

# COURTNEY BARRICK

## DIGITAL PRODUCER

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## SUMMARY

Experienced Senior Digital Producer with a versatile background in content marketing, product management, and a track record of success in startups, cybersecurity software, and advertising agencies.

## SKILLS

- Content Strategy
- Website Authoring
- UX Design
- Timeline management
- CMS Management
- Wireframing and prototyping
- SEO best practices
- Attention to detail

## WORK EXPERIENCE

### **broadhead co.**

Senior Digital Producer • 2022 - Nov 2024

- *Led large-scale website redesigns, optimizing navigation and enhancing user engagement to improve key metrics (session time, form submissions, downloads)*
- *Managed end-to-end development of responsive websites, coordinating cross-functional teams to ensure on-time, on-budget delivery while maintaining high-quality standards*
- *Initiated Figma integration, creating a Ways of Working Guide and templates to streamline workflows, improve efficiency, and ensure consistency*
- *Championed ADA accessibility compliance for all web projects, ensuring inclusivity and digital accessibility*
- *Delivered digital solutions aligned with business goals, consistently meeting project timelines, budgets, and quality expectations*
- *Authored and launched 8+ websites over two years, ranging from 10 to 200+ pages, overseeing all aspects of content creation, copywriting, and image sourcing*

### **Code42**

Content Marketing Manager • 2021 - 2022

- *Led strategic content initiatives at Code42, a leading data security provider, to enhance brand engagement and establish thought leadership in the industry.*
- *Developed and executed content strategies aligned with business objectives, ensuring consistency with the company's mission and goals.*
- *Leveraged market research and customer insights to create compelling, informative content tailored to resonate with target audiences.*
- *Produced high-quality materials across various formats, including blogs, whitepapers, case studies, and social media, to drive brand awareness and customer engagement.*

### **Data Skrive**

Product Manager • 2018-2021

- *Developed and executed robust QA processes to ensure data integrity and optimize user experience.*
- *Utilized SQL and Scriban to automate data-driven narratives and ensure accurate data mapping.*
- *Collaborated with stakeholders to identify and resolve issues early, ensuring seamless project execution.*
- *Created QA documentation and trained cross-functional teams to uphold quality standards across processes.*
- *Refined content strategies and identified sales targets to align efforts with business goals.*

## EDUCATION

### **Master in Library and Information Sciences**

University of Washington • 2013-2015

### **Bachelor of Arts**

University of Iowa • 2006-2011