

LaShunda Colvin

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Baltimore, MD

Web content specialist experienced in collaborating with cross-functional teams to deliver thoughtful page designs, and digital and creative strategies that directly impact the customer experience and anticipates user needs. Skilled in content strategy, site governance, documentation, and communication.

Work Experience

Content Management Specialist | Johns Hopkins Health System | Baltimore, MD

Sep 2019 - Feb 2025

- Designed and implemented content strategies for internal and external websites, enhancing user engagement and accessibility across Johns Hopkins Medicine's digital platforms.
- Achieved a 15% improvement in quality assurance (QA) scores by enforcing rigorous accessibility compliance, usability standards, and SEO best practices, ensuring optimal performance and user satisfaction.
- Delivered comprehensive training sessions, both in-person and virtually, for over 300 users across five health system entities, resulting in a 40% reduction in help desk tickets and improved user competency.
- Established a user experience (UX) review process and developed style guidelines for over 30 digital components, creating a cohesive and intuitive navigation experience for users.
- Conducted thorough evaluations of proposed and existing designs using Information Architecture and UX/UI principles, directly enhancing the overall user experience and site functionality.
- Contributed to the migration of nearly 20,000 pages of web content and digital assets from SiteExecutive (SE) to Sitecore, ensuring accuracy and compliance throughout the transition.

Web Content Editor | The Boss Group | Owings Mills, MD

Aug 2016 - Aug 2019

- Developed and maintained high-quality B2C web content for T. Rowe Price, utilizing Adobe Experience Manager (AEM) and Adobe Target to enhance user engagement and brand consistency.
- Customized and optimized web layouts using CMS tools, HTML, and CSS, improving site aesthetics and functionality to meet user needs.
- Collaborated with internal clients and marketers through ServiceNow to prioritize projects, streamline workflows, and enhance content delivery processes.
- Provided leadership and mentorship in project execution, system oversight, and peer training, fostering a collaborative work environment.

- Conducted A/B testing on retirement plan landing pages, leading to a 10% increase in click-through rates and improved conversion strategies.

Copy Editor and Communications Assistant | University of Baltimore | Baltimore, MD

Sep 2015 - Dec 2016

- Edited and proofread publications to ensure grammatical accuracy and adherence to stylistic guidelines.
- Designed visually engaging fliers and digital signage displayed across campus, boosting event attendance and student engagement.
- Maintained website and calendar updates, ensuring timely communication and easy navigation for users.
- Developed creative social media strategies to amplify reach and engagement within the university community.

Web Services Librarian | Huntsville-Madison County Public Library | Huntsville, AL

Jul 2010 - Jul 2015

- Designed pages in Drupal and implemented modules to enhance the functionality of public-facing and intranet portals.
- Developed instructional materials and conducted training sessions for staff, improving proficiency with the library's digital services.
- Collaborated on a website strategic plan to streamline the user experience, resulting in improved navigation and content accessibility.
- Managed social media accounts and digital marketing campaigns to increase community engagement with library resources.

Core Skills

CMS Platforms: Sitecore, SharePoint, Adobe Experience Manager, WordPress, Drupal

Programming Languages: HTML, CSS, Markdown

Tools and Software: Microsoft Office Suite, Adobe Creative Cloud, Smartsheet, JIRA, Confluence, Siteimprove, Figma, Nimbus, Notepad++

Core Competencies: Editing, Content Strategy, User Documentation, Data Asset Management, UI Design, Information Architecture, Research, Problem-Solving, Quick Reference Guides, User Guides, Training Manuals, Instructional Videos, Knowledge of data formats (JSON, XML), SEO Principles, Technical Support, Basic Machine Learning

Education

University of Baltimore | Master of Fine Arts | Creative Writing and Publishing Arts

University of Memphis | Bachelor of Arts | Journalism