

MARY GIGUERE

info@marygiguere.com | www.marygiguere.com | www.linkedin.com/in/marygiguere

Professional Summary

Senior Web Producer and Program Manager specializing in AEM and enterprise CMS, large-scale content migrations, and high-impact digital experiences for Fortune 50/500 organizations including Deloitte, Adobe, Intel, Chevron, Wells Fargo, Workday, Symantec, Jabil, and Lockheed Martin. Combines deep hands-on web production and front-end skills with program leadership, accessibility (WCAG 2.2), SEO, and cross-functional team management across complex global environments. Actively leverages Generative AI and workflow automation (ChatGPT, Perplexity, Comet, Copilot, Google Workspace AI) to accelerate web production, content quality, and stakeholder communication.

Core Skills

Web & Content Management

- Adobe Experience Manager (AEM/CQ), Sitecore, SDL Tridion, TeamSite, Contentful, WordPress, SharePoint, enterprise CMS and DAM.
- Web production and publishing, content authoring/editing, content migration, localization, asset retirement, redirects, and high-traffic global properties.
- Understanding complex site architecture, page templates, components, content fragments, tagging, and online style guides.

Front-End, UX, and Quality

- HTML5, CSS3, Bootstrap, responsive web design, front-end implementation within CMS environments.
- Web standards, accessibility (WCAG 2.2), usability, UX best practices, SEO, Google Analytics, SiteImprove, browser compatibility, code validation tools.
- Rigorous QA/UAT, bug tracking and reporting, troubleshooting, validation, and “eagle eye” quality for content and layouts.

Program & Project Management

- Program and project management for global campaigns, enterprise migrations, redesigns, and high-visibility initiatives.
- Agile Scrum and Kanban, launch planning, backlog grooming, risk management, and stakeholder communication.
- Leading and co-leading cross-functional and offshore teams (UX, dev, marketing, product, corporate affairs, localization) across NA, APAC, and EMEA.

Tools & Platforms

- Project/ops: Jira, Workfront, Rally, Confluence, Trello, Opal.
- Web/ops: Adobe Launch, Sitecore, AEM, SDL Tridion, WordPress, TeamSite, Contentful, DevTools, SiteImprove, Marketo, Google Analytics.
- Technical: JSON, Postman, ModHeader, service calls, Vendomatic, DAM tools.
- Productivity/collab: Microsoft 365, Google Workspace, Slack, Microsoft Teams, Zoom, Okta.

Design & Marketing

- Photoshop, Firefly, Illustrator, graphic design fundamentals, layout, typography.
- Digital marketing, internet marketing (SEO), campaign asset production, global campaigns, email production (Marketo, newsletters).

AI Skills and Workflow

Generative AI & Prompting

- Prompt engineering for large language models (ChatGPT, Perplexity, Claude, Gemini, Comet browser AI) using structured prompts to control tone, depth, and format.
- Generative AI for content creation: web copy, UX/microcopy, emails, social content, briefs, FAQs, internal documentation, and content repurposing.
- AI-assisted research: summarizing long-form reports, synthesizing stakeholder inputs, competitive scans, and trend research for campaigns and strategy decks.
- AI-driven idea generation and outlining for campaigns, landing pages, customer stories, blogs, and SEO content (topic clusters, headings, structures).

Productivity & Office AI

- Microsoft 365 Copilot (Word, Excel, PowerPoint, Outlook) for drafting, rewriting, summarizing, slide creation, and light data analysis.
- Google Workspace AI (Docs, Sheets, Slides) for assisted writing, content cleanup, document normalization, and QA checklists.
- Daily use of AI assistants (Perplexity, ChatGPT, Comet) to streamline workflows, clarify requirements, generate checklists/templates, and accelerate stakeholder communications.

AI for Web, UX, and Marketing

- AI-assisted SEO: keyword ideas, meta descriptions, titles, FAQ blocks, and schema-style drafts aligned with modern search and AI behavior.
- AI-driven UX copy: variants and localization-ready snippets for CTAs, form labels, error messages, and microcopy across enterprise sites.
- AI-powered content optimization: topic clustering, content gap identification, outline generation, internal linking recommendations, and UX copy testing ideas.
- Using AI-powered asset and video tools for basic editing, clipping, repurposing, and visual concepting (thumbnails, mood boards) to support campaigns and portfolio content.

