

Shane Coleman

Senior Digital Content Professional

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PROFILE

Senior Digital Content Professional with 17+ years' experience delivering enterprise, eCommerce, and agency digital experiences across B2B and B2C websites and environments. Specialist in content strategy, CMS platforms, website builds/migrations, governance, and UX/UI-aligned content design, content systems, copywriting, and digital experience optimization

Proven track record working with global brands including Google, Microsoft, and Vodafone, with recent focus on AI training.

CORE SKILLS

Digital Content: Authoring, governance, auditing, migration, SEO, UX writing

CMS Platforms: AEM, Sitecore, WordPress, Silverstripe, Oracle, Drupal, Shopify, Joomla, Wix

UX/UI & Design: Figma, Adobe Creative Suite, Canva

SEO & Analytics: Google Analytics, Adobe Analytics, Tag Manager, Yoast

Copywriting: AP, Chicago, TOV, Brand, Technical, Knowledge base

CRM & Workflow: Jira, Azure DevOps, HubSpot, Salesforce

AI & Emerging Tech: Copilot, OpenAI, Gemini, Veo

Technical (Supportive): HTML, CSS, PHP, XML, JSON

PROFESSIONAL EXPERIENCE

Wipro (Client: Google)

Digital Marketing & Content AI Researcher & Trainer (Contract) | December 2025 – March 2026

- Train and evaluate Google Gemini AI across digital marketing and content scenarios
- Design complex prompts and edge-case workflows to test model performance
- Analyze failures using structured datasets and Python-supported workflows

- Collaborate with engineering and data science teams to improve AI outputs
- Focus on content strategy, UX alignment, and AI integration in digital ecosystems

Experis (Client: Microsoft)

FastTrack 365 eLearning Content Designer (Contract) | Feb 2025 – Jul 2025

- Developed and standardized technical eLearning content within Microsoft CMS
- Trained AI model in product and IT related technical assist (CoPilot)
- Transformed SME inputs into structured, accessible learning modules
- Worked with JSON-based implementations (supporting, not core coding)
- Ensured compliance with accessibility, legal, and brand standards
- Supported Copilot AI adoption and testing

Skinny Mobile (Spark NZ)

Lead Digital Content Manager | Jun 2021 – Dec 2024

- Owned end-to-end digital content and eCommerce experience
- Proposed framework for B2C AI adoption
- Led content strategy, UX/UI, brand voice, and multi-channel execution
- Managed CMS ecosystems (AEM, Silverstripe, Sitecore)
- Delivered large-scale content migrations, governance, and QA frameworks

Colenso BBDO (Spark NZ)

Senior Digital Brand & eCommerce Producer (Contract) | Jan 2021 – Jun 2021

- Led website rebuild and digital experience for Skinny Mobile
- Managed full brand, content planning, CMS deployment, and UX journeys

Vodafone NZ (Now One NZ)

Senior Digital Content Manager | Jun 2019 – Jan 2021

- Managed content for customer-facing eCommerce platform
- Led content optimization, governance, and migration projects

- Mentored team members and prioritized digital workstreams
- Delivered SEO-driven, UX-aligned digital content strategies

EARLIER EXPERIENCE

OfficeMax NZ — Senior Digital Marketing & eCommerce (Contract) | 2018–2019

- SEO strategy, UX/UI optimization, A/B testing, analytics reporting, eCommerce (100K+ catalogue).

Vodafone Digital Global — Senior Digital Producer (Contract) | 2018

- Website refresh project & migration, Oracle CMS, SEO optimization

Auckland War Memorial Museum — Web Project | 2016–2018

- Built B2C event platform (WordPress + API integrations)

ADD Digital NZ — Digital Project & Content Manager | 2007–2016

- Managed client end-to-end portfolios across CMS platforms and delivered digital projects for varied B2B and B2C clients.

QUALIFICATIONS

B.A. Journalism & Communication — WIT Bay of Plenty

Bachelor of Creative Software — Animation College NZ

Certified Microsoft IT Engineer w. Cisco - AMES IT Academy

SUMMARY

Adoption and experience in AI model training

Extensive experience in content governance, accessibility, and localization

Strong background in enterprise CMS ecosystems and digital transformation

References available upon request