

BRANDON BOUCHER

brandon@brandonboucher.com - (978) 602-2926 - <https://www.linkedin.com/in/brandonaboucher/>

PROFESSIONAL

Multiple Roles, Wikimotive

September 2018 – Present

- **Senior Publisher (January 2020-Present)**
 - Responsible for content publishing and SEO optimization on multiple content management systems, internal and external tools
 - Created solutions and strategies for platform limitations
 - Worked with operations department to optimize company resources
 - Migrated content during platform changes
 - Created and documented process standards
 - Created custom tools within Google Sheets for reporting and CRM functionality
 - Created and executed employee onboarding and training
- **SEO Analyst/Senior Quality Assurance Specialist (May 2019-January 2020)**
 - Provided ongoing technical SEO updates to client web properties
 - Researched, created a process for, documented and rolled out internal management tools to the company
 - Provided quality assurance testing on internal and client-facing products
 - Created, optimized and maintained Google My Business for clients
- **Content Editor/Publisher (September 2018-May 2019)**
 - Edited blog articles and top-level content for quality and SEO
 - Published content to client sites across multiple platforms
 - Documented existing processes, standards and best practices
 - Trained freelance writers and new employees

Web Consulting Contractor, Rapid Catalyst

October 2017 – April 2018

- Migrated content to new client sites and platforms
- Performed software research and assessments for clients
- Performed functional evaluation of tools and web sites

Senior Strategic Pricing Analyst, Verndale

February 2014 – June 2017

- Used knowledge gained as **Technical Project Manager/Production Lead** (July 2013 – April 2014) to implement widespread department updates, resulting in more accurate estimates and a more efficient internal process
- Developed ongoing functional enhancements to multiple Excel pricing models using advanced formulae and VBA macros
- Created protective clauses in support of the sales and account management teams to define the scope of projects

BRANDON BOUCHER

brandon@brandonboucher.com - (978) 602-2926 - <https://www.linkedin.com/in/brandonaboucher/>

Quality Assurance Coordinator, Sony Music Entertainment

As Part Of Global Digital Business/Direct To Consumer

January 2010 – September 2012

- Ensured optimal functionality for global web properties including E-commerce stores, artist websites, newsletters, marketing collateral and internal tools
- Created QA process for CRM initiatives and drafted the best practices guideline
- Assisted in the creation/testing of the multiple award-winning artist websites

Full Time Marketing Intern, Sony Music Entertainment

As Part Of Commercial Music Group

September 2009 – December 2009

- Managed Content for artist/label websites and social networks
- Fulfilled legal requirement gathering for artist sweepstakes and promotions

Bachelor Of Science, Fitchburg State University - January 2010

- Communications Media with a concentration in Professional Communications
- Graduating GPA of 3.64, Dean's List and Magna Cum Laude

EDUCATION

SKILLS

- Content Management Systems
 - WordPress, Drupal, OpenText/TeamSite
 - HTML and CSS
 - ClickUp Project Management and Ticketing Software
 - Atlassian's Jira and Confluence
 - Microsoft Office Suite, more advanced skills in Excel
 - G Suite Tools, more advanced skills with Google Sheets
 - Windows and Mac OS
 - Adobe Photoshop CS5 and Lightroom 3
 - SEMrush marketing tool
 - Multiple automotive-focused CMS platforms
- Also familiar with
- Google Analytics
 - Google Datastudio
 - Adobe Dreamweaver, Flash and InDesign CS5
 - Sitecore Enterprise CMS