

Jill W. Bryant

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Professional Summary

A seasoned Strategist with over 15 years of experience partnering with clients to create and execute strategic communication plans that drive company goals. Skilled in content model development, governance, and project management, with a strong track record of building scalable solutions and growing client engagement. Proven ability to lead and manage cross-functional teams, resolve impediments, and deliver results that align with business objectives.

Professional Experience

- **Strategic Consultant** | Bryant Consulting Group, LLC | Atlanta, GA | August 2024–Present
 - Partnered with enterprise, federal-financial, and non-profit clients to create strategic communication plans.
 - Developed strategic pillars, content frameworks, and communication strategies.
 - Delivered client narratives that were well-received by company leadership and aligned measurement frameworks to company goals for consistent optimization.
- **Senior Experience Strategist** | HUGE | Atlanta, GA | October 2020–May 2024
 - Collaborated with clients including the Centers for Medicare & Medicaid Services (CMS), Johnson & Johnson, Google, and Keysight Technologies to develop comprehensive digital strategic experiences.
 - Developed content models, taxonomies, governance, and templates.
 - Managed relationships with clients and partner agencies, embedded in Agile product teams.
 - Created scalable strategic solutions that were easily implemented and generated ideas that grew client engagement.
- **Content Strategist/Content Architect** | Anthem (Contractor) | Virtual | June 2018–October 2020
 - Managed developer/UX relationships to institute a content model and refactor the back-end content management system.
 - Directed copy work and collaborated with legal and compliance to ensure project goals and deadlines were met.
 - Used analytics and content trends to migrate over 32 market sites from SharePoint to WCS.
 - Successfully migrated all sites and developed content categorizations and common component modules to speed development.
 - Developed governance and workflows within one quarter.
- **Digital Content Manager** | The Coca-Cola Company | Atlanta, GA | November 2014–June 2018
 - Orchestrated digital signage and multi-media content, leading creation and production to deliver cohesive digital elements.
 - Grew clients by more than 20% and projects by more than 40% within the first year, including requests for the Olympics and EuroCup.

- Assisted with testing and training for the global implementation of the new Workday software.
- **Agile Iteration/Migration Manager** | IBM (Contractor) | Virtual | July 2016–August 2017
 - Transformed company working style to Agile methodologies, leading training and team rituals.
 - Owned the ZenHub board to record Sprint progress and managed project documentation.
 - Successfully managed the migration of over 13,000 pages to a new CMS platform, reaching the go-live date for the first phase.
- **Senior Technical Project Manager** | Sagepath Inc. | Atlanta, GA | June 2009–November 2014
 - Provided leadership for an internal website, expanding its reach and improving quality.
 - Focused on content and design quality, personalization improvements, and exceptional client engagement.
 - Grew monthly visits by over 260% (from less than 5k to more than 13k) and new monthly visitors by over 230% within one year.
- **Program Consultant** | The Atlanta Board of Education | Atlanta, GA | March 2004–July 2005
 - Led more than 10 administrators, 200 teachers, and 1,200 students in adopting a new technology-based, standards-driven teaching model.
 - Managed contractors, budgets, workshops, tools, and equipment.
 - Completed successful implementation and showcased results in a year-end project festival.

Skills

- **Content Systems/Database Management:** Drupal, Interwoven, MS Access, Stellant, Epic Healthcare Systems, WordPress, AEM, RMG, Campaign Monitor, Mailchimp, SurveyMonkey, NetInsights, WCS, Adobe Analytics, Google Analytics
- **Writing/Editing:** AP Style Guide, Chicago Manual of Style, Strunk's Elements of Style, American Medical Association Manual of Style, Handbook of Technical Writing
- **Project Management/Communications:** Agile, Slack, Zenhub (Github), Wrike, MS Project, MS Outlook, MS Teams, FinancialForce, Lotus Notes, AtTask, Lotus Collaboration, Mavenlink, Sococo, JIRA, Confluence, Lucidchart, Skype
- **Publishing:** Adobe Acrobat, Quark Xpress, MS Publisher, Adobe Photoshop
- **Web Design:** MS SharePoint, MS Front Page, HTML, Site Studio, Dreamweaver

Certifications & Education

- **Certifications**
 - Certified SAFe® 6 Product Owner/Product Manager, Scaled Agile, Inc., 2024
 - Certified Digital Content & Media Expert, DSEG, 2016
 - Digital Signage Certified Expert, DSEG, 2016
- **Education**
 - **Western Governor's University** | Online | MBA - IT Management (Majority coursework completed), 2005
 - **Hampton University** | Hampton, VA | B.S. English - Secondary Education, 1996