Jessica **Powell**

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ux maintenance

Web & Content Specialist | CMS & Technical Operations Advanced proficiency in **WordPress and Cornerstone**, currently managing technical operations and digital experience for **40+ concurrent accounts**. Highly adaptable, self-directed learner with a proven track record of mastering complex technical frameworks and AI-augmented workflows. Specializes in the end-to-end execution of high-density informational sites, having led **15+ full-scale builds** from initial concept to independent launch. Expert at translating project requirements into high-performing, live environments within fast-paced agency settings.

Skills Summary

Technical Proficiencies

- **CMS & Design Systems:** Advanced WordPress; Cornerstone (Primary), Oxygen, Elementor, and Divi.
- **UX & Information Architecture:** Proficient in ACF (Advanced Custom Fields) for structuring complex data hierarchies; foundational WooCommerce for E-commerce UX.
- **Web Operations:** Management of 40+ concurrent websites; 10+ full-site builds from scratch.
- **AI-Augmented Development:** Utilizing AI Prompt Engineering to troubleshoot code, generate structural outlines, and accelerate technical troubleshooting.

Digital Marketing

- **SEO/SEM:** Meta titles/descriptions, SEMrush keyword research, and Google Ads.
- **Outreach:** Email marketing execution and SEO-minded blog/content writing.

Professional Strengths

- **Leadership:** Experienced in hiring and technical training; able to translate complex web concepts for clients.
- **Human-Centered Design:** Leveraging a high-honors Psychology background to optimize digital interfaces for user behavior, retention, and accessibility.
- **Languages:** English (Native), Russian (Conversational).

Experience

Web & Content Specialist |Freelance *Sept 2024 – Present | Utah*

- **End-to-End Construction: Developed Information Architecture and dynamic layouts** for 15+ full-site builds, prioritizing Web Accessibility within the WordPress ecosystem.
- ***Web Content Management:*** *Facilitate UI/UX maintenance and content updates for a 40+ site portfolio, ensuring design system consistency while specializing in Regional Tourism and High-Density Informational Sites.*
- ***AI Implementation:*** *Leverage AI to advance project speed and accuracy, specifically for technical troubleshooting and structural content outlines.*
  Search Engine Optimization: *Manage foundational SEO tasks, including meta titles and descriptions, utilizing SEMrush to align site structure with user intent.*
  Digital Advertising: *Assist in Google Ads campaigns; execute email marketing initiatives to drive targeted traffic to client landing pages.*
- ***SEO-Minded Content Creation:*** *Research and author blog posts and pages with a focus on SEO implementation to drive organic traffic.*
- ***Site Auditing:*** *Conduct regular audits to ensure responsive design integrity and functionality across high-density informational pages.*

Web/Content Developer & Operations Lead | Tourism Development *Dec 2021 – Dec 2024*

- **Independent Full-Site Builds:** Spearheaded or played a lead role in the design and launch of 5+ full-scale websites, independently managing the lifecycle from wireframes to deployment while mastering complex CMS configurations.
- **Operations & Coordination:** Managed core office functions including meeting coordination, detailed minute-taking, and digital file organization to streamline agency workflows.
- **Technical Problem Solving:** Acted as the primary lead for front-end construction and content hierarchies, troubleshooting layout challenges to ensure 100% site functionality.
- **SEO-Minded Content:** Researched and authored blog posts and landing pages with a focus on SEO implementation to drive organic growth.

Additional Professional Experience

- **CaptionCall** | **Captioning Agent** (2019 – 2023): Real-time verbal transcription and technical software bug reporting for accessibility refinement.
- **Utah State University Library** | **Assistant Librarian** (2016 – 2018): Managed student hiring/training and resolved complex technical e-resource issues.
- **Clear Recovery** | **Office Manager / Court Liaison** (2015 – 2017): Spearheaded administrative operations and high-priority technical legal reporting.
- **Volunteer Service** | **Full-time Service Missionary** (2013 – 2015): Kyiv, Ukraine; ESL Instruction and community event coordination.

Education

Utah State University | *Bachelor of Science in Psychology* | Magna Cum Laude (3.92 GPA)

Utah Valley University | *Associate in Science* | High Honors (3.93 GPA)