

SHARON ELKINS

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MANAGING DIRECTOR

Trusted leader in directing business-critical initiatives. Creates and launches site strategies that deliver engaging online customer experiences. Teams closely with business owners to meet their customer needs.

STRATEGY

Vision Development
Audience Analysis
Market Analysis
Cost/Benefit Analysis
Success Measurements
Proposal Development
Business Planning

BRAND

Brand Positioning
Brand Elements (attributes,
voice, visuals)
Customer Engagement
User Experience
Wireframes
Mock Ups
Graphic Design

CONTENT

Information Architecture
Social Media
Search Engine Optimization
Content Management
Editorial Programming
Writing/Editing
Site Maps

MANAGEMENT

Program/Project
Management
Vendor Management
Report Generation
Product Launch
Systems and Process
Documentation
Agile Methodologies

PROFESSIONAL EXPERIENCE

Rocket Moon Corporation - New York, NY

MANAGING DIRECTOR (2011 to Current)

With over 20 years of experience, Rocket Moon provides web and content services based on your business and customer needs. Connecting with your brand in a variety of ways will give your customers a sense of who you are as a brand and foster loyalty. Rocket Moon is a trusted advisor to small-, medium- and large-sized companies.

Designs, develops, launches and sustains strategic online initiatives. Creates websites, blogs, social media and Ecommerce sites with dramatic increase in sales and brand quality.

- Develop a strong and quality brand that resonates with customers.
 - Integrate social media marketing, branding and design to create clear online product presence.
 - Conduct brand, product management and marketing design sessions.
 - Create content plans and content programming for continuous online information and social media.
 - Guide clients in business decisions related to driving positive customer engagements and connection.
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CFA Institute - New York, NY

PROJECT LEAD WEB CONTENT MANAGER (2013 to 2014)

Primary focus on designing and creating content for the Future of Finance project, a long-term global effort to help shape a trustworthy, forward-thinking financial industry that better serves society. Completely revised the online presence of this global effort to help strength the connection with CFA's community and showcase the efforts behind this initiative.

Managed content strategy, creation and maintenance for non-profit web presence.

- Developed short- and long-term content strategies and content plans.
 - Lead ongoing cross-functional collaboration discussions that result in user-centric relevant content.
 - Synthesized information from web analytics, usability testing and emerging web content practices.
 - Provide guidance and direction of content strategy and brand quality to support business objectives.
 - Gap-analysis of methodologies and develop plan for increasing efficiencies and effectiveness.
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Microsoft Corporation - Redmond, WA (1990 to 2011)

DIRECTOR WEB CONTENT & STRATEGY, VISUAL STUDIO DEVELOPER PRODUCTS (2008 to 2011)

Web Manager charged to create and execute all site and content strategies across multiple web properties and blogs. Led virtual team of stakeholders and partners.

Business-critical initiatives included directing and launching all site and content strategies to deliver engaging online customer experiences including website launches, information architecture, voice, content creation, SEO, user experience and editorial programming.

- Defined User Experience and content voice. Created Information Architecture. Audited, authored and edited content. Applied Search Engine Optimization best practices.
- Directed ongoing editorial programming and publishing of sites and blogs.
- Led Developer Community Team in defining and executing customer product feedback processes and all Developer Community initiatives including blogs, forums, user groups and events.

Drove and delivered online strategy, initiatives and results including:

- **Successfully overcame an aggressive product cycle, web property ownership issues, lack of UX approach, limited web budget and dependency on a hosting platform lacking customer and product support expertise.**
- Met with Product Group members and customers to gather input and needs. Analyzed content, traffic data and survey results.
- Developed strategy, presented and obtained approval for a detailed plan with an aggressive timeframe to Executive Management.
- **Successfully consolidated 11 disparate sites into one customer-focused site. Eliminated over 2,000 redundant and inaccurate web pages. Achieved Top 5 search results. Significantly increased unique users and customer satisfaction.**

PRINCIPAL WEB MANAGER, GLOBAL INTRANET PORTAL (2001 to 2008)

Initially, Web Content Manager fully responsible for the IA, content creation, and publishing of core content driving the majority of the traffic including Campus Maps, Cafe Menus, Procurement and Travel.

Promoted with full responsibility for a team encompassing Site Managers, Editors, Journalists, Content Managers, and Publishers. **Business-critical initiatives included** establishing strategy, goals and objectives of the web property and the team. Oversaw budget and conducted executive business reviews. Conducted daily stand-up content planning sessions, edited content and optimized workload.

- Drove site strategy, goals and milestones for continuous site improvement.
- Integrated strategies, technologies and personnel to exceed goals on a consistent basis.
- Key Member of SharePoint Product Team. Conducted executive-level presentations showcasing best practices in web design and content management.
- Consulted with major organizations, including the U.S Department of Veteran Affairs and The Associated Press, on implementing SharePoint as an intranet platform.
- Conducted annual global survey that reached Microsoft employees worldwide. Analyzed data and directed execution of improvements based on results.

Successfully transformed global online team including strategies, initiatives and results:

- Drove and delivered transformation of intranet from “corporate words on a page” to a vibrant interactive knowledge community utilized by over 70,000 employees.
- Established editorial programming to meet employee needs.
- Improved employee morale with continuous postings and programs that appealed and delighted staff.
- Created and managed Information Architecture, content aggregation and creation and publishing of the portal's highest trafficked area of content.
- **Received Gold Star Award.**
- **Challenged Team to pursue and ultimately succeed in winning the Nielsen Norman Group “The Year’s 10 Best Intranets” Award.**
- **Successfully increased monthly visitors, monthly visits and customer satisfaction.**

PROGRAM MANAGER, BRAND VENDOR PROGRAM (1996 to 2001)

Fully responsible for marketing, communications and vendor and program management initiatives.

Business-critical initiatives included driving program strategy, deliverables and monthly metrics, providing team direction and leadership.

- Successfully forged productive business relationships with key external and internal stakeholders while providing effective marketing vendor solutions.
- Defined user experience. Provided creative direction, information architecture and content.
- Created and instituted global marketing vendor program for European subsidiaries delivering creative that supported and elevated the brand.
- Drove optimization of vendor pool-gap analysis of program offerings to determine vendor types and numbers to best meet client marketing needs.

- Negotiated terms for contractual agreements that outlined the terms and conditions of vendor relationships.
- Crafted branding, positioning, messaging, benefit statements and program materials and collateral.

EXECUTIVE BUSINESS ASSISTANT, BILL GATES (1990 to 1996)

Delivered planning, project management and high-level administrative support to key Executives including Chairman and CEO Bill Gates and the Microsoft Board of Directors.

- Successfully delivered complex confidential business and personal projects with discretion and accuracy.
 - Managed Executive meetings, retreats and deliverables for Chairman's staff and the Board of Directors.
 - Guided Management's efforts to scale the rapidly growing Product Group.
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EDUCATION

Business Administration, University of Montana

TECHNOLOGY

- Analytics (Google, Omniture, Web Trends, User Voice, Focus Groups, Forums)
- CMS Systems (SharePoint, WordPress, WIX, TMBLR, Social Media Platforms, Custom) and HTML, CSS
- Adobe Creative Cloud (Illustrator, PhotoShop, Muse, Dreamweaver)
- Apple Systems and Applications
- Microsoft Office (Visio, Word, Excel, PowerPoint, Access) and Developer Tools (Team Foundation Server)