

# Shane Coleman

## Senior Digital Content Professional

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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 & eCommerce businesses with a wide professional skillset & experience across content CMS platforms, content planning, SEO, UX/UI, copywriting (technical, SEO, AP, Chicago etc), as well as content standards & governance, best practices for technical, learning platforms & AI.

### Qualifications:

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

### Skills & experience:

- **CMS:** AEM, WordPress, Silverstripe, Oracle, Joomla, CommerceVision, Brightpoint, Drupal, Shopify, Wix, Sitecore & more
- **SEO:** Google, Adobe, Yoast, short & long form keywords, SEO writing
- **CRM:** Jira, ADO, HubSpot, Salesforce
- **Design (UX / UI):** Photoshop, InDesign, Premier, Illustrator, Figma
- **Video:** Sony Vegas, Cinema 4D, Final Cut, After Effects, Canva, Adobe Premier
- **Code:** PHP, HTML, Java, XML, CSS, JSON
- **Editorial:** Professional copywriting, TOV, UX writing & scoping, brand styling
- **Migration & Governance:** For large corporate to medium scope projects & websites
- **Auditing:** Quality Assurance of content, copy, & regulations
- **AI integration & training:** Copilot, Open AI, Hedra, Gemini, Veo 3.1

### Work Experience:

Wipro. (client: [Google](https://www.google.com))

October 2025 to Present

#### Digital Marketing & Content A.I. Researcher & Trainer (Contract)

In this mid-term remote contract role, I focus on AI best practices and the training of Google's Gemini AI within the domains of digital marketing and content strategy. My responsibilities include developing realistic digital marketing scenarios and translating them into complex prompts designed to stress-test the model's capabilities. When the AI fails to respond effectively, I collect and analyze performance data using CSV datasets and Python-based workflows, document findings, and collaborate closely with Google's data science and engineering teams to identify weaknesses and

improve system performance. This position requires a high level of accountability, rapid failure detection, and the ability to evaluate multiple edge cases within tight timeframes. The role combines both creative problem-solving and technical analysis within Google's Computer Science and AI development environment.

- Content Marketing strategies
- AI testing
- AI training
- Technical troubleshooting
- Cross collaboration
- Content audits & governance
- AI integration
- Google Apps
- Copywriting (technical, SEO & Brand)
- Data harvesting
- UX & UI elements (components)

**Experis (client: [Microsoft](#))**

**February 2025 to July 2025**

**Fastrack 365 eLearning Content Designer (Short term Contract)**

In this role, I worked within a proprietary Microsoft-built CMS to maintain, update, and develop new technical eLearning guides for Microsoft products. Responsibilities included reformatting and standardizing content from multiple sources provided by subject matter experts (SMEs), ensuring alignment with Microsoft's legal, licensing, branding, and internal style guidelines, with a strong emphasis on accessibility and inclusive language. I also supported the adoption and testing of Microsoft Copilot (AI). Source materials included mixed media formats such as raw text, video, and unformatted imagery. The resulting eLearning guides were developed as self-paced or instructor-led interactive modules used by IT administrators globally across Microsoft 365 products. This was a short-term remote role combining content development and JSON-based technical implementation.

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

**[Skinny Mobile \(Spark NZ\)](#)**

**June 2021 to December 2024**

**Lead Digital Content Manager**

In this role with Skinny Mobile (Spark NZ), I owned the end-to-end digital and customer eCommerce experience for the Skinny sub-brand across online, print, and digital channels. Responsibilities included design, branding, copywriting, tone of voice (TOV), brand experience, social media, and UX/UI. This was a sole-charge hybrid position requiring cross-functional collaboration with multiple internal teams.

- Content deployment & planning
- Content QA, auditing & governance
- CMS deployment
- Silverstripe CMS
- HTML coding
- Content migration & asset creation
- Design for web & print (Photoshop)
- UX / UI
- 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
- Copywriting (technical, SEO, AP & Chicago, TOV, Brand)

### Colenso BBDO

January 2021 to June 2021

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

I was headhunted for this hybrid role and contracted to Spark NZ, where I led the online and digital website revamp and rebuild as well as customer journeys for the Skinny Mobile sub-brand as Senior Digital Brand, Marketing, and eCommerce Producer.

