

Katina Taylor

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Professional Portfolio: katina-taylor.com

Web Specialist

Versatile digital content and web publishing professional with experience maintaining enterprise CMS platforms, producing high-volume internal communications, and delivering accessible, user-friendly web experiences for large-scale organizations. Committed to streamlining publishing workflows and upholding rigorous accessibility and compliance standards.

CORE COMPETENCIES

Web Content Publishing • Web Design • User Experience (UX) • Content Management Systems (CMS) • Accessibility
SEO Strategy • CMS Training & Client Enablement • Digital Content Strategy • Website Migration • UI Design
Platform Modernization • Troubleshooting • Analytics & Performance Tracking • Automation • Workflow Optimization

EXPERIENCE

MERCK CREATIVE STUDIOS | Rahway, NJ

06/2025–Present

Digital Production Manager

- Contracted to support enterprise-wide internal communications initiatives for global pharmaceutical organization by formatting and distributing executive communications, newsletters, intranet updates, and large-scale employee messaging across Global business operations.
- Collaborate with executives, stakeholders, and cross-functional teams to coordinate and publish high-visibility internal communications that uphold accuracy, branding, compliance, and deadline requirements.
- Create and update supporting digital assets, including banners and promotional graphics, to enhance engagement across intranet and internal communication platforms.

Select Achievements

- Ensured on-time delivery of multiple enterprise communications to audiences of 80K+ employees by adapting to diverse stakeholder workflows, proactively closing communication gaps, and maintaining publishing accuracy.
- Successfully coordinated time-sensitive communications for quarterly enterprise meetings, seminars, and organizational events by managing complex scheduling workflows and high-volume distribution requirements.
- Improved communication efficiency and content consistency by adopting Microsoft 365 Copilot to support executive messaging workflows and align new communications with established leadership tone and style.
- Enhanced internal communication operations by organizing and publishing CMS-based intranet content within SharePoint, ensuring employee access to current organizational updates and resources.

BRIGHTBRANDS | Falling Waters, WV

06/2023–06/2025

Web Development Specialist

- Provided freelance consulting services to design and develop responsive websites for writers, artists, and small business.
- Designed and produced digital assets, banners, and branded web graphics using Adobe Photoshop, Inkscape, and AI-assisted creative tools to support cohesive, user-focused website experiences.
- Developed and customized front-end interfaces using HTML, CSS, and Bootstrap, with enhancements in PHP and basic JavaScript as needed, ensuring functional, accessible, and user-friendly experiences aligned with Section 508 compliance and modern UX/UI standards.
- Served as technical consultant and ongoing support resource for clients; resolved website issues, plugin conflicts, and content structure inefficiencies. Guided clients through backend tools to manage content and maintain SEO.

Select Achievements/Engagements

- Designed and built full WordPress site for author and podcaster; introduced blog and media sections, custom graphics, and SEO setup. Provided ongoing training, plugin setup, and troubleshooting support.
- Launched polished, SEO-friendly marketing site for local green cleaning business. Delivered full copy layout, services directory, contact forms, and FAQs.
- Developed custom solution to automate RSS feed integration for long-form writer, enabling seamless publishing workflows across both email newsletters and website content.
- Rebuilt writing forums into scalable CMS-based platforms, dramatically improving navigation, content discoverability, and user participation via restructured layouts, modular features, and simplified content publishing tools.

Web Publishing Manager

- Oversaw content strategy and publishing for Sodexo's public-facing North American websites, supporting key business segments, including healthcare, education, and corporate services.
- Translated project requirements into accessible, UX-optimized web formats in collaboration with project managers, content owners, and segment leaders.
- Published and maintained high-volume content, including blogs, reports, research, and marketing assets, ensuring full compliance with Section 508 and WCAG accessibility standards.
- Managed all web publishing requests for changes and updates to North American corporate sites, tracking changes within Welcome platform to mitigate future errors and maintain records for reference.
- Trained colleagues and cross-functional teams on current CMS while spearheading problem-solving efforts.
- Led complete site migration in 2021 by redesigning content architecture and reformatting pages to align with new CMS templates, streamlining UX and reducing publishing errors.
- Created previously nonexistent documentation regarding guidelines and limitations for modules, layouts, and capabilities available in new template and Jahia CMS. Continually update and maintain documentation as needed.
- Supported enterprise-wide accessibility modernization efforts by helping redefine internal compliance standards and creating training resources for broader team enablement.

THE FREDERICK NEWS-POST | Frederick, MD

11/2011–05/2017

Web Developer

- Developed and maintained newspaper's sites and microsites using standard CMS tools, including WordPress, BuddyPress, bbPress, and TownNews BLOX. Built responsive web properties compatible with standard devices.
- Led key web projects by estimating scope of tasks, strategies, and costs to forecast necessary resources, effectively communicating between departments to identify critical needs and achieve buy-in.
- Transformed wireframes, PSD files, and complex verbal instructions into functional sites and engaging content.
- Designed, tested, and sent out responsive email campaigns on MailChimp and Active Campaign. Supported highly technical aspects of social media strategies involving use of social networking sites and blogs.
- Provided technical and analytical support, such as development, testing, debugging, and deployment of both custom and packaged business applications, to reporters and other internal teams.
- Integrated, managed, and troubleshoot third-party software and services while continually researching and implementing new technologies to optimize web property performance.
- Revamped all platforms using responsive, mobile-friendly code aligned with industry standards by eliminating nonresponsive, flat-file pages from newspaper's sites and hand coding HTML, CSS, and Bootstrap frameworks.
- Implemented and managed Google Analytics and Quantcast to monitor performance of all web properties.

FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA) | Emmitsburg, MD

06/2008–11/2011

Senior Webmaster

- Contracted to lead design, development, testing, implementation, and maintenance of FEMA's Emergency Management Institute (EMI) websites, ensuring high availability of online training resources and critical public information.
- Managed integrity, security, and performance of EMI's digital platforms, including databases, online course portals, and learning management systems (LMS).
- Created web pages that met technical requirements of graphical, text, and voice-based browsers in compliance with 508 regulations and crucial accessibility guidelines.
- Gathered and analyzed usage and performance statistics from internet services using Webtrends and Akamai tools.
- Aligned new training site and subsections with well-known FEMA image by designing new overall look.
- Streamlined and improved overall technical design and structure of EMI web properties and online courses.

TECHNICAL

- **Front-End:** HTML, Bootstrap, CSS, Responsive Web Design
- **Web & Graphics Software:** Dreamweaver, Adobe Photoshop, Inkscape, Adobe CS, Adobe Firefly
- **CMS:** WordPress, BuddyPress, BuddyBoss, TownNews (BLOX), Jahia, SharePoint
- **Databases:** SQL, MySQL, MariaDB, Microsoft Excel, CSV
- **Code:** ADA Accessibility, 508 Compliance
- **WordPress Builders:** Elementor, Divi, Beaver Builder, Gutenberg