

David Schuster

Professional Web and Digital Content Specialist / Technology Administrator and Strategy Solutions

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EXPERIENCE

DealerOn – Project Coordinator/Implementation Specialist (Contract)

March 2024 – September 2024

Managed client relationships and projects while providing informative advice for improving the client's web presence, conversion rate, and SEO. Conducted comprehensive quality checks to evaluate website accessibility and functionality. Confirmed the proper configuration of website features and elements, including the correct implementation of analytics and SEO metadata. Verify the accuracy of key website information and review content for errors and formatting issues to ensure a high-quality user experience

Verizon — Digital Content Specialist/Content Support Engineer (CONTRACT)

October 2021 – September 2023

Maintained web support content for internal and external customers. Optimized this support content for use in internal and customer-facing troubleshooting guides. Refined content used in these tools to increase customer self-serve issue resolution. Conducted testing on new devices and created user guides and troubleshooting articles available to customers on the Verizon website.

Dreamjob Coaching — Website Administrator (FREELANCE)

March 2021 - October 2021

Created and maintained a website for a career consulting firm. Implemented SEO techniques, to improve search rankings for websites

World Wildlife Fund — Website Coordinator / Front End Developer (CONTRACT)

April 2021 - July 2021

Maintained and updated content on the WWF website using content management systems as well as coding in HTML and CSS. Tracked usage and page statistics using Google Analytic on the WWF website; and generated reports for stakeholders. Attended meetings as a representative of the Web Team as a subject matter expert in web applications to offer advice on best practices in updating the WWF website

Zero to Three, Washington, D.C. — Web and Digital Specialist (CONTRACT)

May 2019 - November 2019

Reviewed existing web content plans and current positioning to differentiate strategies while complying with organization standards. Created themes, content, market segmentation models, and brand messaging for digital content for multiple

SKILLS

Web Content Management

Search Engine Optimization

Digital Marketing

Website Analytics (GA4)

Project Management

HTML

CSS

Web Content Accessibility Guidelines / Section 508 Standards

Adobe Experience Manager

Customer Service and Support

Web Development

Digital Strategy

Salesforce

LANGUAGES

Spanish

departments across the organization. Spearheaded cross-functional teams in optimizing content on the company's websites and microsites, from publishing copy with a content management system to resolving technical issues.

U.S. Department of Veterans Affairs, Washington, D.C. — *Web Content Specialist and Technical Project Lead (CONTRACT)*

February 2017 - November 2018

Updated web pages using HTML and deployed maintenance/outage alerts for the My HealthVet website. Subject Matter Expert in Liferay content management system for the Web Content Strategy Team and lead team meetings for clients and shareholders. Implemented SEO techniques, such as meta descriptions and key search terms, to improve search rankings for web pages. Monitored and reported performance and interaction metrics across websites and newsletters, using Google Analytics.

The USO, Arlington, VA — *Web Content Producer*

July 2013 - November 2016

Assisted with migration of the USO.org website from Ektron CMS onto a Ruby on Rails platform. Built and maintained USO Center websites; tracked usage and page statistics for all; and generated analytic reports for USO managers and department heads. Authored training manuals and conducted training on Ektron CMS for staff and international clients, enabling them to maintain and update USO webpages effectively. Established a standard operating procedure for ensuring website accessibility compliance for Section 508 standards.

Arlington Hypnotherapy , Arlington, VA — *Social Media and Digital Marketing Strategist*

February 2013 - June 2013

Built a dynamic website to promote a local wellness and life coaching business using WordPress. Created content for and managed all aspects of the business' social media channels (Facebook, Twitter, LinkedIn, and Instagram). Utilized Google Analytics to monitor traffic and user engagement on social media channels, managed SEO using Google Tag Manager.

Chevy Chase Automotive , Bethesda, MD — *Digital Marketing Manager and Social Media Specialist*

April 2011 - January 2013

Formulated email and social media engagement strategies to drive dealership brand recognition and promote sales across e-newsletters and social media platforms. Maintained the company's WordPress blog and website content, using a proprietary content management system; ensured compliance with Section 508 Accessibility Requirements and Acura's corporate website standards. Reported website changes, updates, and user engagement metrics to dealership owners and managers on a bi-weekly basis.

EDUCATION

Northern Virginia Community College, Arlington, VA — *Career Studies Certificate in Digital Marketing*

May 2013 - September 2014

University of South Florida, Tampa, FL — *Bachelor of Arts, Management Information Systems*

June 1995 -December 2000