



# RICCI C LEE

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SKILLS	EXPERIENCE & ACHIEVEMENTS	DEMONSTRATED EXPERIENCE & EDUCATION	
<p><b>Content Management Systems</b></p> <p>SharePoint Sitecore 8 Sitecore 9 Squiz Matrix WordPress</p> <p><b>Tools &amp; Technologies</b></p> <p>Office 365 Service Now Creative Cloud Suite DocTrack (Lotus Notes)</p>	<p>FunnelBack SiteImprove Google Analytics Google Console Adobe Creative Cloud</p> <p><b>Web Languages</b></p> <p>HTML CSS JavaScript (relearning) PHP (relearning)</p>	<p><b>Web design</b></p> <p>User Experience (UX) User Interface (UI) Search Engine Optimisation (SEO) Responsive design Colour theory Content layout/composition</p> <p><b>Interpersonal</b></p> <p>Organisational Creativity</p>	<p>Time management Business relationship management Self-awareness discipline Attention to detail</p> <p><b>Technical</b></p> <p>Web Writing W3C Accessibility Web development Web design principles</p>

SKILLS	EXPERIENCE & ACHIEVEMENTS	DEMONSTRATED EXPERIENCE & EDUCATION
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## CONTRACTOR – ASSISTANT ADVISOR (ONLINE ENGAGEMENTS)

Department of Transport and Main Roads / Brisbane / June 2021 – Current

This role is responsible for publishing content to the Queensland Government transport franchise as well as the TMR web site which represents the majority of Queensland Government web traffic. This role requires a balance of strong relational and people skills with the technical ability of design and deliver web content that meets customer needs.

Key experience during this role:

- Manage the Online Communication teamwork request systems (Service Now and Inbox).
- Work with business areas to facilitate the migration of content from agency websites to whole-of-government sites, including rewriting content to be customer-focused and meet whole government requirements.
- Work with subject matter experts and business units on content issues and technical issues, for example, content management systems, search engine optimisation related to web publishing.
- Manage the department’s internet sites, including the creation and review of well structured, styled content for online publishing while ensuring that it is technically correct, user-focused, and conforms to relevant policies, guidelines, and standards.
- Develop, edit and review web content while ensuring adherence to branding, industry best proactive and government web standards.
- Complete all work tasks in accordance with established procedures, policies and standards.

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- Provide professional advice about the content management process, usability, user-centred design, information architecture and web-related issues in the delivery of content products and services on the digital platforms, e.g. internet and intranet.
- Comply and keep up to date with government and industry standards and best practices regarding online publishing.
- Provide operational support to departmental staff for content management systems, online publishing, digital content production, multimedia tools, writing and editing.
- Collaborate with business units and project teams to identify business requirements, objectives, and operational procedures relevant to online content, services, and information management.
- Develop and maintain good working relationships with digital publishers and content owners to ensure their content is customer-focused, optimised, current, relevant and accurate.
- Monitor and respond to feedback, requests and suggestions relating to digital channels.

### ACHIEVEMENTS

- Successfully delivered a design for a micro site, consisting of 6 web pages to the Corporate HR team for the 2021 Graduate intake.
- From 24 June 2021 to 19 August 2021, I successfully completed a total of **252 Online Service job requests** ranging from complex technical issues, updating content to creating and reviewing analytical data.

### JUNIOR WORDPRESS DEVELOPER

Go-Creative Pty Ltd / Brisbane / October 2020 – August 2021

This role is responsible for delivering high-quality digital solutions to a range of clients across various industries; it requires a balance of strong relational and people skills with strong technical abilities. My key accountabilities relate to WordPress development and support, website hosting, domain names and SSL certificates.

Key experience during this role:

- Monitor and maintain the digital product across 49 websites, including supporting and implementing content changes and WordPress solutions.
- Lead and/or contribute to new and existing projects, as required, including building the new or existing site, defining requirements, building workflow solutions, and developing creative, engaging, and innovative web solutions for the customer.
- Support and raise digital capability environment to improve day-to-day functions, enhancing content and conversion rates.
- Provide first level support and rectification in the incident, problem and issue management related to the management through job logging software "TeamWork Desk";
- Develop and deliver training to new and existing customers site maintenance, privacy, content design, analytics, accessibility, and services.
- Develop and provide support on website analytic tools (currently Google Analytics), including the interpretation of data and advice to the business
- Provide subject matter advice on technologies and tools that integrate with the WordPress environment.

