Shane Coleman

AI Content Strategist & Digital Experience Lead
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LinkedIn | Portfolio

Professional Summary

AI-enabled Digital Content Strategist with 17+ years of experience delivering enterprise-scale content, UX, and eCommerce solutions across global brands including Google, Microsoft, and Vodafone.

Specializing in AI training, prompt engineering, and digital content systems, with a strong track record of improving content performance, user experience, and operational efficiency. Combines strategic thinking with hands-on execution across CMS platforms, data workflows, and cross-functional environments.

Core Expertise

- AI Training & Prompt Engineering
- Digital Content Strategy
- UX Writing & Experience Design
- Content Governance & Auditing
- SEO & Content Performance
- CMS Architecture (AEM, WordPress, Sitecore, etc.)
- eCommerce Content Optimization
- Data Analysis (CSV, Python workflows)
- Cross-functional Collaboration (Product, Engineering, Marketing)

Professional Experience

Digital Marketing & Content AI Researcher & Trainer (Contract)

Google | Oct 2025 – Present

- Designed and executed complex prompt frameworks to train and evaluate Gemini AI across digital marketing and content strategy use cases
- Identified AI performance gaps through data-driven testing and edge-case scenario modelling
- Analyzed outputs using CSV datasets and Python-based workflows to improve model accuracy
- Collaborated with engineering and data science teams to refine AI behavior and response quality
- Contributed to the development of AI best practices for marketing and content applications

eLearning Content Designer (Contract)

Microsoft | Feb 2025 – Jul 2025

- Developed and standardized enterprise-level technical learning content for Microsoft 365 products
- Implemented structured content systems using JSON within proprietary CMS environments
- Ensured compliance with accessibility, legal, and brand standards across global content
- Supported adoption and testing of Microsoft Copilot (AI) within content workflows

Lead Digital Content Manager

Skinny Mobile (Spark NZ) | Jun 2021 – Dec 2024

- Owned end-to-end digital content strategy and UX for a major telco sub-brand
- Led optimization of eCommerce journeys, improving user engagement and conversion pathways
- Established content governance frameworks across CMS platforms (AEM, Silverstripe)
- Delivered cross-channel brand consistency across web, social, and digital campaigns
- Acted as digital lead across multiple internal teams and stakeholders

Senior Digital Producer / Content Lead (Multiple Contracts)

Colenso BBDO / Vodafone / OfficeMax | 2018 – 2021

- Delivered large-scale website rebuilds and digital transformations
- Led content migration, UX design, and SEO optimisation initiatives
- Improved site performance through data-led UX and content improvements
- Managed stakeholders across marketing, product, and engineering teams

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Digital Project & Content Manager

ADD Digital NZ | 2007 – 2016

- Managed portfolios of multi-platform digital projects and eCommerce builds
- Led client strategy, project delivery, and digital consulting engagements
- Oversaw content, UX, development, and performance optimization

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Education

- Bachelor of Journalism & Communication
- Bachelor of Creative Software

Technical Stack

CMS: AEM, WordPress, Sitecore, Drupal, Shopify
AI: OpenAI, Gemini, Copilot
Data: CSV analysis, Python workflows
Design: Figma, Adobe Suite
Code: HTML, CSS, PHP, JSON