Megan Miller, Website Content Specialist

Sterling, VA, United States, 7032802069, mmmillerdesign@gmail.com

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PROFILE

Website Content Specialist with 10+ years of experience in web content development, CMS management, and digital marketing. Skilled in HTML, CSS, JavaScript, and HubSpot CMS, with hands-on experience using content editors to build accessible, brand-aligned pages. Experienced in landing page creation, stakeholder coordination, QA, SEO, and written communication. Known for strong time management, attention to detail, and delivering polished digital experiences that reflect organizational values.

EMPLOYMENT HISTORY

Dec 2007 — Present

Web Developer and Digital Content Consultant, Freelance

Web Content Specialist with extensive experience in managing web solutions and enhancing digital marketing strategies. Proven track record in improving user engagement and maintaining brand integrity across multiple platforms.

- Oversaw client projects from initial acquisition through to deployment, focusing on effective web solutions and measurable client outcomes.
- Established and managed web presence across various CMS platforms including HubSpot, WordPress, and Drupal.
- Designed interactive digital assets that adhered to brand guidelines, resulting in a 30% increase in user engagement and brand awareness.
- Produced animated graphics and website elements utilizing Adobe Creative Suite, ensuring high-quality visual content.
- Developed Digital Asset Libraries for clients to streamline brand guideline adherence and content accessibility.

Sep 2021 — Jun 2025

Frontend Developer and Digital Design, NATIONAL WILDLIFE FEDERATION / GARDEN FOR WILDLIFE

As a Web Content Specialist, I enhanced user engagement and brand alignment through meticulous management of website content and development of landing pages.

- Maintained and updated web pages on HubSpot CMS, creating custom HubL modules for targeted marketing campaigns and evergreen content.
- Designed and implemented lead generation landing pages that adhered to brand guidelines and accessibility standards.
- Evaluated technical requirements and suggested software solutions to enhance web functionality.
- Ensured website security and performance through DNS and Cloudflare management, alongside AWS utilization.
- Led frontend development initiatives using JavaScript and ReactJS to enhance eCommerce user experience.
- Coordinated Agile cross-functional teams to deliver effective digital solutions on time.
- Developed and maintained 508-compliant web pages to uphold brand consistency and accessibility standards.
- Created visual assets for websites and marketing campaigns using Adobe Creative Suite.
- Produced wireframes and prototypes in Figma to streamline the design process.
- Built and managed marketing emails using HTML and Shopify, ensuring consistency with brand messaging.
- Advised stakeholders on the latest web technologies to enhance user engagement.
- Collaborated with developers to establish testing protocols and quality assurance standards.

| Mar 2017 — Sep 2021 | **Lead Technologist, Strategic Innovation Group, BOOZ ALLEN HAMILTON** |

- Created custom templates and components in Adobe Experience Manager, improving site functionality using HTML5 and CSS3.
- Led the development of user-centric, 508-compliant Single Page Applications, prioritizing accessibility and usability.
- Worked closely with marketing teams to design and execute digital campaigns that adhered to branding and accessibility guidelines.
- Managed project workflows using Jira, GitHub, and Jenkins to ensure timely delivery of projects.
- Implemented testing scripts and addressed QA results to enhance site performance and user experience.
- Conducted audits of web applications to recommend improvements in SEO, usability, and security practices.
- Executed SEO strategies to boost site visibility and engagement.
- Addressed IT security concerns as required, ensuring compliance and safety.

| Feb 2012 — Mar 2017 | **Senior User Experience Consultant (Web Developer II), AQUILENT** |

- Contributed to the HHS Digital Strategy pilot team by evaluating emerging technologies for staff integration.
- Successfully migrated websites from Percussion CMS to Drupal, enhancing site functionality and performance.
- Designed and developed custom themes in Drupal and WordPress, focusing on improving user experience and engagement.
- Created comprehensive training documentation for content teams to streamline website management processes.
- Delivered UX consultancy that improved user interfaces and experiences across various client projects.
- Led 508 compliance initiatives, ensuring all digital assets adhered to accessibility standards.

| Jan 2005 — Present | **Mentor and Consultant, Creative Professionals** |

Creative Web Content Specialist with over 10 years of experience in building mission-focused websites, including the development of eCommerce platforms and digital content management.

- Created and managed content for eCommerce websites, ensuring alignment with brand messaging and usability standards.
- Led the design and implementation of user-friendly web pages, optimizing for SEO and accessibility to enhance user engagement.
- Conducted quality assurance checks on web content, including link validation and page speed optimization, to maintain high standards.
- Collaborated with cross-functional teams to develop landing pages and digital assets that effectively support marketing initiatives.

EDUCATION

Art History, VIRGINIA COMMONWEALTH UNIVERSITY — Richmond

Web Development, NORTHERN VIRGINIA COMMUNITY COLLEGE — Annandale

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TOOLS & PLATFORMS   HubSpot CMS + HubL, WordPress, Drupal, AEM, HTML5, CSS3, Figma, Adobe Creative Suite, Shopify

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SKILLS

Collaboration	Seo
Time Management	Written Communication
Attention To Detail	JavaScript
Quality Assurance	CMS Management
Quality Control	Web Content Development