### ACHIEVEMENTS

- Using the 8 stages of the web design process I have delivered over 18 website builds, please see a sample of my work via the portfolio document.
- From October 2020 to August 2021, I have successfully completed a total of **701 job requests** ranging from complex technical issues,
- Re-educated and provided advice to customers to understand the importance of accessibility in accordance with the WCAG and UAAG.

### A/ ASSISTANT ADVISOR (ONLINE ENGAGEMENT)

Department of Transport and Main Roads / Brisbane / September 2019 – 30 June 2020

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This role is responsible for publishing content to the Queensland Government transport franchise as well as the Department of Transport and Main Roads web site which represents the majority of Queensland Government web traffic. This role requires a balance of strong relational and people skills with the technical ability of design and to deliver web content that meets customer needs.

## ACHIEVEMENTS

- Successfully created and delivered the online version of the [2018-19 Annual Report](#).
- Assisted with the migration of over [300 infrastructure pages](#) from one content management system to another as part of Communication Services Unit deliverable
  - escalated a technical glitch that saved a \$1 million project
- From January 2020 to 30 June 2020, I successfully completed a total of **620 Online Service job requests** ranging from complex technical issues, updating content to creating and reviewing analytical data.

## A/ASSISTANT ADVISOR (INTERNAL COMMUNICATION)

Department of Transport and Main Roads / Brisbane / July 2019 – September 2019

Accountabilities in this role was to advise on, develop, implement and provide communication services for stakeholder relationship management, issues management and internal communications through SharePoint 2016. At the same time, I established and maintained effective communications between the unit, branch, offices of the Director-General, Deputy Directors-General, General Managers, Executive Directors, Directors, Managers and staff within Governance Branch and throughout the department and external clients.

## ACHIEVEMENTS

- Increased reader engagement within TMR newsroom and events platform by 34.6% (created analytic dashboard to track engagement) for July 2019. This was achieved through active engagement with stakeholders on a variety of platforms such as Yammer and Message Centre
- successfully collaborated with divisions Office of the Deputy Director-General to review, update and manage divisions organisational structures to ensure that all information was current and relevant.

## A/ PROGRAM SUPPORT OFFICER (COMMUNICATION SERVICES UNIT)

Department of Transport and Main Roads / Brisbane / 8 Dec 2018 – July 2019

Supporting a multi-functional Communication Services team, through daily administration duties while providing high-quality, targeted, accurate and timely communication materials for internal and external stakeholders. Continuously demonstrating my commitment to all TMR values, policies and procedures.

## ACHIEVEMENTS

- Developed and implemented a one-page overview of the units HR movements, which includes all information for the Director and Team Leaders to make informed decisions regarding career opportunities.

## WORK EXPERIENCE

Department of Transport and Main Roads

**2018 — 2018**

## SOUTHERN CROSS UNIVERSITY (STUDENT)

Bachelor of Business & Digital Business

**2015 — 2018**

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<b>CENTRE DIRECTOR</b> Kinder Haven — G8 Education	<b>2014 — 2015</b>
<b>EARLY CHILDHOOD EDUCATOR</b> Holland Park West World of Learning — G8 Education	<b>2010 — 2014</b>
<b>ADMINISTRATION / PERSONAL ASSISTANT</b> RawGROUP Management	<b>2009 — 2010</b>
<b>VENUE MANAGER</b> Beach House Bar & Grill (Mount Gravatt, QLD)	<b>2007 — 2009</b>

## SKILLS

## EXPERIENCE & ACHIEVEMENTS

## DEMONSTRATED EXPERIENCE & EDUCATION

### EDUCATION

- Bachelor of Information of Technology, majoring in User Experience (2022)
- Bachelor of Digital Business (2020)
- Bachelor of Business: Marketing & digital marketing, double major (2019)
- Udemy courses
  - Mastering SharePoint A-Z complete Boot Camp 5-1
  - Build Responsive Websites with HTML5 and CSS3
  - Google Analytics for beginners – Master Google Analytics
  - Complete introduction to Google Data Studio 2022 Edition
- Digital Garage Certification – Google
- Google Analytics Certification – Google Analytics Academy