

LINDSEY S. MULLIS

Charlotte, NC • www.lindseymullis.com

Toshiba | Wells Fargo | AAA | Charlotte-Mecklenburg Schools

Interdisciplinary, Marketing technology professional with expertise in Content Management Systems (CMS), SharePoint administration, and digital strategy development, implementation and training. Proven in managing large-scale projects and collaborating with cross-functional teams. Skilled in user training, empowering content owners, and utilizing analytics tools to enhance customer engagement. Committed to continuous improvement through process automation and effective communication, translating technical requirements into actionable plans.

CORE COMPETENCIES

- Content Management Systems (CMS)
- Marketing Technology
- Digital Strategy Development
- Technical Solution Architecture
- Custom Integration and Configuration
- User Advocate
- Branding & Design/UX/UI
- Governance
- Analytics, Tracking & Reporting
- Information Technology
- User Training & Support
- Humility

PROFESSIONAL EXPERIENCE

WWW.LINDSEYSMULLIS.COM

2015-Current

Freelance

- **Custom Web Design and Development:** Execute visually engaging and user-friendly websites from the ground up, tailored to each client's unique brand and goals.
- **Photography:** Flexibly worked on diverse assignments, from portrait sessions and events to product photography and brand storytelling.
- **Graphic Design:** Create impactful, visually appealing designs that elevate clients' brands and messaging.

TOSHIBA NUCLEAR ENERGY SYSTEMS

2015

Business Analyst, SharePoint

- **Requirements Translation:** Align diverse perspectives to achieve strategic objectives to enhanced SharePoint implementations.
- **Technical Solution Architecture:** Collaborated with stakeholders to understand and translate user interface and business requirements into detailed implementation plans, ensuring alignment with organizational goals.
- **Secure Collaboration Deployment:** Implement secure internal collaboration solutions for effective document sharing and team collaboration, enhancing operational efficiency.
- **Workflow and Permissions Management:** Built and managed workflows to automate processes and streamline operations, creating custom web parts for essential site functionalities and security.
- **Data Analysis:** Collected, analyzed, and interpreted data from departmental stakeholders to inform decision-making and enhance the effectiveness of implemented solutions.

SharePoint Administrator

- **Project Management Portal Support:** Managed a comprehensive project management portal encompassing over 10,000 sites across multiple site collections using SharePoint 2007 and later SharePoint 2010, ensuring seamless collaboration for departmental teams.
- **Branding Overhaul:** Led a hands-on branding initiative to enhance usability and consistency across the portal by implementing best practices, defining governance procedures, and creating site-wide branding guidelines.
- **Business Requirements Gathering:** Collected and documented business requirements, architected system solutions, and provided configuration and implementation support to meet departmental needs.
- **Process Automation:** Automated business processes using out-of-the-box SharePoint Designer workflows and InfoPath solutions, improving efficiency and streamlining operations.
- **User Engagement and Support:** Conducted meetings with users to document requirements, estimate work effort and duration, and facilitate configuration applications. Oversaw unit testing and drafted change management communications to ensure smooth transitions.
- **Training and Resource Provision:** Supported departmental site owners, end users, and content managers by providing training, resources, and ongoing support to maximize the effective use of their respective sites.

AAA CAROLINA**Front- End Web Designer & Developer****2011-2012**

- **Subject Matter Expert for SharePoint Implementation:** As a member of the marketing department's Web team, contributed to the successful migration of the Employee Intranet to SharePoint 2010 after joining during the initial launch of the public AAA website. Following the successful migration of the public website, was promoted to lead the Intranet migration project, managing timelines, consultants, and deliverables.
- **Developed and Managed Content Owner Structure:** Established a framework for content ownership, ensuring timely, relevant updates across digital platforms and empowering over 200 content owners with training, support, and resources to maintain site accuracy.
- **Collaborated with Cross-Functional Teams:** Partnered with marketing managers, sales specialists, analytic consultants, graphic designers, and web designers to create high-traffic web pages that drove customer engagement and conversions, aligning with AAA's overall digital strategy.
- **Integrated and Configured New Third-Party Tools:** Worked with multiple business lines to incorporate various third-party tools tailored to department-specific needs (e.g., online booking, customer feedback forms, and promotional widgets), enhancing functionality while maintaining brand uniformity and aligning with AAA's overall digital strategy. Regularly analyzed tool performance and configured updates to optimize site interaction and user experience.
- **Managed Site Analytics and Reporting:** Leveraged Google Analytics and Adobe Omniture to track monthly web trends, capturing insights that informed strategic decisions, drove customer purchases, and supported sales and marketing goals across departments.
- **Relationship Management and Strategic Alignment:** Built and maintained key relationships with AAA corporate, internal teams, business partners, vendors, and executives, gathering requirements, presenting tailored solutions, and implementing measurable strategies that aligned with organizational goals and integrated relevant industry trends.

Front- End Web Designer & Developer

- **Key Contributor to Web Team:** Completed three district-wide SharePoint 2007 implementations, partnering with developers and a project manager to launch a public district site, custom site collections for 189 schools, and a secure employee intranet for internal communication.
- **Branding & Usability Overhaul:** Established design standards, branding guidelines, governance procedures, and best practices for consistent user experience and content ownership across sites.
- **Collaboration & Content Ownership:** Partnered with department leaders, school webmasters, and liaisons to align content with messaging needs and foster site stewardship.
- **Content Owner Training & Support:** Trained 300+ content owners in SharePoint via classes, workshops, and self-help resources, promoting independent site management.
- **Support Site Development:** Built a support site featuring FAQs, tutorials, and guides for scalable self-service assistance to content owners
- **Responsive Development & Integration:** Created responsive solutions using HTML, CSS, JavaScript and jQuery, integrating new features and plugins for enhanced functionality and compatibility across networks.
- **Business Workflow & Project Management:** Developed workflows to streamline content management; promoted in 2010 to lead custom SharePoint projects, managing timelines, consultants and deliverables to meet evolving district goals.

EDUCATION

Art Institute of Charlotte, Charlotte, NC | Interactive Media Design, 2005
Cabell County Career Technology Center, Huntington, WV | Commercial Art & Graphic Design, 2003

COMMUNITY INVOLVMENT

Volunteer Preschool Art Teacher
Vacation Bible School
2018-2022

Advisory Committee Member
Commercial Artist/Graphic Design program
Cabell County Career Technology Center, my
alumni
2006-2008

Digital Marketing Committee - ANA,
Association of National Advertisers
2011 – 2013

Charlotte Area SharePoint Users group
2008-2010, 2013-2015

PUBLIC SPEAKING

Keynote Speaker
Art Institute of Charlotte graduation, my
alumni. 2012

AAA Carolina's Corporate Conference
Lead to present and unveil the new
employee Intranet, set to launch the
following month. 2012