*kathy*mendoza

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Senior Web & Content Manager | Bilingual Digital Architect | CMS Strategy | Accessibility & Compliance

Bilingual Senior Content & Web Manager with 15+ years leading CMS-driven digital experiences across healthcare, higher education, financial services, and nonprofit sectors. Delivers measurable results — managing 1,500+ annual web requests, maintaining 99% platform uptime through migrations, and cutting onboarding time by 80% through structured documentation. Expertise in Drupal, WordPress, and TeamSite platforms; WCAG 2.x / ADA / HIPAA compliance; and end-to-end content governance. Brings a rare combination of technical fluency, content strategy, and bilingual (English/Spanish) communication to build inclusive, scalable digital experiences that perform.

Career Highlights:
- Led a full-scale content inventory audit of 90+ web pages and 700+ images, updating metadata to improve SEO visibility and ensuring full ADA/WCAG compliance for enhanced accessibility and search performance.
- Managed 1,500+ annual web content updates across high-traffic digital platforms, ensuring brand alignment, regulatory adherence, and consistent on-time delivery.
- Drove operational efficiency through CMS migrations (Drupal, TeamSite) and the development of structured training playbooks, maintaining 99% uptime and reducing onboarding time by 80%.

Skills & Competencies

- **CMS Leadership:** 15+ years managing enterprise platforms — Drupal, WordPress, TeamSite, and Shopify — across complex, high-volume digital environments
- **Content Strategy & Governance:** Information architecture, editorial workflow design, content audits, UX writing, SEO-optimized content structure, and URL strategy for scalable web properties
- **Accessibility & Compliance:** WCAG 2.x, ADA, Section 508, and HIPAA-aligned content practices; semantic HTML, and plain language standards across all digital channels
- **Analytics & Optimization:** SiteImprove, on-page SEO, metadata strategy, and performance monitoring to continuously improve discoverability and user engagement
- **Digital Marketing & Campaigns:** HubSpot, MailChimp, Hootsuite, email campaigns, social media strategy, and bilingual (English/Spanish) content design for multicultural audiences
- **Project & Team Leadership:** Jira, Asana, Confluence, QuickBase, Agile/Scrum; cross-functional collaboration with UX, compliance, marketing, and engineering teams

Work Experience

Web Content Maintainer, *Bloomberg Center for Public Innovation at JHU via Mondo Staffing*   Aug 2025 – Jan 2026
- **Accessibility-First Rebuild:** Led WCAG 2.x / ADA audits across a 6-month website rebuild, remediating heading hierarchy, color contrast, semantic structure, alt text, and ARIA roles.
- **Content Architecture:** Defined URL strategy, naming conventions, and site architecture standards — improving SEO performance, content discoverability, and long-term maintainability.
- **CMS Evaluation:** Researched and recommended Divi 5 plugin integrations aligned with usability, performance, and team scalability requirements.
- **Migration Readiness:** Built a comprehensive content and media inventory, ensuring every page and asset was documented and categorized before platform migration.

Web Solutions Consultant & Digital Governance Advisor, *Tanama Designs*   Jan 2012 – Jan 2026
- **End-to-End Web Projects:** Managed full project lifecycles — from domain setup and DNS to design and launch — on WordPress, Wix, and Shopify for 10+ small business and nonprofit clients.
- **Brand Strategy:** Developed cohesive branding systems (logo, typography, color, collateral) ensuring consistency across all digital and print platforms.

- **Client Outcomes:** Translated client goals into tailored digital strategies; led all SDLC phases through production deployment with consistent on-time delivery.

Web Developer I/Content Specialist, *Blue Cross NC*   Mar 2011 - Mar 2024
- **High-Volume CMS Operations:** Processed 1,500+ annual web marketing requests using Drupal, TeamSite, Bootstrap, and GitHub, consistently meeting deadlines across a regulated enterprise environment.
- **Compliance & Accessibility:** Coded and maintained website functionality in HTML5/CSS3 — ensuring HIPAA, ADA, and corporate brand standards across all digital properties and platforms.
- **Process Improvement:** Streamlined project tracking via QuickBase and Jira, achieving 85% improvement in resource allocation accuracy and timeline precision.
- **Platform Stability:** Maintained 99% CMS uptime through high-stakes site migrations, safeguarding business continuity across critical web properties.
- **Knowledge Management:** Authored training documentation in Confluence, surpassing knowledge-sharing goals by 80% and significantly reducing editor onboarding time.

Technical Project Account Manager & Web Designer, *Yardi Systems*   May 2009 - Mar 2011
- **Client Web Solutions:** Designed and delivered custom web-presence solutions for 30+ clients on Yardi's RentCafe platform, aligning digital strategies with unique client business objectives.
- **Client Satisfaction:** Achieved a 95% client satisfaction rate by managing timelines, budgets, and expectations while providing proactive issue resolution throughout project lifecycles.
- **Onboarding & Training:** Developed user-friendly training materials that simplified technical concepts, enabling clients to self-manage digital platforms and improving operational efficiency.

Additional Experience Highlights

VP of Marketing & Technology Co-Lead, *Lambda Pi Chi Sorority, Inc. (Volunteer)*   2012 - 2021
Directed national website governance, CMS operations, and content lifecycle processes for a multi-regional nonprofit — managing publishing workflows and digital asset standards to ensure brand consistency and accessibility compliance across all chapters.

Web Designer II, *BB&T (Now Truist)*   2007 - 2009
Ensured W3C and ADA compliance via CSS/XHTML on TeamSite; served as SME for LOBs on design standards and usability best practices

Web Services Manager, *UNC General Administration (Now UNC Network Office)*   2006 - 2007
Delivered custom web solutions for 30+ clients; achieved 95% satisfaction rate through proactive timeline and expectation management

Education

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

Certifications: Coursera/UW: Building Web Pages with HTML (2024) · Udemy: WordPress CMS (2022) · Drupal 8/9/10 CMS Training (2018) · SEO Certification, Lynda.com · GitHub, Bootstrap, Social Media Management

Languages

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