

Technology



Clients in this industry are focusing on innovation and growth in a rapidly changing market. Many companies are reimagining products and processes as generative AI and regulations evolve our world.

About the Client

My project work provided strategies, taxonomies, governance, and content management for multiple Google properties - Google Health Equity, Privacy Sandbox, Think with Google, and YouTube Blog examples.

The Challenge

This case study will spotlight the work done on Think with Google (TWG).

The client needed a migration strategy plan to move their current website into another Google platform. This project had an additional complexity of multiple global stakeholders and language management.

Actions

I created a content decision matrix tool that, through categories and weighting, enabled the client to adapt to evolving business needs, update priorities, bringing clarity and efficiency to the migration process.

Additionally, I created a migration strategy plan that broke activities down into features and tasks necessary for a rebranded, optimized experience.

Skills Applied

Technical Strategy

Client Partnership

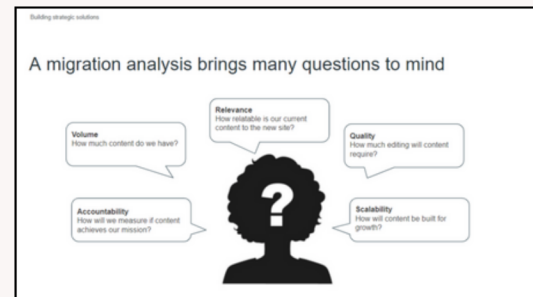
Research & Data Synthesis

Training

Results

200+ Migration hours saved with the usage of the content decision matrix.

Strategic considerations applied to matrix results.



Customized client workshops designed to align on the evolution of the website.

Client Feedback

This matrix was well thought out and allows for the synthesis of a wealth of attributes without being overly technical. The auto-populated visuals help with socialization to non-technical team members.

Lead client stakeholder