

KATE JAVANDEL

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PROFESSIONAL SUMMARY

Web content and CMS specialist with 14+ years of enterprise experience managing large-scale corporate websites at Intuit, Bank of the West, and Wells Fargo. Deep expertise across legacy and modern content management systems, site rebuilds, CMS migrations, quality assurance, and cross-functional training. Skilled at bringing order to complex, high-volume publishing environments — content audits, information architecture, and post-migration cleanup at scale — while mentoring teams through process change.

CORE SKILLS

- Content Management Systems: WordPress (Classic & Gutenberg), Sitecore, SDL Tridion, EMC Documentum, Joomla
- Web Publishing: HTML/CSS, information architecture, digital asset management, content mapping
- Quality & Testing: QA, UAT, functionality & performance testing, A/B and multivariate experimentation testing, SEO analysis and optimization
- Migration & Operations: Content audits, pre/post-migration cleanup, cross-functional migration leadership, content inventory
- Training & Documentation: Style guides, authoring documentation, publisher wikis, new-hire mentoring, onboarding resources

PROFESSIONAL EXPERIENCE

Marketing Manager II, Web Operations — Intuit (Contract)

Aug 2025 – Present

Remote

Rehired following mandatory contractor break — a reflection of the team's confidence in the work delivered during the prior engagement.

- Returned to the Web Operations team with expanded scope, taking on a more active role in knowledge-sharing, mentorship, and process exploration in addition to core content publishing on turbotax.intuit.com.
- Mentor new hires on CMS workflows, publishing standards, and team best practices, drawing on the 50+ page publisher's wiki built during the prior engagement.
- Present wiki documentation and onboarding resources to other teams accessing the knowledge base, expanding its reach beyond the original Web Operations audience.
- Exploring automation opportunities using Claude and Cursor to streamline recurring publishing and QA tasks, identifying ways to improve personal and team productivity.
- Continue to own web content publishing on turbotax.intuit.com using WordPress, maintaining content accuracy and quality across the site.
- Apply institutional knowledge of the Gutenberg WordPress CMS environment to support ongoing QA and experimentation testing efforts.

Marketing Manager I, Web Operations — Intuit (Contract)

Oct 2023 – Apr 2025

Remote

Managed and updated web content on turbotax.intuit.com using WordPress CMS.

- Partnered closely with Marketing, while collaborating cross-functionally with Product Development (DevOps), Design, and Business Development teams.
- Conducted experimentation testing, including A/B and multivariate tests, to optimize user experience and performance.
- Performed QA and UAT to ensure content accuracy and functionality.

- Supported web content migration from the classic WordPress CMS to the Gutenberg WordPress CMS, documenting bugs and identifying areas for improvement.
- Collaborated with the design team to develop and deploy a comprehensive universal design system — performing QA of newly designed components, presenting enhancement suggestions, and managing code libraries to ensure adherence to design standards during builds.
- Created best practices and instructional guides for a 50+ page publisher's wiki.
- Performed regular CMS testing for optimal performance, reliability, and usability, including functionality testing (content creation, editing, publishing, navigation) and performance testing (speed, responsiveness, scalability).

Assistant Vice President, Web Content Analyst — Bank of the West (Full-time)

Feb 2015 – Sep 2023

San Francisco Bay Area

- Managed and published content across multiple CMS platforms for BankoftheWest.com, enhancing templated components with custom HTML/CSS to meet design and functionality requirements.
- Created and configured webpages, established information architecture, and implemented functional modules.
- Oversaw ongoing updates and digital asset management, ensuring consistency across text, video, images, PDFs, and graphical resources.
- Collaborated with stakeholders to provide UX/layout recommendations, improve conversion rates, and maintain visual consistency.
- Upheld brand integrity by enforcing content quality standards, streamlining revision workflows, and optimizing performance.
- Worked cross-functionally to implement improvements aligned with Brand Guidelines, SEO best practices, A/B testing insights, and analytics.
- Triaged bugs, assigned tasks, supported troubleshooting, and maintained clear communication on issue resolution.
- Delivered training programs and created instructional materials for internal teams, including component style guides and authoring documentation.
- Partnered with design and marketing teams to lead two full site redesigns and CMS upgrades — successfully rebuilding a 400-page site twice.
- Migration projects — Pre-migration: conducted SEO analysis, content audits, and content mapping to retain high-value assets. Migration: led a cross-functional team, assigned tasks, hosted office hours, and supported QA and validation. Post-migration: directed cleanup efforts, resolved outstanding issues, and optimized site structure and performance.

Web Publisher, Wholesale UX — Wells Fargo (Contract)

Jul 2013 – Dec 2014

San Francisco

Rehired via same staffing agency following mandatory 6-month contractor break.

- Developed, maintained, and uploaded application web pages for the Wholesale CEO Communication Center portal using HTML, managing publishing, validation, and monitoring of graphic and copy updates.
- Provided resource planning and project estimation, defining roles and responsibilities for successful execution of content and publishing initiatives.
- Acted as liaison between technical and production teams to troubleshoot and resolve publishing issues, ensuring seamless collaboration.
- Led a cross-functional team to streamline operational workflows, improving the efficiency and quality of deliverables.
- Partnered with technical teams to create clear, accessible content type definition documentation, supporting marketing teams in content creation and development.
- Supported post-migration cleanup in Tridion CMS, impacting approximately 53,000 files across 70 content types and 55 applications, ensuring content integrity and system performance.
- Planned and executed comprehensive end-to-end testing of CMS publishing functionalities across multiple testing environments to ensure stability and accuracy.

- Managed and maintained content on the internal wiki, including defining and updating the site's structure and ensuring content relevance.
- Authored user guides and training manuals for a variety of publishing tasks, enhancing internal knowledge and onboarding processes.

Web Publisher — Wells Fargo

Jun 2011 – Dec 2012

San Francisco Bay Area

- Managed and maintained internal application content and documentation using HTML, ensuring quality, brand consistency, and efficient project execution through strategic planning and support.
- Handled the publishing, validation, and oversight of both visual and written content for internal application pages.
- Conducted thorough quality control reviews for all publishing deliverables, ensuring accuracy, brand consistency, and adherence to style guidelines.
- Assessed publishing project scopes and provided strategic recommendations for effective resource allocation and workflow management.
- Developed and maintained comprehensive training curricula and documentation covering both content standards and publishing processes.
- Supported project managers in scheduling and planning timelines, contributing to the successful execution of publishing initiatives.
- Stepped into a leadership role during high-pressure situations to resolve issues, maintain project momentum, and ensure timely delivery.
- Led cross-departmental collaboration to execute a detailed content inventory in preparation for a CMS migration, ensuring complete and accurate documentation.
- Trained and mentored new team members, providing guidance on tools, processes, and best practices to support team success.

Co-Founder, Developer & Content Producer — UrbanFantasyReads.com

2010 – 2015

- Co-founded and managed a content website end-to-end, spanning technical architecture, content strategy, editorial work, and audience growth.
- Designed and maintained both database structure and user interface to ensure seamless functionality and user experience.
- Implemented and managed security protocols to safeguard public access to sensitive data.
- Carried out editorial tasks, including writing and proofreading, to ensure clarity, consistency, and adherence to style guidelines.

EDUCATION

- Web Design & Development — UC Irvine, 2014–2015
- Technical Writing — UC Riverside, 2011–2012
- M.A., Counseling Psychology — Golden Gate University, 2001–2003
- B.S., Psychology & Sociology — University of Oregon, 1994–1996