

David Schuster

Web Content Administrator, Digital Strategy & Technology Specialist

schusteds@gmail.com | (240) 745-5491 | www.daveschuster.net | [linkedin.com/in/dschuster](https://www.linkedin.com/in/dschuster)

PROFESSIONAL SUMMARY

Web Content Manager with 10+ years of experience in content creation, optimization, and accessibility across nonprofit, government, and corporate sectors. Adept at managing CMS platforms (WordPress, Drupal, SharePoint, Liferay), implementing SEO and analytics strategies, and leading cross-functional projects that enhance user experience and brand consistency. Known for blending customer empathy with technical precision to deliver measurable, client-focused results. Skilled in empowering teams through clear documentation, training, and strategic support.

SKILLS

Programming Languages & Development: Front-End Development, HTML CSS, JavaScript, XML, Ruby on Rails

Web Tools, Platforms & Technologies: Responsive Design (Bootstrap, .NET), Content Management Systems (WordPress, Drupal, SharePoint, Adobe Experience Manager)

Soft Skills & Leadership: Search Engine Optimization (SEO) & Metadata Strategy, Technical Writing & Training Documentation, Customer Support & Stakeholder Communication, Email Marketing & Automation (Pardot, Mailchimp) Project Management (Jira), Troubleshooting & Problem-Solving, Effective Communication

Other: Web Accessibility (WCAG / Section 508 Compliance), QA Testing, Website Analytics (Google Analytic, GA4)

PROFESSIONAL EXPERIENCE

Career Break

Professional Development & Freelance Expansion

May 2025 – September 2025

- Built and expanded a freelance web development business, securing three new clients in under two months.
- Led client-facing projects focused on SEO strategy, UX improvements, and accessibility compliance.
- Attended virtual industry workshops, contributed to open-source accessibility initiatives, and led peer-review sessions.
- Prepared for the CAPM (Certified Associate in Project Management) exam, sharpening strategic planning and project coordination skills.

DealerOn – Project Coordinator / Implementation Specialist (Contract)

March 2024 – October 2024

- Managed client relationships and web implementation projects, advising on SEO, conversion optimization, and content strategy.
- Conducted quality assurance audits to ensure accessibility, analytics configuration, and metadata accuracy.
- Reviewed and corrected web content for formatting, functionality, and user experience.
- Developed and deployed blog websites using Drupal, optimizing performance and engagement.

Verizon – Digital Content Specialist / Content Support Engineer (Contract)

August 2021 – October 2023

Maintained and optimized support content for internal and external audiences, improving troubleshooting workflows.

- Refined help documentation to increase customer self-service resolution rates.

- Conducted device testing and authored user guides and troubleshooting articles for Verizon's support portal.

World Wildlife Fund (WWF) – Website Coordinator / Front-End Developer (Contract)

April 2021 – August 2021

- Updated and maintained content using CMS platforms, HTML, and CSS.
- Monitored site performance and user behavior via Google Analytics, generating reports for stakeholders.
- Advised internal teams on best practices for web updates and accessibility compliance.

Zero to Three – Web and Digital Specialist (Contract)

May 2019 – February 2020

- Led cross-functional efforts to resolve technical issues and optimize microsite content.
- Directed email marketing campaigns, including template creation, list segmentation, and automation via Pardot.
- Used analytics to inform strategy and improve engagement across web and email channels.

U.S. Department of Veterans Affairs – Web Content Specialist / Technical Project Lead (Contract)

February 2017 – November 2018

- Served as SME for Liferay CMS, leading stakeholder meetings and content strategy sessions.
- Implemented SEO enhancements and monitored performance metrics across web properties.
- Deployed maintenance alerts and updated HTML-based content for My HealtheVet.

The USO – Web Content Producer

July 2013 – December 2016

- Supported USO.org migration from Ektron to .NET environment, ensuring content integrity and accessibility.
- Built and maintained USO Center websites; tracked analytics and generated performance reports.
- Authored training manuals and conducted CMS training for staff and international partners.

Dreamjob Coaching – Web Project Manager (Freelance)

March 2021 – October 2022

- Designed and maintained a career consulting website, implementing SEO strategies to boost visibility.

KEY STRENGTHS

- Strategic problem-solver with a knack for navigating ambiguity and aligning content with business goals.
- Skilled communicator who fosters collaboration across technical and non-technical teams.
- Experienced in leading web projects from concept to launch, with a focus on usability and performance.
- Data-driven decision-maker who leverages analytics to refine strategy and improve user experience.
- Passionate about empowering teams through clear documentation, training, and adaptable systems.

EDUCATION

University of South Florida

Bachelor of Arts, Management Information Systems