Selected Experience

Digital Producer – Deloitte

- Manage and publish high-profile content in AEM for Deloitte.com homepage and key sections, ensuring accurate, polished experiences for global professional audiences.
- Collaborate with UX, engineering, content strategy, marketing, and compliance to deliver complex content workflows and on-time launches.
- Maintain strict brand, accessibility (WCAG), SEO, and performance standards; contributed to a featured project shared with Deloitte's 20M+ LinkedIn followers.

Senior Web Publisher – Freshworks

- Developed, updated, and optimized user experiences across Freshworks web properties for marketing, product launches, and campaigns.
- Authored and managed CMS content, partnering with designers and developers on new concepts and ensuring adherence to brand, accessibility, SEO, and web standards.
- Managed content migration data entry, media optimization, and WebOps bug tracking/QA using ticketing and manual/automated testing tools.

AEM Content Manager – Adobe (State of Illinois Modernization)

- Key contributor to the migration of ~60 State of Illinois websites from SharePoint to AEM, a digital modernization initiative featured by Forbes, TechCrunch, and Adobe.
- Led UAT/QA cycles and implemented fixes to improve accessibility, SEO, style guide consistency, responsiveness, and web traffic metrics.
- Co-led the team responsible for optimizing sites for 12.67M+ residents across mobile and desktop, with strong focus on mobile readiness and compliance.

Senior Web Producer / Web Content Roles – Workday, Disney, Forescout, Chevron

- **Workday:** Built and maintained customer pages on workday.com for brands such as Target, Nike, and Western Union; created customer data nodes, Adobe Launch tags, and campaign tracking URLs; supported UAT, QA, and asset lifecycle (retirement/redirects).
- **Disney:** Supported guest-facing digital experiences for websites, offers, and urgent messaging; configured and maintained SDL Tridion WCMS using JSON-driven configuration and tools such as Vendomatic, Postman, and ModHeader.
- **Forescout:** Produced blogs, press releases, and product launch pages on forescout.com and localized sites, often coding directly in HTML/CSS within WordPress.
- **Chevron:** Published high-profile corporate content and executive bios on chevron.com and intranet (~1M views/month); designed, coded, and produced the Digest newsletter for 80K+ employees; migrated Corporate Affairs content to Sitecore; created the Louisiana Doers microsite.

Earlier Enterprise Experience – Intel, Jabil, Symantec, Wells Fargo, IHS, Compassion, Lockheed Martin

- **Intel:** Drove Intel's largest annual web campaign for the Programming and Solutions Group (PSG), leading cross-regional teams (29+ people) and launching 250+ pages via AEM/CQ.
- **Jabil:** Lead Web Producer for jabil.com redesign (Fortune 500, ~175K employees); migrated content to AEM, coded most public-facing content, created new pages/fragments, and trained new authors.
- **Symantec:** Produced and maintained content for symantec.com, buy.symantec.com, and veritas.com on AEM and TeamSite, supporting ~4M monthly visitors and major initiatives such as the Symantec/Veritas split.
- **Wells Fargo, IHS, Compassion International, Lockheed Martin:** Web production, content authoring, and portal administration across high-visibility properties and internal portals.

Branding & Technical Consulting – Studiomg3

- Supported personal branding and digital presence for a high-profile Hollywood producer (Twilight Trilogy), and consulted on thesis delivery, websites, and digital presence for additional clients including Hilton and a soap opera actor.

Education & Training

Colorado Christian University

Christian Counseling International

- Master's-level training in counseling with accreditation available in the UK.
- Studied counseling foundations, listening and empathy skills, boundaries, grief and crisis support, and practical helping skills for real-world client care.

Lynda.com / CodeSchool.com / UCCS

- Certifications: HTML5, CSS3, WordPress, Digital Marketing.

LinkedIn Learning

- Foundations of Enterprise Content Management.