

KIA WIGGINS, MBA

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SENIOR WEBSITE OPERATIONS & IT WEB PLATFORM PROFESSIONAL

CMS Governance | Web Accessibility | Application Support | GA4 Analytics | Digital Product Support

PROFESSIONAL SUMMARY

Senior website operations and IT web platform professional with 12+ years of experience supporting enterprise public-facing websites, CMS platforms, accessibility, QA/UAT, analytics, troubleshooting, documentation, and cross-functional delivery. Skilled in AEM, Drupal, WordPress, SharePoint CMS, WCAG/ADA compliance, GA4, Google Tag Manager, stakeholder requirements, vendor coordination, and web governance.

TECHNICAL SKILLS

Website Operations & Governance: web platform support, CMS publishing workflows, website governance, content lifecycle management, page builds, release coordination, SOPs, documentation

CMS & Platforms: Adobe Experience Manager (AEM), Drupal, WordPress, SharePoint CMS, templates/components, reusable page patterns, multi-site publishing, content governance

Application & Product Support: stakeholder intake, requirements gathering, QA/UAT, defect triage, troubleshooting, production support, change management, vendor coordination

Accessibility & Compliance: WCAG 2.x, ADA compliance, accessibility QA, remediation workflows, usability reviews, compliance audits

Analytics & Optimization: GA4, Google Tag Manager, dashboards, KPI reporting, A/B testing, content performance analysis, executive reporting

Technical Foundations: HTML5, CSS3, JavaScript, responsive design, semantic HTML, Flexbox/Grid, Git, browser DevTools, REST APIs/JSON fundamentals, React/TypeScript/Node.js (academic and portfolio projects)

PROFESSIONAL EXPERIENCE

CHICAGO DEPARTMENT OF AVIATION - O'Hare & Midway International Airports | Chicago, IL

Website Operations & Web Platform Specialist (Official Title: Web Author) | Mar 2017 - Present

- Support website operations for enterprise public-facing airport websites serving 80M+ annual travelers, managing CMS updates, page builds, landing pages, publishing workflows, and high-visibility traveler content.
- Coordinate stakeholder intake, requirements clarification, web updates, QA reviews, accessibility checks, and publishing requests across IT, compliance, operations, communications, and external vendor teams.
- Implement and maintain web pages, page patterns, and reusable CMS components, using GA4 insights and iterative updates to drive a 35% engagement lift.
- Embed WCAG/ADA accessibility standards into publishing and QA workflows, improving compliance by 80% and reducing regulatory risk across enterprise digital platforms.
- Troubleshoot content and platform issues, validate fixes, document workflows, and maintain QA checklists, publishing standards, and web governance practices.
- Use GA4, Google Tag Manager, dashboards, and A/B testing insights to monitor performance, improve user journeys, and support data-informed website decisions.
- Improved operational efficiency by 30% by integrating AI-assisted drafting/review steps, automation, and standardized workflows with quality controls.

NORTHEASTERN ILLINOIS UNIVERSITY | Chicago, IL

Website Operations & Drupal CMS Specialist (Official Title: Website Specialist I) | Sep 2014 - Mar 2017

- Managed 40+ Drupal websites and landing pages, supporting CMS updates, content structure, scalable page patterns, accessibility standards, and consistent website governance.
- Translated recruitment and stakeholder goals into scoped web updates, landing pages, and reporting deliverables for a \$300K initiative, contributing to 85% application growth and 80% retention growth.
- Coordinated QA review cycles and release readiness across Drupal sites, resolving issues and supporting on-time delivery of web, landing page, and digital updates.
- Delivered ADA/WCAG-compliant web content and supported audits and remediation to strengthen accessibility compliance across high-traffic pages.
- Produced 30+ executive-level analytics reports monthly, reduced bounce rates by 15%, improved lead generation, and helped secure \$500K in future funding through performance reporting.
- Partnered with admissions, marketing, design, and technical teams to translate stakeholder needs into user-centered website updates and measurable online experiences.

CHICAGO PUBLIC SCHOOLS | Chicago, IL

Junior IT Analyst - SharePoint CMS & Web Operations | Jan 2013 - Mar 2014

- Supported 30+ SharePoint CMS websites, landing pages, microsites, content updates, site structure, and digital governance across district web properties.
- Translated departmental requests into scoped CMS work, coordinating with IT, communications, and design teams to troubleshoot issues and support cross-department web requests.
- Conducted A/B testing, UX reviews, issue triage, compliance checks, and accessibility remediation to improve WCAG alignment and public-facing content quality.
- Improved search visibility by 50% by refining metadata, page structure, content organization, and web optimization practices.

- Built and maintained landing pages and microsites that generated 250+ student inquiries and helped support a 30% cost-per-lead reduction through analytics-driven adjustments.
- Reviewed content accuracy, accessibility, user experience, and publishing requirements before updates went live.

SOUTHERN NEW HAMPSHIRE UNIVERSITY | Remote

Online Adjunct Faculty - Web Analysis, UX/UI Design & Digital Technology Training | Oct 2023 - Present

- Teach undergraduate courses focused on web analysis, UX/UI principles, design thinking, digital design, and professional technology practices.
- Design project-based learning experiences focused on web evaluation, usability, accessibility, portfolio development, user-centered design, and applied digital problem-solving.
- Integrate Adobe Creative Cloud, UX/UI wireframing tools, web analysis concepts, and digital case studies to strengthen students technical proficiency and applied learning outcomes.
- Mentor students on digital portfolio development, web presentation, design rationale, and industry expectations, contributing to increased student participation and stronger career readiness.

EDUCATION

Master of Science, Information Technology - Web Design (In Progress), Southern New Hampshire University, Manchester, NH

Master of Business Administration, Marketing and Marketing Research / Social Media Analytics, Saint Leo University, St. Leo, FL

Bachelor of Arts, Electronic Media, Xavier University, Cincinnati, OH

CERTIFICATIONS

Scrum Foundation Professional Certification - SFPC™ (2025) | edX Verified Certificate: Introduction to Web Accessibility | SEMrush On-Page & Technical SEO | SEMrush Competitive Analysis & Keyword Research | Content Marketing