

Anne Zelenak

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Digital marketer with a focus on website content management, experience optimization and content strategy.

Work History

RSM US LLP; Jun 2016 – Oct 2025

Multiple roles involving website management, using Adobe experience manager (AEM), including a website migration project in 2022, migrating from AEM Classic to AEM 6.5.

Digital Experience Manager: May 2025 – Oct 2025

- Assisted with project management, including requirements documentation, acceptance testing, presenting to stakeholders, and creating and maintaining tickets in Azure DevOps
- Familiar with Agile methodologies ([LinkedIn/Atlassian certification](#))

Web Content Publishing Manager: May 2024 – May 2025

- Managed team of 5 web content publishers, distributed across US and India
- Oversaw publishing for 2 websites using Adobe Experience Manager (AEM) CMS, totaling approximately 10,000 pages,
- Created processes and efficiencies in work production/project management
- Lead strategy and execution of campaign lead-generation content as well as content mapping across the buyer journey

Web Content Lead: Aug 2022 – May 2024

- Managed web content strategy and publishing web pages in AEM for technology consulting line of business
- Assisted in content journey mapping to ensure web content supported paid digital SEM, organic SEO, and email marketing plans
- Monitored competitor websites for trends and recommendations

Digital Marketing Senior Associate: Nov 2019 – Aug 2022

- Website redesign/redevelopment and CMS migration from AEM Classic to AEM 6.5 – Had a lead role in vendor management, with a focus on requirements documentation and UAT, and functionality final sign-off
- Created library of authoring documentation and training materials

Senior Web Author: Jun 2016 – Nov 2019

- Published web pages in Adobe Experience Manager (AEM) CMS

- Managed A/B testing and user experience targeting using Adobe Target.
- Provided webpage review, QA and publishing approval
- Provided strategy for website redesign and development
- Integrated lead-generation forms onto the website to maximize conversion; manually added forms to web pages using HTML and JavaScript validation
- Collaborated with marketers and the digital team for web page creation, updates and optimization
- Trained users in content management system and page set-up

Councilperson – City of Osseo; Jan 2015 – Dec 2018

- Appointed to Economic Development Authority, Arts & Communications Committee, Osseo Heritage Preservation Commission, and Parks and Recreation Committee
- Managed a multi-million dollar budget to maintain financial stability while providing services that impacted the lives of residents and businesses
- Worked to preserve the historic aspects of Osseo while promoting continued development

HealthEast – Content Manager (Contract); Oct 2015 – Mar 2016

- Developed SEO strategy; performed web updates as needed

Magenic – Copywriter and Content Strategist (Contract); Mar 2015 – Aug 2015

- Wrote copy for web pages, print ads, case studies and white papers
- Developed content and SEO strategy

DecoPac – Website Production Manager; Jun 2011 – Aug 2014

- Initiated and managed a project to write new web product descriptions for over 6000 items, leading to 50% increase YOY in organic traffic
- Managed a re-launch of corporate Business to Business website, leading to 20% increase in online sales in first 6 months
- Managed 2 websites: scheduling, editing content, testing, routing for approval and final execution, using 2 proprietary content management systems
- Managed all email marketing: scheduling, editing content, list management, and execution
- Managed a team of 2 website specialists
- Used Google Analytics to analyze website metrics; provided recommendations to management
- Developed and built a mobile/phone-optimized micro site

CenterPoint Energy – Website Specialist (Contract); Oct 2010 – Jun 2011

- Wrote website copy to be concise, easily scanned, and optimized for SEO
- Performed competitive analysis of websites and report recommendations to management

YWCA of Minneapolis – Website Marketing Manager; Aug 2004 – Oct 2010

- Managed all aspects of the organization's website, including writing and editing content according to industry best practices, determining location and flow of new content, hand coding all HTML using HomeSite, and web-optimizing images and photos using Photoshop
- Tripled the average website traffic by following usability best practices to redevelop website navigation, and by doubling the amount of content available
- Wrote and edited content for search engine optimization, resulting in consistent ranking on first page of Google search results for over 90% of identified keyword terms
- Managed all aspects of email marketing and email donor solicitation for the organization, including content editing and hand-coding of HTML. Achieved email open rate 20% higher than industry standards, with a list of over 20,000 subscribers
- Used WebTrends and Google Analytics to track and analyze website metrics

UnitedHealth Group – Front-end Developer; Apr 2002 – Aug 2004

- Worked from wireframes to perform front-end development of JPS pages
- Evaluated web site usability, identified potential problems and solutions to System Analyst
- Observed and reported findings from internal usability studies
- Created high-fidelity wireframes to demonstrate new functionality
- Wrote and edited web copy according to best practices

FanBuzz – Web Developer; Sept 2000 – Apr 2002

- Provided project schedules and timelines to appropriate managers
- Used HTML, JavaScript and CSS for front-end site development (Hand coding)
- Used Photoshop and ImageReady to create images for web use

Cyberworks/VCAT – Front-End Developer, Production Coordinator, and Account Manager; May 1998 – Aug 2000

- Front-End Developer (January 1999 to August 2000)
- Production Coordinator (October 1998 through January 1999)
- Account Coordinator (April 1998 through October 1998)

The Mark Travel Corporation – Website Content Developer and Account Manager; May 1996 – Apr 1998

- Wrote and edited copy for proprietary travel website
- Tracked competitive analysis of emerging and competing travel websites

Education

- BA Advertising, Minor Marketing, Marquette University
- AS Computer Information Systems, Coleman College

Software

See zelenakweb.com/skills for proficiency levels and years of experience.

- CMS: Adobe Experience Manager (AEM), WordPress, Drupal, and several others
- Email: Marketo, Eloqua, Constant Contact, MailChimp
- Project Management: Workfront, Azure DevOps, Jira, Basecamp
- Design: Adobe Photoshop, Adobe Express, Figma
- Analytics: Adobe Analytics, Google Analytics (previously certified)
- Languages: HTML, CSS, JavaScript
- SEO/research: Semrush, Google search console, SparkToro

Certifications

- [Atlassian Agile Project Management Professional Certificate](#) - LinkedIn Learning and Atlassian
- [Generative AI for Marketing with Microsoft 365 Copilot Professional Certificate](#) – LinkedIn Learning and Microsoft