

ASHLEY MCCANN-TORRES

Pelham, NH | 347-570-5401 | ashley@amtweb.io | www.amtweb.io

AREA OF EXPERTISE

HTML, CSS, Content Management Systems (CMS), Web and User Experience, Web Marketing

SOFTWARE APPLICATIONS EXPERTISE

Sitecore, Wordpress, Adobe Experience Manager, Adobe DAM, Smartling, Adobe Photoshop, Jira, SmartSheet, Adobe Target, Microsoft Suite, Eloqua, Adobe Dreamweaver, Figma, Zeplin, Screaming Frog, Google Analytics, BrightEdge

PROFESSIONAL EXPERIENCE

Allegro MicroSystems, Manchester, NH

Digital Marketing Lead – Web

May 2025 – Present

Promoted from Web Producer to lead and drive web marketing strategy and execution. Focused on increasing brand visibility, user engagement, and lead generation through digital campaigns and web experience optimization, a cross-over of my previous and new duties.

- Serve as the strategic point of contact for the web experience, managing and optimizing U.S and international sites.
- Execute integrated digital marketing campaigns, including email, paid media, SEO, and organic social initiatives.
- Manage content updates on the Allegro website to increase engagement.
- Track and report on campaign performance using tools like Google Analytics and Hubspot
- Coordinate with internal stakeholders and external vendors to ensure alignment on digital initiatives.
- Assist in A/B testing and optimization strategies for paid and organic campaigns.
- Own and drive our content strategy to the next level, ensuring alignment with business goals and audience needs.

Web Producer – Contract

January 2024 – May 2025

- Build, optimize, and author U.S and two other foreign web and mobile web pages in Sitecore.
- Produce HTML and CSS code for a range of projects from stakeholders.
- Create a URL structure and apply SEO best practices, including creating and updating SEO content, as well as managing translation jobs.
- Create wireframes for stakeholders after kickoff meetings, providing recommendations for web optimization and user experience.
- Perform unit testing of the developer's new code to verify the functionality of components and ensure it works as expected in the testing environment server.

- Triage incoming tickets in the Jira backlog from the internal Marketing team and stakeholders, prioritizing tasks based on urgency and impact on project timelines.
- Attend kickoff meetings with marketing campaign managers regarding campaigns to provide suggestions and ensure optimization of landing pages, enhancement of the user experience journey, and webpage workflow process.
- Collaborate with cross-functional teams to define project requirements and establish clear objectives.
- Develop and document workflow processes in Confluence to streamline project management and enhance team productivity.
- Upon request, analytics tracking via GA4 and generate monthly JIRA reports.

GoTo, Boston, MA – Remote

Web Producer

February 2021 – January 2024

- Collaborated within the ScrumMaster community, worked closely with product owner, content team, developers, designers, and QA team, to maintain U.S and seven foreign GoTo.com web properties.
- Managed translations and imported into Sitecore, and made sure pages were ADA compliant.
- A/B Testing and created and modified web pages based on Figma and/or Zeplin file handoff.
- Facilitated the content intake and workflow process to ensure all content is in good order prior to populating in Sitecore.
- Continuously seek opportunities to improve processes and drive the web team to create their own solutions.
- Ensured efficiency and quality for website updates for both content and functionality implementations with new components built, making sure it follows brand guidelines.

Key Contributions

- **GoTo Rebrand** – Revamped pages to follow the new GoTo branding style guidelines from LogMeIn styles.
- **GoTo Migration** – Rebuilt and launched over 300+ English and foreign pages from GoToMeeting.com to GoTo.com. Capturing translations and documenting to be on track of deadline with SEO and design team.

