

# MARGO B. COLLINS

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Web Content Specialist skilled at technical and creative sides of digital account management. Extensive agency and corporate/client-side experience. Specialties include front-end production, content/asset management, eCommerce platform maintenance, project liaison and procedural streamlining.

- Experienced web content author and CMS production specialist for major corporate websites
- Keen-eyed copy editor and proofreader (digital content, press releases and promotional pieces)
- UX-sensitive implementation of web content and assets in various CMS including AEM and SharePoint
- Seasoned project manager with extensive production and liaison/account background

**Online Portfolio:** <http://www.mediabistro.com/MargoCollins>

**TECHNICAL SKILLS:** Content and Asset Management Systems (Adobe Experience Manager (AEM/CQ, SharePoint, WordPress), Dreamweaver, ExactTarget Email, Brightcove Video Marketing Suite, Basic HTML scripting, Atlassian JIRA, Adobe Illustrator, Photoshop, Windows and Mac platforms

## PROFESSIONAL EXPERIENCE

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### **Freelance Digital Writer/Editor, Mot Juste, LLC**

(contract), 1/2019 – current

Independent digital adaptation and copy work, including writing, editing and content strategy, for clients including: eCity Interactive, Boulevard Content, Go Global Retail, Thin Air Digital Media and Temple Beth El.

### **Senior Web Editor, Ford Motor Company**

Geometric Americas/HCL America (contract) 6/2018 – 3/2019

- Managed the front end of internal SharePoint web portal geared toward innovation and design thinking, the PD Innovation Portal, onsite at Ford.
- Designed, wrote, edited and posted written and video content along with visual assets; lead content and user experience strategy.
- Researched and published weekly "Innovation Newsletter" exploring new ideas based on developing technology in industries ranging from 3D printing to medical transplants.
- Produced monthly video series "The Innovation Brothers" for internal publication at Ford; proposed topical ideas, content and scripting, secured filming locations and internal clearance.
- Created monthly email marketing piece for Ford PD management (25,000 recipients globally).

### **Web Editor, Blue Cross Blue Shield of Michigan**

(contract), 2/2016 – 1/2018

- Produced robust, user-friendly content for bcbsm.com (e.g. writing, editing and strategy) tailored for transition to a responsive format. SEO audits and application.
- Ensured content was on-strategy, following AP Stylebook and BCBSM best practices.
- Collaborated with digital analysts and SMEs across the organization to better understand business requirements.
- Built and edited web pages and widgets using AEM 6 in multiple publishing environments.

### **Web Content Editor, General Motors**

Entrega Systems, Inc., 8/2012 – 5/2015

- Published and edited GM corporate and brand media websites (Chevrolet, Cadillac, GMC, Buick, OnStar) for the US and South/Latin America business groups.
- Managed web portals using AEM 6; administration of web content and digital assets, QA testing of site function, designation of SEO tags and metadata.
- Published press releases, product guides, press kits and photos to GM Media Online websites.
- Edited video and photography, including captures for podcasts, video embeds; created art for hero shots.
- Created job aides detailing procedures and AEM protocol to increase efficiencies of process.

## Digital Content Production Mgr

Cengage Learning (contract), 4/2011 – 7/2012

- Oversight / tracking of key eBook production milestones for the Amazon Kindle; preparation of content for conversion to reflowable text (mobi, prc and ePub file formats).
- Smoke-testing & QA of titles to evaluate device constraints.
- Management of offshore vendors, project schedule verification, and delivery of digital content.

## Web Content Editor

Pulte Group, Inc. (contract), 3/2010 – 12/2010

- Maintained content and asset management system on company public websites for the four company brands: Pulte, Centex, Del Webb and DiVosta.
- Managed field marketing content updates and online promotions of special events.

## Web Content Specialist

McCann Worldwide (contract), 11/2009 – 12/2009

- Updated copy, data and images to RedDot CMS Version 7.1 for agency client, Aldi grocery chain.
- Produced weekly digital newsletter; monitoring of details with account project managers.

## Bilingual IT Analyst

TechTeam Global, Inc. (contract), 1/2009 – 5/2009

- Provided first level customer service and support to IT users in both English and French; client environment covered the United States, Canada, Mexico and Brazil.
- Interfaced between end-users and upper support groups; monitor applications and network.

## Interactive Content Specialist

Borders Group, Inc. (contract), 1/2008-3/2008

- Coded digital marketing pieces / newsletters using HTML, Dreamweaver and proprietary publishing system for weekly updates of product summaries and promotional pieces.
- Created video and music clips, excerpts and other marketing-driven web content.

## Bilingual Coder / Developer

Doner Advertising (contract), 11/2007 – 1/2008

- Consulted on holiday microsite for Mazda Canada (French, English), and redesign of Quaker State website (French, Spanish, English), using Dreamweaver.
- Pinpointed potential language and structural issues for web designers and digital marketing.

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## EDUCATION/LANGUAGES

- BA, University of Michigan, Ann Arbor. (Double Major: History of Art, French)
- Fluent French; Conversational Italian

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## RECOGNITION & COMMUNITY AFFILIATIONS

- Board of Directors, JARC, Detroit (2009-2015)
- WebGrrls, Red Cross 9/11 Volunteer Database Implementation, NY
- Guggenheim Foundation Fellowship, Peggy Guggenheim Collection, Venice, Italy