:** Professional copywriting, TOV
- **AI integration**

Work Experience:

Microsoft (Fasttrack 365)

February 2025 to June 2025

Fasttrack 365 eLearning Content Designer

Using a proprietary CMS system, this role required me to maintain, update and build eLearning guides used by licensed IT Admins across the wider scope of Microsoft's 365 products and Copilot (AI) integration. This was a short term content and developer mixed role.

- Content deployment and planning
- Environment testing
- Content management
- Copywriting (technical) w. brand & TOV

- Editing JSON code
- Developer testing
- Content migration
- Design for web (Figma)
- UX and UI
- Office 365 & Sharepoint

Skinny Mobile (Spark NZ)

June 2021 to December 2024

Digital Content Designer

My responsibilities with Skinny Mobile (Spark NZ) 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.

- 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
- Content management
- Content planning
- AEM CMS
- PHP & HTML coding
- Digital Project Lead
- Video for web (Premier)
- Project planning
- Adobe Analytics, Adobe Tag Manager

Colenso BBDO

January 2021 to June 2021

(Contract)

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)
- 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 NZ Ltd**June 2019 to January 2021****Digital Content Producer**

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
- 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**August 2018 to June 2019****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
- Mockups for design and functionality
- GA (Google Analytics) Reporting

Vodafone Digital**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 – Auckland
Web build Project - Contract****February 2018 to June 2018**

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 coding
- Keyword management & tags
- DCP
- Wordpress cms

Find the Isle (contract)

September 2017 to December 2017

Website Build Contract, U.S.

The clients had an idea of what they wanted – but were unsure how it could be translated online. I created a mockup for all sections of the website, ensuring that their target audience (video gamers) would be engaged with the functionality and content.

- Copy subbing & editing
- Php coding
- Keyword management & tags
- Image optimisation
- Social campaign management
- DCP
- Mockups
- UX
- Analytics reporting
- SEO (Yoast)

ADD Digital

June 2007 to August 2016

Digital Project Manager

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 client's 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.

- Team Management
- Account management
- DCP
- Php coding
- Copywriting
- Ecommerce solutions
- Keyword management and tags
- Budgeting & scoping
- Social campaign management
- Project Management
- Brand & external product management
- UX
- Video Editing
- Image optimisation
- Analytics
- Varying internal and external stakeholders & clients

ALT TV**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
- Producing
- Program planning
- Wardrobe
- Budgeting

References available upon request