PTC, Boston, MA – Hybrid

Senior Web Producer – Contract

October 2019 – October 2021

- Oversaw PTC.com webpages using HTML practices in Sitecore in response to JIRA and SmartSheet requests from stakeholders.
- Acted as the primary point of contact for the web production team in the manager's absence, addressing inquiries, facilitating project updates, and ensuring continuity in daily operations.
- Managed the JIRA and Smartsheet queue and assigned tickets within the web team, providing SLA times to stakeholders and the web team.
- Took lead with the support of the team to maintain and manage the DXO (Digital Experience Optimization) Hub page to provide users the ability to use, create wireframes and request templates for stakeholders to use.
- Attended kick-off meetings with marketers to discuss page requirements, user experience, page flow, gated/non-gated assets, and forms.

- Enforced style and branding guidelines with stakeholders to ensure consistent presentation. Collaborated with teams to ensure style guide components were accurately represented across products.

Key Contributions

- **Sitecore and DAM integration:** Developed a project management timeline and assigned tasks within the web team, taking the lead on this initiative. Collaborated with the DX team and web developers to clean up the media library in Sitecore in preparation for transitioning to the DAM.
- **AEM DAM URL Structure:** Designed the URL structure and naming conventions for images and assets to ensure consistency and accessibility.

Nuance Communications, Burlington, MA

Digital Marketing Specialist

April 2018 – October 2019

- Worked with the Healthcare and Law Enforcement Marketing divisions to maintain and build pages from approved layouts by stakeholders in Adobe Experience Manager and Cvent.
- Created graphic imagery in Photoshop, ensuring high-quality graphics standards and brand consistency.
- Collaborated with other teams to develop a strategy that enables a great user experience.
- Experienced with running digital campaigns with specific goals (landing page A/B tests) and reporting on results and learnings.
- Performed QA on all assets prior to go live, identifying and troubleshooting issues & bugs.
- Hands-on experience with key tools such as Adobe Target, Adobe Experience Manager, Wordpress, Hootsuite, Terminus, Cvent, Eloqua (HTML coding), and Wordpress.

Key Contributions and Accomplishments:

- **Revamped Email Marketing** – Led the effort to build layouts of Nuance’s email campaigns and newsletters in Eloqua to deliver quality, reduce redundancy and engagement to our audience.

Symphony NH, Nashua, NH

Marketing and Communications – Volunteer

December 2017 – April 2018

- Assisted the Director of Audience Engagement to implement Symphony NH’s multi-channel marketing plan. Which included: email marketing, social media marketing, content creation, blogging, and website management.
- Created and published content using Hootsuite, Mailchimp, and Squarespace. Scheduled and published social media and web content. Drafted, distributed, and pitched new releases, media alerts and other stories.
- Updated and maintained social media presence on a weekly basis and made recommendations to increase engagement.
- Salesforce/PatronManager - Collected, managed, and reported on data related to physical and marketing performance.

Southern New Hampshire Health System – Foundation Medical Partners, Nashua, NH

Administrative Assistant

July 2017 – April 2018

- Assisted the Vice President of Revenue Cycle, Director of Outpatient Applications and Assistant Vice President of Professional Receivables Management.
- Collected data and prepared weekly AR metrics: Generate age analysis, updated weekly receivable aging report for inpatient and outpatient and report it to the Vice President of Revenue Cycle.
- Updated weekly billing reports, trending the billing reports, and submitted it to all inpatient and outpatient administration staff.
- Managed capital-budgeting and cost savings of all I.T equipment orders from all practices to purchase across southern New Hampshire and northern Massachusetts.

Mount Sinai – Elmhurst, NY

Administrative Assistant

March 2014 – July 2017

- Assisted the Chief of Oncology and two other oncology attending physicians. Scheduled and coordinated meetings, appointments, and travel arrangements for physicians. Maintained utmost discretion when dealing with sensitive topics.
- Assisted the research coordinator in various clerical duties and assisted cancer registry in follow-up of oncology patients.

EDUCATION

Master of Business Administration in Marketing, January 2020

Southern New Hampshire University, Manchester, NH

Bachelor of Arts in Psychology, March 2013

City University of NY – Hunter College, New York, NY

Certifications

Scrum Master – Scrum Alliance, ID: 001171885, March 2020 – March 2023