Molly McGee

CONTENT MANAGEMENT | CROSS-FUNCTIONAL PROJECT LEAD

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PROFESSIONAL SUMMARY

With a rich background spanning instructional design and content development and management, content accessibility, and cross-functional collaboration and leadership, I bring a holistic approach to every challenge, ensuring effective solutions that resonate with team members and stakeholders and drive success.

AREAS OF EXPERTISE

PROFESSIONAL SKILLS   Leadership | Instructional Design | Technical Writing & Editing
Product Management | Problem Solving | Content Accessibility

TECHNICAL SKILLS   Microsoft Office 365 | Adobe Creative Suite | Adobe Experience Manager
Adobe Workfront | Camtasia | Brightcove

PROFESSIONAL EXPERIENCE

PRODUCT MANAGER | Dell Technologies | Round Rock, TX   June 2021 - Present
Drove improvements for marketing and sales organizations as product manager for Adobe Experience Manager (AEM) Assets Digital Asset Management system (DAM), Adobe Dynamic Media Scene7, and Brightcove.
- Led cross-functional projects to reduce siloed content management and establish a Single Source of Truth (SSOT) for marketing images, documents, and videos.
- Managed relationship with external vendors, including creation and handover of requirements documents and execution of projects related to content management.
- Coordinated project with web production teams, solutions architects, developers, and SEO to develop best practices for dynamically serving content from the DAM to internal and public sites.

DIGITAL LIBRARIAN | Dell Technologies | Round Rock, TX   June 2018 - June 2021
Developed training and communications for users for two different AEM (Adobe Experience Manager) DAM systems within marketing and sales organizations, in addition to actively managing and auditing content.
- Developed training material (interactive SCORM eLearning course, Adobe Captivate) to shift DAM training program from synchronous to asynchronous.
- Supported daily sales and marketing operations and launches by streamlining the upload and release of key documents and videos.
- Designed and managed content for internal information hubs and project update communications for 17K+ users.

ADJUNCT PROFESSOR | The University of Texas at Austin | Austin, TX   Aug 2018 - May 2021
- Instructor of record and content developer for 3-hour asynchronous online undergraduate courses:
    - I302 Academic Success in the Digital University (Fall 2019 - Fall 2020)
    - I320.01, Information in Cyberspace (Fall 2018)
- Integrated new software and interactive learning exercises into courses with a focus on teaching students how to learn and use new digital tools, including how to design their own portfolio website.

PROJECT MANAGER | The University of Texas at Austin | Austin, TX   July 2017 - May 2018
Project manager for instructional design and IT lab projects, including online course design and development and software integrations.
- Coordinated the systematic redesign of a 3-hour online undergraduate course as project manager of a team of eight master's students and the course's instructor.
- Integrated software applications (Spiceworks, Google products, Asana) to create efficient workflow systems intended to aid fellow teaching assistants with grading and media creation projects.
- Created accessible video tutorials and workshop demos to train students and faculty how to use software and hardware used in courses.

---EDUCATION---
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PRODUCT MANAGER CERTIFICATION | Pragmatic Institute   Aug 2021
- Completed four Pragmatic course levels to earn certification

MASTER OF SCIENCE IN INFORMATION STUDIES | The University of Texas at Austin   May 2018
- Capstone Project: User-Focused Instructional Design

BACHELOR OF ARTS IN ENGLISH | Texas A&M University   May 2014
- Minors in Business Administration and Communication
- Graduated summa cum laude

---LEADERSHIP AND SERVICE---

STUDENT MENTORSHIP | High Pointe Baptist Church | Austin, TX   2019 - Present
- Facilitated engaging activities and discussion groups for up to 20 youth aged 12-18, fostering an inclusive and supportive environment within the church student ministry.
- Ensured the safety and well-being of participants during all activities, demonstrating a proactive approach to risk management and emergency response.
- Provided personalized mentorship and academic support through regular one-on-one sessions, addressing individual needs and fostering personal and academic growth among students.

VOLUNTEER AND DOCENT | The Bryan Museum | Galveston, TX   Nov 2016 - Aug 2017
- Certified as a docent to lead museum tours after completing a rigorous Texas History course as part of the museum's training program for docents.
- Assisted visitors and museum staff during weekly shifts as a volunteer at the Bryan Museum in

Galveston, TX.