

gabrielstudvent

Digital Project Coordination · Web Content Operations · Conversion-Focused Design

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gabrielstudvent.com

Remote · Eastern Time

SUMMARY

Digital creative and web professional with 10+ years coordinating cross-functional projects across design, development, and content. I keep multiple digital deliverables moving at once including landing pages, email campaigns, content production, and full website builds while also serving as a dependable point of contact for clients and collaborators. Comfortable owning timelines, QA, and asset trafficking end-to-end, with a freelance background built entirely on managing client relationships and project lifecycles solo. ITIL 4 certified and completing a B.S. in Information Technology Management.

CORE STRENGTHS

Digital Project Coordination · Client Communication · Timeline & Workflow Management · Cross-functional Team Coordination

Website & Landing Page Builds · Email Campaign Production · Asset Management & QA · Digital File Trafficking

CMS Operations (AEM, WordPress) · Scope & Risk Tracking · Agile · ITIL 4 · Digital Best Practices

EXPERIENCE

Senior Web Designer

August 2019 – Present

Adaptive Health / Healthy Directions — Remote

- Coordinate a high volume of digital deliverables including landing pages, presale pages, and email campaigns while also keeping multiple projects on schedule across a portfolio of brands.
- Serve as the primary liaison between creative and development teams, aligning both sides on priorities, timelines, and digital best practices.
- Own CMS quality and asset trafficking end-to-end: QA pages across the team before launch, document repeatable workflows, and ensure timely delivery across channels.
- Support migration of brands onto a unified content platform, coordinating across creative and development stakeholders.
- Make the design decisions behind winning variants, contributing to conversion wins of 5–44% against controls.

Salesforce Jobsuite · Jira · Monday.com · MJML · HTML/CSS · Figma

Freelance Web, Brand & Project Manager

2017 – 2019

Self-Employed

- Managed complete digital project lifecycles for clients across entertainment, hospitality, and government, from budgeting and scoping through production, QA, and launch.
- Served as the sole point of contact for every client, guiding non-technical stakeholders through the digital production process and setting clear expectations.

- Coordinated website builds, brand systems, and marketing collateral, tracking scope and deliverables using Trello and shared project tools.
- Balanced multiple concurrent client projects, prioritizing deliverables and flagging risks proactively.

Trello · Asana · WordPress · Client Management · Adobe Creative Suite · Web Builds

Web Content Manager

June 2015 – January 2017

Old Dominion University — Norfolk, VA

- Led a full departmental website redesign in Adobe Experience Manager across six program areas, coordinating deliverables and timelines throughout.
- Supervised a team of graphic designers through delegating tasks, managing schedules, and ensuring consistent, on-time delivery of campaign assets.
- Partnered with marketing to plan and execute campus-wide digital campaigns and events.
- Served as lead copywriter and proofreader, maintaining voice consistency and quality across all departmental communications.

Adobe Experience Manager · Team Coordination · Content Strategy · Campaign Management

TOOLS & SKILLS

Project Management: Asana, Jira, Monday.com, Trello, Agile, ITIL 4 Foundation

Collaboration: Slack, G-Suite, Dropbox, Microsoft 365

CMS & Platforms: Adobe Experience Manager (AEM), WordPress, Squarespace, HubSpot

Production & Design: HTML, CSS, MJML, Figma, Adobe Creative Suite

Digital: Email Campaigns, Landing Page Builds, QA & Asset Trafficking, Conversion-Focused Design

EDUCATION & CREDENTIALS

B.S. Information Technology Management *In Progress*

Western Governors University · Expected 2026

Focused on IT systems integration, business strategy, project management, and technology leadership.

ITIL 4 Foundation Certification

Axelos · IT Service Management