

Heather Lana

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WORK EXPERIENCE

UPS – Atlanta, GA

Digital Asset Management Specialist – October 2018 – Present

- Supported global UPS Digital Asset Management platform with **12000+ users worldwide**
- Coordinated 3-month Site Accessibility survey to pinpoint specific adjustments needed to make site more WCAG 2.0 compatible.
- Assisted on 9-month Search Enhancement project to **reduce bounce rate by 250% and page load time by 500%**
- Created and led ongoing historical repository project to make **22,500 previously unutilized archival assets available to 8250+ employees worldwide via a new internal site that has a 25% CTR**
- Gathered data on **150,000 assets** by conducting manual system audits quarterly
- **Reduced customer response time by 75%** by implementing new organizational techniques.
- Executed day to day tactical work including: gathering ticket requirements, writing effective user stories in JIRA, conducting requirements analysis, prioritizing the backlog, and attending scrum meetings.
- Led in Women in Leadership Development Business Resource Group as a Co-Chair of Membership and Vice President of Public Relations for the UPS Toastmaster's Chapter.

ICP – Atlanta, GA

Brand Asset Manager – Dec 2017 – October 2018

- Supported the **Global Coca-Cola Digital Asset Management platform**
- Managed access to platform of **17,000 active users**
- Directed segment of account that made up for **23% of all user outreach**
- Acted as **subject matter expert on a segmented user group for 3 global hubs**
- **Lead team of two** to manage global coverage of major system access transition to Microsoft Azure
- Served as daily transition lead to team in Shanghai within China standard hours
- Tabulated monthly reporting to provide insight on platform performance and user complaints
- Reviewed and personally provided QA within Stylelabs M platform to **increase site SEO on nearly 20,000+ assets manually**
- Structured project plans for expected changes to platform development to increase communication with global hubs and reduce potential infrastructure failure.
- Identified and developed actionable strategies to mitigate risks to segmented user group

VOLUNTEERING

Girls Who Code

Lead Python Volunteer – August 22, 2020

As a part of my work with the Women's Leadership Development Business Resource Group at UPS I had the opportunity to volunteer for 2 hours on a Saturday morning to teach 15 girls between the ages of 7-13 how to code a story using python.

EDUCATION

Georgia Southern University – Statesboro, GA

Bachelor of Science in Public Relations

Aug 2013 – Aug 2017

Bachelor of Arts in International Studies

Aug 2013 – Aug 2017

United International College – Zhuhai, Guangdong, China

Minor in Mandarin

Sept 2015 – June 2016

SKILLS

QA/QC, HTML/CSS/PHP, Python, Graphic Design, Adobe Suite, Microsoft Office

Database Management, SEO, Project Management, JIRA, Microsoft Azure, Adobe Experience Manager, Adobe Analytics, Percolate, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Wrike, Seismic, Campaign Monitor, StyleLabs M, Asana, Photography, Video Editing, SDLC