

Iris Amelia O'Connor

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Professional Summary

Content design leader with 10+ years of experience managing teams and creating intuitive digital experiences for education and government sectors. Skilled in content strategy, UX design, and implementing consistent content systems for web and mobile platforms. Proven track record of leading cross-functional teams and delivering accessible digital solutions.

Professional Experience

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

- Supervise and mentor student employees, providing coaching and performance feedback
- Revitalized critical student recruitment initiative by leading cross-functional teams to develop content strategy, creative direction, and functional layouts for admitted students WordPress site
- Led Drupal migration for 60+ departments, creating efficient workflows and content standards
- Led digital accessibility training for design team, specializing in document remediation for PDFs

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

- Directed content strategy and information architecture for government digital platforms
- Created taxonomy system for 1,000+ documents across 7 departments
- Advised on social media content strategy and digital engagement initiatives

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

- Developed documentation for accessibility standards in digital publishing
- Created quality assurance processes for cross-platform content products

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

- Managed product backlogs for digital content platforms
- Conducted accessibility assessments (VPATs) of user interfaces

Content Engineer | Cengage Learning, Boston, MA (August 2015–February 2016)

- Coordinated with agile product teams on content initiatives
- Managed digital asset integration across platforms for educational content
- Served as central liaison within agile product development team

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

- Managed teams developing content platforms for major publishing clients
- Translated client requirements into technical specifications for cross-platform content
- Led stakeholder management through effective communication and regular updates
- Secured two major contracts through persuasive service proposals

eBook Developer | F+W Media/Adams Media, Avon, MA (August 2012–February 2014)

- Created digital publishing workflows and content templates
- Established templated design system with custom CSS stylesheets

Skills & Expertise

Content Design & Management: Content Strategy • UX/UI Design • Information Architecture • Cross-Platform Development • Content Frameworks • Navigation Design

Team Leadership: Performance Management • Team Development • Cross-Functional Collaboration • Stakeholder Management • Process Development • Mentoring & Coaching

Technical Skills: Drupal & WordPress • HTML/CSS/XML • Adobe Creative Suite • JIRA • Accessibility (WCAG 2.1) • SEO & Analytics

Education

Master of Arts in Publishing & Writing | Emerson College, Boston, MA (2012)

Bachelor of Arts in English | Florida International University Honors College, Miami, FL (2010)