

BETH ANN HIGGS
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SUMMARY OF QUALIFICATIONS

- UX Design and Research
- Project Management
- Experienced technical liaison between marketing and digital teams
- Experienced in building sites in Drupal, WordPress, Wix, and Crownpeak
- SEO and content marketing for corporations and organizations.

Technical Skills: Figma, Sketch, Axure, Photoshop, Userlytics, Azure DevOps, Jira, Monday.com, Basecamp, Teams, Slack, HTML, XML, XSLT, CSS, XHTML, Responsive Web Design, Drupal, WordPress, Visio, Google Analytics

Master of Science, Troy State University at Dothan, Major: Foundations of Education, English. President's List

Bachelor of Arts, University of Alabama, Tuscaloosa, Alabama – Majors: English and American Studies. Dean's List

WORK EXPERIENCE

Lead Web Producer, Neighborly June 2025 - present

- Manage a team of producers, providing direction, support, and performance feedback
- Oversee website updates and quality assurance processes, ensuring projects are completed on time and in scope.
- User Acceptance testing of websites for functionality and issues. Coordinate updates with IT
- Utilize knowledge of HTML, CSS, JavaScript, accessibility, and content management systems to guide the team

UX Designer and Researcher, Neighborly April 2022 - June 2025

- User-centered design for the suite of franchise websites and apps
- UX research - lead researcher for consumer product and app
- Lead flow reviews to improve the user experience in the sales funnel

Digital Operations Specialist, Neighborly – January 2021 - April 2022

- Managing and updating websites for franchise brands under the Neighborly company
- Updating sites hosted in Drupal, WordPress, Crownpeak, and Scorpion content management systems
- Testing mobile applications on iOS
- Monitoring and reducing the backlog of digital product updates, including content and blogs
- Rebuilding existing sites into a new CMS - includes end-user testing and content management

Websites include: aireserv.com, realpropertymanagement.com, neighborly.com, mrhandyman.com, mrapppliance.com, mollymaid.com, mrrooter.com, groundsguys.com, mosquitojoe.com, glassdoctor.com, and fivestarpainting.com.

Web Designer III, NIC Alabama – November 2018 - December 2020

- Technical lead to update and manage eight Drupal sites for the State of Alabama
- UX design lead for applications and websites
- Updated UI kit for all applications, sites, and apps
- Created CSS skins for mobile applications
- Graphic design for the marketing department - logos, flyers, postcards, etc.

Web sites include: alabama.gov, alea.gov, alapark.com, outdooralabama.com, sos.alabama.gov, nass.org, alabamacanoetrails.com, alabamaforeverwild.com

Webmaster, WMU – July 2011 - August 2018

- Responsible for six websites, including an eCommerce site and two Drupal sites

- UX/UI design for the WMU.com site rebuild project based on stakeholder input and user interviews
- Planned out the digital roadmap for WMU.com re-launch, the learning management courses, and a digital product
- Trained staff in content management systems and eCommerce processes
- Wrote business requirements for the eCommerce conversion from an ASP and SQL system to a WordPress environment, connecting to a custom fulfillment management system
- Technical lead on eLearning site using the Matrix learning management system
- Responsible for Google Analytics and other marketing statistical reports, including analyzing inbound sales requests via the web, keyword research, SEO content analysis, and content marketing
- Created Google Analytics campaigns to track marketing strategy
- Liaison with product stakeholders and the development team to build new products and update existing content

Websites include: wmu.com, wmustore.com, worldcrafts.org, refugeemissions.org, christianleaderlearning.com, cwlleaders.com

Webmaster, Cahaba Media Group – January 2011 - July 2011

- Researched and established the use of web technologies, including Joomla, Drupal, WordPress
- Designed a template model for the publication's web presence that included an updated IAB ad standard sizes and CRM impression strategy for selling online ads vs. a monthly ad system
- Implementation of Magazine Manager CRM for the company, including sales contacts and invoicing
- Established the use of HootSuite for the editorial, sales, and marketing staff to grow the social media presence
- Redesigned the company's email newsletter strategy, templates, and processes within iContact
- Established a process to review web statistics to understand traffic and referrals to the site
- Implemented keyword research to improve content management and SEO strategy

Websites include: cahabamedia.com, pump-zone.com, constructionbusinessowner.com, upstreampumping.com, seproductsmag.com, pumpconnect.com, hardhatconnect.com

Interactive Web Development Manager, MEDSEEK – 2008 - December 2010

- Responsible for the corporate web presence, including the dot com, intranet, client portal, and social media
- Project Manager for a digital product that used the company's system to create a client portal
- Managed online ad campaigns by creating the ads and statistical reports for each campaign
- Worked with Google Analytics to optimize new customer acquisition and existing customer re-orders
- Established the company's social media presence on Facebook, YouTube, and Twitter

Web sites include: medseek.com, ourmedseek.com

Web Architect, Robinson-Adams Insurance Company – Red Mountain Technologies, 1999-2008

- UX Lead for the AutoCheck website system
- Front-end architect for the consumer and B2B digital product - set the vision and strategy for the digital product
- Designed, implemented, and maintained corporate Internet, intranet, and project websites, including business-to-business, business-to-consumer, and e-commerce functionality.
- Managed Apache and Microsoft web servers
- Movable Type blog manager for project websites that established project management documentation
- Data mining for a 2.3 billion record database
- Technical support for customers and producing statistical marketing reports on web traffic
- Managed the web development team

Websites include: autocheckauctions.com, robinsonadams.com, ritetitle.com, auctioninsurance.com, autotec.com

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