

Jennifer Hoffman

Experienced Digital Communications Lead

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I am a digital communications professional with a 15-year background in producing, analyzing and managing web-based applications and websites. I have spent my entire career building and managing global teams, analyzing and meeting the communications needs of my customers, and staying on top of digital technologies.

EXPERIENCE

PRODUCTION LEAD

Franklin Templeton Investments

2012 – Present

Manage team responsible for project management, issue resolution and ongoing website production for more than 90 global websites. This team manages more than 1,000 requests per month, in addition to providing support and expertise to business partners and technical teams.

- ◆ Launched and manage the corporate business resource group ABLE@FTI, a global community for employees who have loved ones with special needs.
- ◆ Managed site build for both the Corporate and US Retail websites, leading a global team in building and testing hundreds of pages.
- ◆ Defined and implemented US Retail website content strategy. The first launched improvement resulted in a 20% decrease in manual publishing work while shortening time to market from three days to a few hours.
- ◆ Implemented Web Content Producer role across the Digital Marketing organization, building a highly skilled team based in the US, India and Poland.
- ◆ Coordinated global rebranding effort. Performed all analysis, and managed all edits and testing performed by a team of 10.

BUSINESS ANALYST, WEB MANAGEMENT

Franklin Templeton Investments

2009 – 2012

Content production, project management and business analysis for corporate websites.

- ◆ Supervised content producers, web designers and analysts, and trained new staff.
- ◆ Coordinated the launch of major content updates, working with designers, developers and content production team.
- ◆ Performed project management and analysis for the Franklin Templeton Funds iPad app.

PRINCIPAL APPLICATIONS ANALYST

2007 – 2009

DST Output

Software and user interface requirements analysis for online bill pay application.

- ◆ Developed processes and procedures for a team of analysts, and trained new staff.
- ◆ Translated business requirements into detailed use cases and wireframes.

SENIOR TECHNICAL WRITER

DST Output

2005 – 2007

Technical writing and XML development for the e-commerce software division.

- ◆ Converted a documentation set to XML, resulting in greater accuracy and a significant decrease in the time required to update documentation for multiple clients.
- ◆ Developed a new standard documentation set that better met the needs of each audience, reducing calls to support.

OWNER

wordsmithwest

2003 – 2005

Writing, editing and web design services for small businesses.

- ◆ Web development services included identifying a hosting company, developing the site map, writing content, and working with a graphic designer to create a design.
- ◆ Writing services included brochures, sales collateral, technical documents, training materials and online reference materials.

TECHNICAL WRITER

Kurant (now eBay)

2000 – 2004

Writing, designing and editing all documents, online help systems, API documentation and process documents for all Kurant software products.

- ◆ Managed content reorganization and redesign of corporate website.
- ◆ Designed, coded and wrote content for the corporate intranet site and the Software Development team's intranet site.
- ◆ Implemented an XML/XSLT-based documentation set that decreased the word count by 50%, thereby significantly reducing localization costs.

Additional Work Experience

- ◆ Project Manager, Intel
- ◆ Lead Technical Writer, McKesson
- ◆ Development Associate, Full Circle Programs
- ◆ Alumnae Director, San Domenico School

EDUCATION

Northwestern University
Bachelor of Science in Communication Studies

SKILLS

Digital Communications

- ◆ Web Production and Publishing
- ◆ Global Site Management
- ◆ Written and Oral Communication Skills
- ◆ Metrics (Unica, Google Analytics)
- ◆ Social Media Marketing Planning

Business

- ◆ Applications and Business Analysis
- ◆ Product Management
- ◆ Team and Meeting Facilitation
- ◆ Personnel Management

Software

- ◆ Content Management Systems (Autonomy TeamSite, WordPress)
- ◆ E-commerce Web Applications
- ◆ SharePoint
- ◆ NewsGator

Markup Languages

- ◆ HTML
- ◆ CSS
- ◆ XML
- ◆ XSL

Certifications

- ◆ Certified Scrum Product Owner