

KRISTINE WILLIAMS

Digital Content Strategist/Web Developer

PROFESSIONAL SUMMARY

Results-driven Digital Content Strategist and Web Developer with 20+ years of experience designing, optimizing, and managing high-performing digital experiences for higher education institutions, businesses, and independent clients. Expertise in website development, content governance, SEO strategy, accessibility compliance, analytics reporting, and user experience optimization. Proven ability to lead cross-functional digital initiatives, improve web performance, and implement modern content strategies aligned with organizational goals and industry best practices.

CORE COMPETENCIES

- ◆ Digital Content Strategy
- ◆ Website Development & Optimization
- ◆ Front-End Web Development
- ◆ SEO & Analytics Reporting
- ◆ ADA Accessibility Compliance
- ◆ User Experience (UX) Optimization
- ◆ CMS Administration (WordPress, Modern Campus, SharePoint)
- ◆ Content Governance & Editorial Standards
- ◆ Cross-Browser & Quality Assurance Testing
- ◆ Social Media Strategy & Content Marketing
- ◆ Project Management & Stakeholder Collaboration
- ◆ Technical Training & User Support
- ◆ Web Performance Optimization
- ◆ Branding & Visual Design

TECHNICAL SKILLS

Content & Collaboration Platforms

Modern Campus CMS • WordPress • SharePoint • SiteImprove • Smartsheet • Adobe Creative Suite

Web Development

HTML • CSS • PHP • Front-End Development • Responsive Design • Cross-Browser Compatibility

Analytics & Optimization

SEO Optimization • UX Optimization • Analytics Reporting • QA Testing • Accessibility Standards

PROFESSIONAL EXPERIENCE

WEB DEVELOPER/DIGITAL CONTENT COORDINATOR

Feb 2021 - Present

Southwest Tennessee Community College

Memphis, TN

- ◆ Manage and optimize digital content for the college website, ensuring an engaging, accessible, and user-friendly online experience for students, faculty, and stakeholders.
- ◆ Develop and execute website optimization initiatives, including implementation of new digital tools, content enhancements, and UX improvements aligned with higher education industry standards.
- ◆ Edit and refine content produced by departments and contributors to ensure accuracy, clarity, consistency, and adherence to institutional branding and editorial guidelines.

- ◆ Conduct accessibility and compliance reviews to maintain alignment with ADA standards and institutional policy requirements.
- ◆ Collaborate cross-functionally with internal departments to coordinate digital campaigns, website updates, and strategic content initiatives.
- ◆ Monitor website performance and user engagement metrics to identify opportunities for optimization and continuous improvement.
- ◆ Maintain quality assurance standards through cross-browser testing, responsive design validation, and troubleshooting.
- ◆ Support digital innovation efforts by researching emerging web technologies, UX trends, and content strategy best practices.

FREELANCE WEB DESIGNER/DEVELOPER

Nov 2009 - Present

Independent Contractor

Memphis, TN

- ◆ Designed, developed, and maintained custom websites for diverse clients across multiple industries, delivering responsive and SEO-optimized digital solutions.
- ◆ Consulted with clients to define project scope, business goals, branding direction, technical requirements, and budget expectations.
- ◆ Built websites using HTML, CSS, PHP, and WordPress, ensuring functionality, scalability, and modern design standards.
- ◆ Created website mockups, branding assets, logos, and digital graphics using Adobe Creative Suite.
- ◆ Implemented SEO strategies and analytics reporting to improve online visibility, user engagement, and search engine rankings.
- ◆ Conducted quality assurance testing, cross-browser compatibility checks, and mobile optimization to ensure consistent user experiences.
- ◆ Trained clients on website management, content updates, and ongoing maintenance procedures.
- ◆ Developed and executed social media strategies to strengthen brand awareness and digital presence.
- ◆ Researched and incorporated emerging web development trends and best practices into client solutions.

KEY CONTRIBUTIONS

- ◆ 20+ years of experience in web development, digital content strategy, and online user engagement.
- ◆ Strong background in higher education digital communications and website governance.
- ◆ Experienced in balancing technical development expertise with strategic content management.
- ◆ Proven ability to manage multiple projects simultaneously while meeting deadlines and organizational objectives.
- ◆ Adept at translating complex technical concepts into user-friendly digital experiences

EDUCATION

UNIVERSITY OF MISSISSIPPI – DESOTO

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

MANAGEMENT INFORMATION SYSTEMS