

Shane Coleman

Senior eCommerce, eLearning & content producer

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PROFESSIONAL LINKS

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Portfolio: www.shanecoleman.me

CAREER SUMMARY

Over 15 years of **Digital Content experience** across corporate, agency & **eCommerce businesses in the tech sector** with a wide professional skillset & experience across content CMS' & content planning, as well as content standards & governance, **cloud-based services**, cross (teams & department) collaboration, best practices for technical, **mid to large scale migrations, stakeholder communication** management, learning platforms & **AI**. Clients & stakeholders I have worked with are from varied sectors; **technology, B2B & B2C retailers, healthcare, science, government & entertainment**. Direct with **Microsoft, Google, Amazon, Sony, Samsung, Apple** & more.

From 2020 & prior I have worked with **Government agencies, healthcare providers, advertising & media agencies, entertainment industries** including **Fortune 500 companies** as a **Content Producer, Web & Brand Manager, Team Leader**, encompassing a skillset over a wide array of CMS platforms, including **Wordpress, Drupal, Joomla, Oracle, AEM** & more. The below are my last three roles. You can view my full career history [here](#).

Skill sets:

- **CMS:** AEM, Wordpress, Silverstripe, Oracle, Joomla, Brightpoint, Drupal
- **SEO:** Google, Adobe, Yoast
- **CRM:** Jira, ADO, HubSpot, Streamtime, Salesforce
- **Design (UX / UI):** Balsamiq, Photoshop, Premier, Final Cut, After Effects, Canva, Figma
- **Code:** PHP, HTML, CSS, JSON
- **Editorial:** Professional copywriting, TOV, Brand compliance
- **Migration & Governance:** For large to medium scope projects & websites
- **Auditing:** Quality Assurance of content & copy
- **AI integration & training**

PROFESSIONAL EXPERIENCE

Fasttrack 365 eLearning Content Producer, Microsoft

February 2025 - June 2025

- Used a **proprietary CMS system** to maintain, update & **build Microsoft interactive eLearning technical guides & products**
- Re-formatted raw content from varying sources & content types, supplied by SMEs to align with Microsoft's legal, licensing, corporate, branding & internal style guide
- Focus on accessibility & **inclusive language(s)**, as well as the adoption & testing for **Microsoft Copilot (AI)**. Content supplied or generated via **AI (Copilot)** was a mixed format, from text that needed to be edited & standardized, raw video & non-formatted imagery.
- **Cross collaboration** role, where peer reviews & implementation was required from differing teams. The eLearning guides are licensed self-based, or instructor driven interactive modules used by IT Admins across the wider scope of Microsoft's 365 products. This was a short-term content & developer (JSON code) mixed role.
- Content deployment & planning; environment testing
- Editing JSON code
- Developer testing, content migration

Lead Digital Content & Brand Manager, Skinny Mobile

January 2021 - December 2024

- Adobe Analytics & **Adobe Tag Manager**
- **Content localization** for multi-lingual customers not only to be compliant with local eCommerce regulations but also to service various customer communities
- HTML coding
- Multiple Brand ownership
- **Large scale CMS to CMS migration**
- Brand asset creation (imagery & video for web & social)
- **Sharepoint sub-site creation** for another team's portfolio of digital products to assist & bring awareness to a new brand tailored toward tech products
- **AEM, Silverstripe & Salesforce content management** as the eCommerce website was built & split across three differing CMS'.
- **API integration** for payment gateways
- **Content & full brand management** which included ensuring all copy was formatted to TOV, page structure, components & elements were templated & kept the brand identity throughout the three various CMS'.
- **Google SEO**
- Product inventory management

Senior Digital Content Producer, Vodafone

June 2019 – January 2021

- **Content migration** overseeing a project from Oracle CMS to Brightpoint CMS including API integration for ecommerce payment gateways
- Product inventory management
- Team training & supervising
- **Brand asset creation** (imagery & video)
- Plan & build new **ecommerce** pathways

- **Large scale content migration**
- HTML coding
- **Content localization** for multi-lingual customer base to keep within digital compliance & accessibility
- Digital campaign management
- Content governance & QA

EDUCATION

Animation College New Zealand **2016**

Bachelor of Creative Software

WIT Bay of Plenty **2004**

Bachelors of Arts, Journalism & Communication

References available upon request