- Content deployment & planning
- CMS deployment
- Silverstripe CMS
- HTML coding
- Content migration
- Design for web
- UX / UI
- Management
- eCommerce journey planning
- Content localization for multi-lingual
- Content migration & asset creation
- Content management
- Content planning
- AEM CMS
- PHP coding
- Digital Project Lead
- Video optimization for web
- Project planning
- Adobe Analytics
- Copywriting (technical, SEO, Chicago, TOV, Brand)

### Vodafone NZ Ltd (now One NZ)

June 2019 to January 2021

#### **Senior Digital Content Manager**

I was headhunted for this hybrid position, where my responsibilities included managing daily content updates for the customer-facing eCommerce website and digital marketing collateral. The role also involved web optimization, project leadership, mentoring team members in digital practices, and prioritizing workstreams while collaborating with both internal and external stakeholders.

- BrightSpot CMS
- CMS deployment
- Content management
- Content planning

- Oracle CMS
- HTML coding
- Content migration
- Design for web (Photoshop)
- UX / UI
- Mentoring & training
- Content localization for multi-lingual
- Content migration, governance & QA
- eCommerce user journey
- Copywriting (technical, SEO, AP, TOV, Brand)
- 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)**

This in-office role formed part of the Digital Marketing team and involved a broad range of responsibilities across digital performance and user experience. I was responsible for SEO strategy and optimization, website UI/UX improvements, analytics reporting, and A/B testing to support data-driven decision-making. The position also included leading digital projects, producing wireframes and mock-ups for new features and campaigns, and ensuring all digital assets remained aligned with OfficeMax and vendor brand guidelines. The role required close collaboration with internal teams and external partners to continuously improve the website experience, marketing effectiveness, and overall digital performance.

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

### Vodafone Digital Global

June 2018 to August 2018

#### **Senior Digital Producer (Contract)**

This project focused on refreshing selected sections of the Vodafone website to enhance user experience and digital performance. I was responsible for developing and implementing updated content within Vodafone's proprietary Oracle-based CMS, managing the process from initial scoping through to wireframes and mock-ups. The role also involved applying SEO best practices to the redesigned pages to improve search visibility, content structure, and overall site performance.

- Keyword & tag management
- Optimizing image assets
- Copywriting (technical, SEO, AP, TOV, Brand)
- UI / UX

- Oracle CMS
- Content migration
- Content localization for multi-lingual
- SEO (Google)
- DCP

### Auckland War Memorial Museum

October 2016 to June 2018

#### **Web build Project (Contract)**

This in-office project involved working closely with Eventfinda Marketing New Zealand and five museum partners across the greater Auckland region, including the Auckland Art Gallery, Stardome Observatory, New Zealand Maritime Museum, and MOTAT. I was responsible for designing and developing a new B2C website from the ground up to centralize event listings and booking functionality across the participating institutions. The platform was built using WordPress with custom development and API integrations to enable seamless event management and ticketing functionality.

- 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
- Copywriting (technical, SEO, AP, TOV, Brand)

### ADD Digital NZ

June 2007 to August 2016

#### **Digital Project & Content Manager**

My role at ADD was diverse, reflecting the needs of a medium-sized digital agency environment. I managed portfolios of client digital projects across multiple platforms and CMS technologies, including SilverStripe, Joomla, Drupal, and WordPress, as well as various eCommerce solutions. Responsibilities included overseeing project delivery across these platforms while ensuring alignment with client objectives and technical requirements. I also regularly met with clients to scope and budget new digital initiatives, presenting solutions tailored to their brands, products, and services. The role required ongoing communication with a range of stakeholders, including senior clients, to report on progress and guide digital strategy.

- Team Management
- Account management
- DCP
- PHP coding
- Copywriting (SEO & multiformat)
- Ecommerce solutions
- Keyword management & tags
- Budgeting & scoping
- Cross collaboration w. departments
- Social campaign management
- Project Management
- Brand & external product management
- UI / UX
- Video Editing
- Image optimization
- Analytics
- Varying industry internal / external stakeholders & clients

References available upon request

For a full list & examples of work please see my [Portfolio](#).