

# Shane Coleman

## Senior eCommerce, eLearning and content specialist

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### Links:

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

Over 17 years of Digital Content experience across enterprise, corporate, B2B, B2C, agency and eCommerce businesses with a wide professional skillset and experience across content CMS platforms, content planning, UX writing, as well as content standards and governance, best practices for technical, learning platforms and AI.

### Qualifications:

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

### Skill & experience:

- **CMS:** AEM, Wordpress, Silverstripe, Oracle, Joomla, Brightpoint, Drupal, Shopify, Wix, Sitecore and more
- **SEO:** Google, Adobe, Yoast
- **CRM:** Jira, ADO, HubSpot, Streamtime, Salesforce
- **Design (UX / UI):** Photoshop, Indesign, Premier, Illustrator, Figma
- **Video:** Sony Vegas, Cinema 4D, Final Cut, After Effects, Canva
- **Code:** PHP, HTML, Java, XML, CSS, JSON
- **Editorial:** Professional copywriting, TOV, UX writing and scoping, brand styling
- **Migration & Governance:** For large to medium scope projects and websites
- **Auditing:** Quality Assurance of content, copy, and regulations
- **AI integration:** Copilot, Open AI

### Work Experience:

**Experis (client: Microsoft)**

**February 2025 to July 2025**

#### **Fasttrack 365 Content Designer (Contract)**

Using a proprietary CMS system, this role required me to maintain, update and build Microsoft eLearning technical guides, re-format content from varying sources and content types, supplied by SMEs to align with Microsoft's legal, licensing, corporate, branding and internal style guide with a focus on accessibility and inclusive language(s), as well as the adoption and testing for Copilot (AI).

Content supplied was a mixed format, from text that needed to be edited and standardized, raw video and non-formatted imagery. The eLearning guides are licensed self-based, or instructor driven interactive eLearning guides used by IT Admins across the wider scope of Microsoft's 365 products. This was a short-term content and developer (JSON code) mixed role.

- Content deployment and planning
- Environment testing
- Editing JSON code
- Developer testing
- Content migration
- Content audits & governance
- Accessibility implementation
- UX writing
- AI integration
- Content management
- Copywriting (technical) w. brand & TOV
- Design for web (Figma)
- UX and UI elements (components)
- Office 365 & SharePoint

### **Skinny Mobile (Spark NZ)**

**June 2021 to December 2024**

#### **Leading Digital Content Manager**

My responsibilities with Skinny Mobile (Spark NZ) were 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. This was a sole charge role with cross collaboration with internal departments.

- Content deployment and planning
- Content QA, auditing & governance
- CMS deployment
- Silverstripe CMS
- HTML coding
- Content migration & asset creation
- Design for web & print (Photoshop)
- UX and UI writing, scoping, accessibility
- Office 365 & SharePoint
- Adobe Creative Suite
- Canva
- Sitecore
- Content localization for multi-lingual
- 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**

#### **Senior Digital Media Marketing & eCommerce Producer (Contract)**

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
- Content management
- Content planning
- AEM CMS

- HTML coding
- Content migration
- Design for web (Photoshop)
- UX and UI writing and scoping
- Management
- eCommerce journey planning and implantation
- Content localization for multi-lingual
- Copywriting
- Content migration & asset creation
- PHP coding
- Digital Project Lead
- Video for web (Premier)
- Project planning
- Adobe Analytics

## **Vodafone NZ Ltd**

**June 2019 to January 2021**

### **Senior Digital Content Leader**

My responsibilities include daily content updates for their customer facing ecommerce website and digital marketing collateral, optimization for web, project leadership, mentoring and assisting others in digital and prioritizing 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 writing and scoping
- Mentoring & training
- Content localization for multi-lingual
- Content migration, governance and QA
- eCommerce user journey
- Content management
- Content planning
- Brightpoint CMS
- JSON coding
- Digital Project Lead
- Video for web (Premier)
- Project planning
- Google Analytics

## **OfficeMax Ltd**

**August 2018 to June 2019**

### **Senior Digital Marketing & eCommerce (Contract)**

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

- Keyword & tag management
- Optimising image assets
- Commerce Vision CMS
- HTML coding
- eCommerce for 100K+ products
- Project Lead
- Content migration, governance and QA
- Internal Digital consultation / digital leadership
- Copywriting
- UX and UI
- DCP (Digital Content Production)
- Preparing briefs
- Mock-ups for design and functionality
- GA (Google Analytics) Reporting

## **Vodafone Digital (Global)**

**June 2018 to August 2018**

### **Senior 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.

- Keyword & tag management
- Optimising image assets
- Oracle CMS
- Content migration
- Content localization for multi-lingual
- SEO (Google)
- Copywriting
- UX
- DCP

## **Auckland War Memorial Museum – Auckland**

**February 2018 to June 2018**

### **Web build Project - Contract**

Project to work closely with Event Finda Marketing New Zealand and all five Museum partners in the greater Auckland region: Auckland Art Gallery, Stardome Observatory, NZ Maritime Museum and MOTAT. I built from the ground up a new B2C website to house all event listings and booking functionality. This was built in Wordpress with customization and API integration.

- SEO (Yoast)
- UX
- Mock-ups
- API management
- Content localization for multi-lingual
- Multi stakeholder reporting
- Wordpress CMS
- Google Analytics reporting
- PHP coding
- Keyword management & tags
- DCP

## **Find the Isle**

**September 2017 to December 2017**

### **Website Build, U.S. (Contract)**

The clients had an idea of what they wanted – but were unsure how it could be translated online. I created a mock-up 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
- Wordpress CMS
- DCP
- Mock-ups
- UX
- Analytics reporting
- SEO (Yoast)

## **ADD Digital NZ**

**June 2007 to August 2016**

### **Digital Project and Content Manager**

My role at ADD was a diverse one –a medium sized agency, there were many duties that I took care of. While I was tasked with portfolios of client's digital projects over varying platforms and CMS':

Silverstripe, Joomla, Drupal and Wordpress (including ecommerce solutions). I also would also regularly meet, scope and budget client projects, report to 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
- Cross collaboration w. departments
- Social campaign management
- Project Management
- Brand & external product management
- UX
- Video Editing
- Image optimization
- Analytics
- Varying industry internal and external stakeholders & clients

## **ALT TV NZ**

**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
- Producing
- Budgeting

**References available upon request**