

# kathy mendoza

Senior Web & Content Manager | Web Design & Strategy | CMS Implementation | UX/UI Optimization

## SUMMARY

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Strategic and user-focused Senior Content Manager with over a decade of experience driving engaging, accessible, and SEO-optimized web content across complex CMS platforms. Expert in leading content operations, optimizing editorial workflows, and ensuring brand alignment and accessibility compliance. Proven record of successfully managing large-scale website content, supporting cross-functional teams, and delivering web experiences that increase engagement, improve user journeys, and align with business goals. Adept at stakeholder communication, content governance, and systems thinking to ensure scalable, high-quality content delivery.

## Key Achievements:

- Oversaw content management for over 1,500 annual requests across enterprise websites, supporting diverse digital initiatives with accuracy and speed.
- Participated in multiple Content Management Systems migrations (Drupal, TeamSite), boosting editorial efficiency and maintaining 99% uptime.
- Launched internal training playbooks for CMS usage, reducing onboarding time by 80%.
- Implemented SEO strategies and multilingual content optimizations, enhancing organic traffic and user accessibility.

## CORE SKILLS & TECHNICAL EXPERTISE

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### Content Strategy & UX Writing

Content Strategy & Governance, UX/UI Optimization, Multilingual Content (English & Spanish), Content Audits, Editorial Workflows, Accessibility & WCAG Compliance, SEO Optimization

### Design & Prototyping

Figma, Adobe Creative Suite, Canva

### Web & Mobile Content Development

Web & Mobile Experience Design, Health-Focused Content, Creator-Centric Content, Information Architecture, CMS Migrations & Management (Drupal, WordPress, TeamSite, Shopify, Wix)

### Analytics & Optimization

Google Analytics, SiteImprove, ChatGPT

### Cross-Functional Collaboration & Project Leadership

Stakeholder Engagement, Project Management, Brief Development, Training & Documentation, Systems Thinking, Cross-Functional Team Leadership

### Development & Front-End Tools

HTML5, CSS3, Bootstrap, GitHub

### Workflow & Productivity Platforms

Google Workspace, Jira, Asana, Quickbase, Confluence, SharePoint, Slack

### Email Marketing & CRM

Mailchimp, HubSpot

## WORK EXPERIENCE

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### Web Content Maintainer, Bloomberg Center for Public Innovation at JHU via Mondo Staffing

Aug 2025 – Jan 2026

- Led comprehensive website accessibility audits aligned with WCAG 2.x and ADA compliance standards, identifying and remediating issues related to heading hierarchy, color contrast ratios, spacing, semantic structure, and missing or improper alt text.
- Researched and evaluated Divi 5 plugin integrations, providing strategic recommendations to improve site usability, performance, and feature scalability.
- Analyzed site architecture and content structure to define standardized naming conventions that improved usability, ensured accessibility compliance, and optimized SEO performance.
- Built a full-scale website content and media inventory to support platform migration and site rebuild initiatives, ensuring data accuracy and content integrity.

- Performed ongoing accessibility compliance research and testing focused on font sizing standards, color contrast requirements, ARIA roles, and assistive technology compatibility.
- Served as subject matter expert for URL mapping and slug optimization strategies to improve search visibility, content discoverability, and migration accuracy.

#### **Web Developer I/Content Specialist, Blue Cross NC**

Mar 2011 - Mar 2024

- Managed web content for enterprise health platforms, handling 1,500+ content requests annually using Drupal, TeamSite, and Bootstrap.
- Collaborated with UX, compliance, and marketing teams to ensure all content met HIPAA and ADA standards.
- Created and updated landing pages, digital tools, and event microsites to support marketing and service campaigns.
- Led internal team documentation for CMS processes, improving onboarding and cross-training efforts.
- Conducted content audits and implemented SEO updates, improving search performance and user navigation.

#### **Technical Project Account Manager & Web Designer, Yardi Systems**

May 2009 - Mar 2011

- Managed content development and publishing for 30+ client websites using proprietary B2B SaaS CMS platform.
- Translated brand guidelines into consistent digital assets and web content.
- Trained clients on CMS usage and best practices, increasing platform adoption.
- Created technical documentation and editorial guides to ensure scalable content processes.

#### **Web Designer II, BB&T (Now Truist)**

Oct 2007 - Mar 2009

- Provided content oversight for internal and external digital properties using TeamSite CMS.
- Developed modular content templates and advised teams on usability and layout best practices.
- Maintained compliance with W3C and ADA accessibility standards across all digital content.

#### **Web Services Manager, UNC General Administration (Now UNC Network Office)**

Oct 2006 - Oct 2007

- Led 47 content managers in developing, publishing, and maintaining content on the university's main website.
- Directed content strategy and UX improvements during full site redesign.
- Conducted accessibility testing and ensured compliance with digital accessibility regulations.

## **ADDITIONAL EXPERIENCE**

#### **Web Solutions Consultant & Designer, Tanama Designs**

Jan 2012 – Present

- Built custom websites (WordPress, Shopify, Wix), ensuring responsive and user-centric design.
- Created branding assets, marketing strategies, and full digital ecosystems for small businesses.
- Managed client hosting, domain setup, DNS configuration, and ongoing site support.

#### **VP of Marketing & Technology Co-Lead, Lambda Pi Chi Sorority, Inc.**

Aug 2012 - Dec 2021

- Led national website strategy and cross-functional collaboration across regional marketing teams.
- Managed content strategy, donation pages, and event promotion across digital channels.
- Selected as “Hermana (Sister/Member) of the Year” during the 25<sup>th</sup> Anniversary Gala.

## **LANGUAGES**

**English** (Native/Bilingual) | **Spanish** (Native/Bilingual)

## **EDUCATION**

**Bachelor of Arts** in Latin American Studies (Spanish Minor), The George Washington University, Washington, DC

## **Professional Courses & Trainings**

- Coursera/University of Washington: Building Web Pages with HTML course (2024)
- Udemy: WordPress Content Management Course (2022)
- Drupal (8, 9, 10) CMS Training (2018)
- Udemy: Social Media Management Course (2013)
- GitHub Implementation Training (2013)
- Bootstrap Training & Implementation Exercise (2012)

- TeamSite CMS Training (2007)
- Lynda.com: SEO Implementation and Maximization Certification (2004)