RANDY KRAKOWSKI

SENIOR DIGITAL CONTENT PRODUCER | WEB CONTENT MANAGEMENT | CMS & DIGITAL EXPERIENCE

PST / MST / CST / EST | (716) 730-9831 | RandyKrakowski@gmail.com

RandyKrakowski.com

PROFESSIONAL SUMMARY

Senior Digital Content Producer specializing in enterprise websites, CMS publishing workflows, digital content, and online communications. Experienced across a wide range of enterprise content management platforms, with expertise in digital asset management, responsive website production, content governance, accessibility, and quality assurance across corporate websites.

Combines strong content operations expertise with web development, creative production, analytics, and conversion optimization. Partners across marketing, design, and technology teams to improve digital experiences, and applies Python automation and AI tools to solve complex publishing challenges.

PROFESSIONAL EXPERIENCE

Senior Digital Content Producer / Web Developer

Independent Health | Remote / Buffalo, NY | 2015 - Present

- Manage and publish content across enterprise healthcare websites, landing pages, and digital communications using AEM, reusable templates, digital assets, and responsive design standards.
- Partner with marketing, UX, business stakeholders, and engineering teams to implement complex content requirements, maintain brand consistency, and deliver accurate, accessible website experiences.
- Develop and enhance reusable CMS components, templates, and content experiences that give authors greater flexibility while maintaining consistent presentation and functionality across corporate websites.
- Produce responsive email campaigns, secure communications, graphics, and multimedia assets using Adobe Creative Cloud and enterprise marketing platforms.
- Support high-visibility website transformations and multichannel campaigns, combining content strategy, information architecture, targeted messaging, and creative collateral to strengthen digital experiences.
- Apply advanced technical skills when needed, including Python and Playwright automation, AI-assisted document research, and quality-control reporting to simplify complex content operations.

Online Marketing Manager

Empire Genomics | Buffalo, NY | 2014 - 2015

- Managed website content, online marketing campaigns, and digital assets for a B2B life sciences business.
- Developed and maintained corporate web pages and e-commerce functionality using HubSpot CMS, PHP, HTML, CSS, MySQL, and X-Cart.
- Produced marketing graphics and video content, managed SEO and paid campaigns, and reviewed performance through analytics reporting.

Web Content Developer

BlueCross BlueShield | Buffalo, NY | 2009 - 2014

- Developed, published, and maintained content across eight corporate websites, supporting diverse business and audience requirements.
- Built responsive web content, email communications, multimedia assets, and database-connected event registration tools.
- Trained more than 50 staff members and content editors on Adobe Experience Manager (AEM) authoring workflows and supported content quality, SEO, and web analytics.

CORE EXPERTISE & TECHNICAL SKILLS

Enterprise CMS & Content Management: Adobe Experience Manager (AEM), WordPress, Drupal, HubSpot, DotNetNuke (DNN), Joomla, IBM WebSphere Portal, headless CMS architectures, AEM DAM, content authoring and publishing workflows

Website Production & Digital Experience: Responsive pages and landing pages, reusable components, content governance, cross-functional delivery, HTML5, CSS3

Creative & Digital Communications: Adobe Photoshop, InDesign, Illustrator, Premiere Pro, After Effects, Marketo, email campaigns, whitepapers, digital collateral

Accessibility, SEO & Quality Assurance: WCAG / ADA Section 508 remediation, SEO/GEO/AEO, metadata, Google Analytics, conversion optimization, cross-browser QA

CMS Engineering & Frontend Development: JavaScript, jQuery, Bootstrap, HTL/Sightly, Java, AEM ClientLibs, XML, JSON, LESS, Git

Automation & AI: Python, Playwright, AI chatbots, document processing, workflow automation, confidence-based matching, logging and exception reporting

SELECTED WORK

Enterprise CMS Components: Reusable authoring and interactive content components deployed across three corporate sites.

AI Document Intelligence: Internal chatbot supporting research across 8,000+ pages of benefit documentation.

Provider Policy Automation: Automated recurring policy maintenance previously requiring 2–5 hours of manual work monthly, with built-in quality checks, human-error safeguards, and detailed activity and exception reporting.

Explore case studies: RandyKrakowski.com