

Iris Amelia O'Connor

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Digital content specialist with extensive experience in content strategy, web accessibility, and digital governance across higher education and government sectors. Skilled in creating engaging content, implementing SEO best practices, and developing content standards that align with organisational objectives.

PROFESSIONAL EXPERIENCE

Manager, Digital Services | Emerson College, Boston, MA (August 2019–Present)

Responsibilities:

- Create and implement content governance frameworks across the institution's digital platforms
- Lead the implementation of accessibility standards across digital content to ensure inclusive information access
- Guide content creators on best practices for SEO and discoverability of institutional content
- Analyse user data and content performance metrics to inform content strategy decisions
- Oversee web content migration and digital transformation projects

Key Achievements:

- Revitalised critical student recruitment initiative by leading cross-functional teams to develop and implement content strategy, creative direction, and functional layouts for admitted students WordPress site
- Led WCAG compliance initiatives, developing accessible templates that improved information delivery for diverse audiences and remediating web content
- Created content audit processes for approximately 60 administrative departments, eliminating outdated content and improving user journeys
- Facilitated stakeholder meetings to build consensus on digital governance policies and content standards
- Developed plain English guidelines and training for content creators across departments

Sr. Content Strategist | Commonwealth of Massachusetts, Boston, MA (February 2017–August 2019)

Responsibilities:

- Directed content strategy and information architecture for government agencies' digital presence
- Implemented content governance frameworks and quality assurance processes
- Advised on accessibility compliance and plain language standards

Key Achievements:

- Migrated content from sunseting CMS to Drupal 8, operationalizing efforts for more than 16 departments at the Massachusetts Treasury
- Spearheaded content architecture analysis and taxonomy development at the Executive Office of the Trial Court, including web approach for their Law Libraries
- Designed user-focused wireframes for department web pages and digital content
- Implemented content measurement frameworks to evaluate effectiveness and guide strategy
- Advised Director of Digital Engagement on social media campaign development and content creation

Publishing Contractor | Macmillan Learning, Boston, MA (October 2016–February 2017)

Responsibilities:

- Developed documentation for accessibility standards in digital publishing
- Coordinated communications between technical and editorial teams to ensure content quality
- Managed quality assurance processes for digital publishing products

Key Achievements:

- Performed extensive quality assurance on 60+ EPUB 3 files, ensuring accessibility compliance and optimal user experience
- Drafted and implemented quality assurance best practices for digital publishing content
- Created accessible content templates that streamlined production while maintaining quality standards

Technical Product Manager | EBSCO Information Services, Ipswich, MA (July–September 2016)

Responsibilities:

- Conducted accessibility assessments of digital interfaces using WCAG standards
- Developed internal documentation for content creation and accessibility
- Managed product backlogs for digital content platforms

Key Achievements:

- Conducted comprehensive accessibility assessments (VPATs) using open-source tools, identifying and resolving accessibility barriers
- Created internal guidelines for accessibility evaluation procedures to ensure inclusive content
- Refined user stories and acceptance criteria for multiple product backlogs, improving content quality

Director, Solutions Architecture | Aptara, Boston, MA (February 2014–July 2015)

Responsibilities:

- Provided technical leadership for major publishing clients (e.g., Penguin Random House)
- Managed stakeholder communications across multidisciplinary teams
- Developed business proposals in conjunction with account managers
- Directed user experience initiatives for publishing products

Key Achievements:

- Gathered detailed client requirements and translated them into comprehensive content specifications
- Developed innovative content models that improved user engagement across digital platforms
- Served as bridge between technical teams and business stakeholders, ensuring content aligned with objectives
- Created content governance frameworks that streamlined approval processes and improved quality

SKILLS & EXPERTISE

Content Strategy & Creation: Digital Content Governance, Multi-format Content Creation, SEO, Content Auditing & Lifecycle Management, User-focused Content Development, Plain English Writing, Stakeholder Management

Accessibility & Digital Standards: WCAG 2.1/2.2 Implementation, Accessibility Assessment Tools, Document Remediation, VPATs & Compliance Documentation, Assistive Technology Knowledge

Digital Tools & Analytics: Content Management Systems (Drupal & WordPress), Google Analytics & SEO Tools, Digital Content Performance Metrics, Adobe Creative Suite, HTML, CSS, XML

EDUCATION & CERTIFICATIONS

Master of Arts in Publishing & Writing

Emerson College, Boston, MA (2012)

Bachelor of Arts in English

Florida International University Honors College, Miami, FL (2010)

Certified Accessible Document Specialist, ADS

IAAP: International Association of Accessibility Professionals (2025)