

# Michael A. Nemeth

Digital Experience Management

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Dynamic and highly efficient web management professional offering over 17 years of experience in creative design, development, content strategy and management. Armed with both business and technical expertise which allows seamless communication between cross-functional teams. Track record in meeting project goals on time and under budget. Dedicated to ensuring quality solutions are delivered by focusing on a solid customer experience.

## Areas of Expertise

- Web and Graphic Design
  - Content Management Systems
  - Internal Communications
  - Information Architecture
  - User Experience (UX)
  - Content Migration Strategy
  - Web Development (HTML/CSS)
  - User Centric Design
  - Data Measurement and Analysis
  - Social Media Marketing
  - Innovative, Low-Cost Solutions
  - Problem Solving
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## Experience

**E\*TRADE Financial Corporation** | New York, NY  
**Senior Manager, Digital Communications** | Feb. 2018 – present  
**Manager, Digital Communications** | Feb. 2016 – Jan. 2018  
**Senior Web Producer** | Jul. 2014 – Jan. 2016

Responsible for governance and oversight of the employee intranet while working with a cross-functional team to implement and support future enhancements built on SharePoint.

- Oversee intranet governance while managing a high-performing team focused on delivering exceptional design and communication materials to increase employee engagement.
- Foster innovative internal communication solutions through email and over 125 digital signs in order to maintain record usage of over one million monthly hits to the employee intranet.
- Provide on-demand training, in-house web consulting services and design expertise to over 75 content managers throughout the organization.
- Utilize years of experience in intranet management to streamline processes and document procedures while implementing a governance model to ensure content remains current and design is relevant.
- Conceptualize, design and roll-out engaging collateral such as email templates, location posters, microsites, scorecards and customer service leaderboards in order to support corporate initiatives.
- Maintain a close relationship with the vendor through the life-cycle of the SharePoint upgrade project by anticipating future needs and providing detailed analysis of intranet communities, content structure and third-party connections.
- Ensure monthly metrics are delivered in a timely manner while providing and following through with 2-3 monthly recommendations to further improve employee engagement.

**Institute of Scrap Recycling Industries, Inc.** | Washington, DC  
**Web Manager** | Aug. 2013 – Jun. 2014

Collaborated across all areas of the association to effectively manage content while leading various site redesign objectives throughout ISRI.org, Scrap.org, ISRIConvention.org and ISRIsafety.org. Initially hired as a consultant, received direct hire offer within four weeks due to work quality and performance.

- Managed cross-department rollout of 13 standard eCommunication templates including self-developed design, coding and employee training to ensure solid brand consistency and member engagement.
- Provided high-impact design and content management expertise in the migration of four websites from static format to the new Telerik Sitefinity CMS.
- Worked with member services through the redesign and launch of ISRIConvention.org using Dreamweaver, Photoshop and HTML/CSS to ensure a smooth transition to Sitefinity.
- Managed online content of ISRI.org and related websites while processing requests from all areas of the business which involve graphic and web design, site layout changes and creative problem resolution.

**Fannie Mae** | Washington, DC

**Web Communications Design/Development III** | Sep. 2012 – Jul. 2013

**Web Communications Design/Development II** | Aug. 2010 – Aug. 2012

Supported digital communication initiatives and managed special design projects related to the Obama Administration's Making Home Affordable (MHA) program through a partnership with the U.S. Department of the Treasury.

- Designed and developed HTML, CSS, tradeshow displays, marketing brochures and internal training documentation to advance the MHA program and reduce external costs by an estimated \$25K annually.
- Redesigned email templates, trained staff, streamlined mailing lists and reduced undeliverable rate from almost 10% to less than 2% while increasing click through rates by 10% in three months.
- Assisted with implementation of the MHA program social media strategy developed by the U.S. Department of the Treasury.
- Managed and processed content requests for HMPAdmin.com through collaboration with technical operations and internal stakeholders while ensuring 100% audit compliance.
- Designed metric scorecards, developed process documentation, managed collaboration sites and utilized analytical data during site redesign which led to strategic communication and program improvements.
- Served as subject matter expert during web and content management system upgrades.

**Alcoa Inc.** | Pittsburgh, PA

**Senior Web Communications Specialist** | Jul. 2007 – Aug. 2010

**Web Communications and Design Specialist** | Feb. 2005 – Jun. 2007

Managed the design, development and performance of the employee portal. Supported internal and corporate communications in employee newsletter redesign, HR communications and related corporate objectives.

- Enhanced usability, drove promotion and supported over 500 content editors in order to grow the employee portal from a handful of sites to over 260+ global communities.
- Designed and facilitated strategic planning with portal managers in North and South America, Europe, Australia and Asia which resulted in a 50% increase in portal usage.
- Facilitated the design process and managed the development of new business and resource units on the employee portal.
- Advanced over \$150K in cost savings initiatives by repurposing portal and web applications and using technical skills to develop widgets, flash and interactive functionality to meet business objectives.

**Alcoa Inc.** | Pittsburgh, PA

**Process Analyst** | Apr. 2004 – Jan. 2005

**HRIS Help Desk Analyst** | Jul. 2001 – Mar. 2004

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## Education

**American Intercontinental University** | Atlanta, GA  
**BFA, Visual Communications in Digital Design (Summa Cum Laude)** | 2005 - 2006

**Cambria County Area College** | Johnstown, PA  
**AAS, Computer Information and Communication Technology** | 1996-1998

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## Professional Credentials

Content Creation Certification – ExactTarget Academy | 2011  
Process Improvement Techniques – Management Concepts | 2003

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## Awards

“2017 Intranet Award” (honorable mention) Ragan Communications | 2017  
“Gold Quill Merit Award” for digital newsletter launch and design | 2016  
“In the Spotlight” Performance Award at E\*TRADE | 2014 – 2016  
“CFO Award” at E\*TRADE | 2015  
“All In” Performance Awards (12 times) at Fannie Mae | 2010 – 2013  
Procurement Excellence and Innovation Award at Alcoa | 2007

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## Application Knowledge

### **Content Management Systems**

Oracle ALUI Portal, Interwoven TeamSite, Drupal, WordPress, SharePoint, Sitefinity, Liferay, Alfresco

### **Analytics and Email Marketing**

Omniture, Google Analytics, SproutSocial, Oracle/Bea ALUI Analytics, ExactTarget, Real Magnet

### **Design and Development**

Photoshop, Illustrator, Acrobat, InDesign, Dreamweaver (HTML, HTML5, CSS, CSS3, JavaScript), Flash, Captivate, Final Cut Pro