

# NICO CARBELLANO

## Education

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### **HARVARD UNIVERSITY** *Cambridge, MA*

AB with Highest Honors in Literature received in May 2005.

## Technical Skills

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### **Content Management Systems**

Wordpress 3.0, Drupal, Expression Engine, Sharepoint, Vignette/OpenText, Joomla.

### **Social Media**

Facebook, Twitter, LinkedIn, HootSuite, Tweetdeck, Radian6.

### **Web Development**

HTML5, CSS. Some Javascript, jQuery, Ruby on Rails, PHP.

### **Applications**

Dreamweaver, FinalCut Pro, InDesign, Photoshop, Microsoft Office Suite.

### **Awards**

Best Architecture Website 2010, Web Marketing Association.

Certified, Google Analytics.

## Experience

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### **WEB CONTENT MANAGER, AECOM** *New York, NY* (December 2009 - Present)

- Serve as managing editor for both external and internal websites, including programming of global homepage in five languages (English, French, Spanish, Russian, and Simplified Chinese), as well as maintenance of style guides and editorial calendar, copywriting, and rich media;
- Plan, develop, and maintain all social media products, including internal blogs, LinkedIn company presence, Facebook pages, and Twitter feeds;
- Generate and present web analytics reports, including actionable insights, to senior management;
- Draft and finalize site taxonomy, information architecture, and page copy in concert with design and technical teams;
- Design and conduct usability testing for both internal and external websites, analyze results, and implement changes;
- Train, manage, and coordinate staff of 30+ web content managers in locations across global enterprise (including Asia, Australia + New Zealand, Europe, and Africa) on online business development, setting goals and identifying KPIs, and incorporating SEO into ongoing workflow;
- Manage web production workflow, creating and maintaining reasonable schedules for AECOM.com, intranet, and global e-publication;
- Ensure both external and internal websites are up-to-date; ensure prompt elimination of any technical or content errors;
- Recommend improvements to sites, including new content templates, optimized navigation, social media integration, display, and tagging;

- Partner with global photo and video resources and other stakeholders to acquire and program additional photos, video and other digital assets.

**WEB STRATEGIST, Giant Scissors** (May 2006 - Present)

- Manage site creation and redesign projects from initial concept to launch for corporate, nonprofit, and academic clients
- Launch, cultivate and manage client presence and engagement on social media platforms, including Facebook, Twitter, and LinkedIn
- Catalogue and document existing content and content workflows to identify gaps, inefficiencies, and opportunities for improvement
- Draft and finalize site taxonomy, information architecture, and page copy in concert with design and technical teams
- Define and implement workflows that allow content to be optimized and refreshed in-house on an ongoing basis
- Provide clients with training on CMSs, technical and style guidelines, and Web best practices as needed
- Recommend improvements to sites, including better navigation, social media initiatives, display strategies, and keywording
- Provide SEO/SEM and analytics guidance
- Ensure that copy is in conformity with a variety of formats (internal, AMA, APA, CSE, MLA, etc.).
- Edit, proofread, and fact-check online copy to refine and optimize brand voice and messaging (Clients include McGraw-Hill, The New Press, The Other Press, Transition Magazine, Demos, et al.)

**SENIOR + FEATURES EDITOR, Minyanville Inc.**, (June 2008 - September 2009)

- Increased site traffic increased from fewer than one million visitors to more than **three million** visitors per month
- Developed content partnerships with Yahoo, MSN, AOL, and the Huffington Post, among others
- Generated and presented web analytics reports, including actionable insights, to senior management
- Wrote compelling, SEO-compliant headlines for all articles;
- Wrote article pitches for pickup by partners, blogs, and viral sites;
- Planned, developed, and maintained all social media products, including internal blogs, Facebook pages, and Twitter feeds;
- Commissioned articles from freelance and in-house writers;
- Sourced and developed new freelance talent;
- Managed in-house and freelance writing staff as well as two full-time copy editors;
- Art-directed homepage and oversaw layout of all articles;
- Wrote articles on popular financial topics.