

JEN TUCKER, MBA

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SUMMARY

Performance driven leader, specializing in managing web projects from concept to completion. Led small to large-size web projects, developing scope of work, and ensure timely delivery of high-quality content while maintaining adherence to branding guidelines and legal requirements to optimize content findability and user experience.

Dedicated to collaborating with cross-functional teams, developers, and designers to create new experiences and enhancements through agile methodology. Oversee web content in CMS platforms with a strong focus on content strategies with stakeholder input that delivers impactful digital experiences.

EXPERIENCE

*Altera (formerly an Intel company), **Senior Web Producer and Content Strategist***

Jan 2025 - Dec 2025

- Managed simultaneous for small to medium sized global web projects from product concept through completion.
- Optimized content for SEO best practices and created metrics with Adobe Analytics that increased traffic by 20%.
- Developed scopes of work, estimates, and work-plans to meet stakeholder objectives.
- Ran campaigns and responsible for the delivery of content in production.
- Oversaw web content adhering to branding guidelines and legal requirements to publish pages and assets to production.
- Worked collaboratively with internal and external customers, developers, and designers in building web prototypes.
- First line of support for cross-functional teams and internal and external customers teams when issues occur.
- Owned the documentation, maintenance, and communication of the monthly/weekly site content delivery schedule.
- Responsible for final sign-off of web site content; documents feedback and manages any required changes.

*Intel, **Senior Web Producer and Content Strategist***

Dec 2018 - Dec 2024

- Managed simultaneous for small to medium sized global web projects from product concept through completion.
- Drove traffic through SEO strategy and performance tracking with Adobe Analytics metrics that increased traffic by 15%.
- Developed scopes of work, estimates, and work-plans to meet stakeholder objectives.
- Worked collaboratively with internal and external customers, developers, and designers in building prototypes.
- Led cross-functional teams, marketing, developers and designers to develop high quality website and digital solutions.
- Owned the documentation, maintenance, and communication of the monthly/weekly site content delivery schedule.
- Responsible for final sign-off of web site content; documents feedback and manages any required changes.

*Intel (contractor with TEK Systems), **Web Producer***

Jan 2018 - Nov 2018

- Managed and prioritized projects relating to web campaigns and web maintenance in Adobe AEM.
- Optimized content for SEO best practices and created metrics with Adobe Analytics that increased traffic by 15%.
- Launched campaigns, responsible for web scope 100+ pages, tracking status to deliver on launch date.
- Worked with regional stakeholders to coordinate marketing launches and set localization schedule.
- QA'd pages for accuracy in UAT prior to activation and validate changes once pages are published in production.

*Western Union, **Web Producer (contractor)***

Sep 2016 - Aug 2017

- Oversaw the planning, development and delivery of content for international country launches.
- Partnered with stakeholders to align web capabilities with business goals and proactively resolve issues.
- Collaborated with stakeholders and UX team to craft components and functionality that improve user experience.
- Managed the deployment of enhancements and bugs fixes with Confluence tools and Jira.

*Fernando Fitness, **Web Producer (contractor)***

Jun 2015 - Aug 2016

- Created project scope, developed site architecture, functional specifications.
- Customized WordPress Template with HTML5, CSS3 and PHP.
- Manage SEO and web analytics with Google Analytics.
- Provide ongoing website administration/maintenance services, post-project completion.

*Cresa (merged with AEGIS), **Web Project Manager/Marketing Manager***

Jan 2012 - Jan 2014

- Responsible for website CMS writing and editing that resulted in 20% increase in page visits.
- Planned and implemented website content that aligned with strategic marketing campaigns.
- Conceptualized, QA'd and executed outbound email with the ESP (Salesforce Marketing Cloud) and online marketing campaigns that maximized customer engagement and response.
- Managed CRM (Salesforce.com) database and process to execute targeted marketing campaigns.

*Aegis, **Marketing Manager***

May 2009 – Jan 2012

- Established website organization and layout which increased unique page visits by 50%.
- Tracked, measured and reported email and website metrics using Google Analytics.
- Defined overall website organization and layout functionality.

*Cushman & Wakefield (formerly DTZ Cassidy Turley), **Marketing Manager***

Oct 2004 - Feb 2009

- Managed marketing budget that resulted in over \$6 million sales revenue in 2008.
- Integrated product and marketplace knowledge to formulate clear, actionable strategies.
- Developed and implemented consumer marketing and branding strategies for the organization.
- Monitored revenue, cost performance and identified trends, strengths and weaknesses.

*Marcus & Millichap, **Marketing Manager***

Mar 2004 - Oct 2004

- Implemented marketing campaigns focused on ROI to quickly adapt to changing priorities.
- Developed promotional materials and sales tactics that increased sales by 10%.

*Asia Pacific Groups, **Business Manager***

May 2003 - Mar 2004

- Effectively utilized well-developed lead pipeline to accomplish projected annual sales goals.

*Hitachi America, **Sales Planner***

Jun 2001 - Jan 2003

- Led and supported multiple major OEM clients with forecasting monthly sales goals.

*Citadon, Inc, **Supervisor of Technical Support***

Dec 1998 - Jan 2001

- Facilitated training with all new hires on the application architecture, user behavior, workflow.

EDUCATION

City College of San Francisco

Certificate • Front-end Web Production

Golden Gate University

MBA • Business Administration

Notre Dame De Namur University

B.S. • Business Administration

Applications

- Airtable • Microsoft (Excel, Word and PowerPoint) • Adobe (AEM, Adobe Analytics, Photoshop, Illustrator, and InDesign)
- Google Analytics • Salesforce • Siebel Systems • SAP • WordPress • HTML, CSS, JavaScript