

# Yashodhara Suri

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## SKILLS

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**Tech skills:** HTML/CSS, AEM, Adobe Creative Cloud, Google Analytics, Jira, SEO, Asana, Tridion, Agile Scrum

**Soft Skills:** XFN comms, Project Management, Digital Content, People Management, Stakeholder Relationships

## EXPERIENCE

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### Dropbox (12-month contract)

Miami, FL

*Website Experience Producer*

May 2022 - June 2023

- Strategized on how best to improve our consumer-facing websites to drive downloads through user experience
- Led A/B and user testing, website optimization, and web content personalization efforts to drive higher levels of engagement and conversions
- Led end to end project management for net new landing pages on both [www.dropbox.com](http://www.dropbox.com) and [experience.dropbox.com](http://experience.dropbox.com)
- Led cross-functional comms between designers, content, authors, PMMs and stakeholders
- Led migration and re-design effort of both English-language and Japanese-language web pages from our legacy CMS to current CMS and website

### Disney Parks, Experiences and Products (12-month contract)

Miami, FL

*Digital Content Producer*

May 2021 - May 2022

- Produced content for 5+ international websites under Disney Signature Experiences using 3 different CMS (AEM, DScribe, GoPub)
- Coordinated with Product Owners, Developers, Business Partners, Marketing Partners to ensure all projects were delivered seamlessly
- Troubleshooted and strategized to find solutions for regular system issues in the everyday use and access to Content and Asset Management Systems

### Lemon Yellow

Miami, FL

*Project & Account Manager*

July 2020 - January 2021

- Led end to end project coordination, including strategy and kickoff meetings with designers and creative directors and established team's short-term and long-term tasks for each project
- Wrote SOWs for all projects and client retainers
- Organized and managed over 20 moving projects and client teams

### Royal Caribbean Cruises, Ltd. (Laid off due to COVID-19)

Miami, FL

*Producer, Digital Media*

July 2018 - March 2020

- Led QA of over 30 live ships in the Royal, Celebrity and Azamara apps
- Demonstrated an understanding of legal issues around asset use and created solutions that serve both creative and legal requirements
- Managed over 10 projects simultaneously on a daily basis and coordinated with over 30 Devs, Designers, Content Specialists, and Copywriters and Marketing Leads from the 3 brands to ensure the projects were delivered seamlessly
- Identified unique ways to organize and manage the entire digital asset life cycle from creation to distribution, production, and archiving

### The Great Escape Room

Miami, FL

*Manager, Digital Media*

October 2017 - May 2019

- Created content for social media and marketing campaigns to raise company awareness, promote events and sales, and increase followers, likes and engagement
- Led outreach to different companies to experience The Great Escape Room for corporate team-building exercises
- Shot, edited, and produced multimedia to give TGER a personal feel as a local business
- Tracked social media metrics weekly and leading meetings with the owner and manager about how to increase numbers through different social media campaigns and incentives

## EDUCATION

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### Florida International University - Honors College

Miami, FL

*B.S. in Mass Communications | Digital Media Studies*