

Hometown

New York, NY USA

MEAGAN YOUNG

Get in touch

linkedin.com/in/megyyoung www.meaganyoung.com

EMPLOYMENT NOVEMBER 2016 - PRESENT CUMC

Director of Product and Content. End-to-end product management of entire portfolio of web properties (200+) at Columbia University Medical Center.

DECEMBER 2011 - NOVEMBER 2016 Columbia Law School

Associate Director of Digital Strategy. Business analyst and product manager for web content and development. Digital strategy lead and product/project management.

AUGUST 2007 - DECEMBER 2011 Magnum Photos

Senior Digital Product Manager. Content strategy, SEO, social media strategy, archive and asset management, taxonomy and metadata management.

SEPTEMBER 2006 - AUGUST 2007 Consultant

Digital Services Consultant. Web design and content management. Including SEO, HTML and CSS, social media marketing, and product management.

MAY 2002 - SEPTEMBER 2006 Plastwood Corporation

Marketing and Operations Manager. Branding and sales program development, media analysis and buying - traditional and online, product and package design.

ACCOMPLISHMENTS

2015 Strategic Plan

Master capstone project Developed a strategic plan for innovation at LYRASIS, a consortium for libraries, archives, and museums.

2012-2014 CMS Migration & Content Strategy

Developed a content strategy and led a team on full site migration from legacy CMS into Drupal.

2007-2011 SEO

Rebuilt entire website and image archive to be accessible for search engines, SE traffic increased from .8% to 28% within one month of relaunch.

2010 Crowdsourcing

Developed crowdsourcing strategy for re-keywording image archive with semantic data to improve findability and SEO of digital assets.

Fruits of my labor

EDUCATION

I like learning

2015 Master of Science, Information and Knowledge Strategy Columbia University

2002 Bachelor of Arts, College of Letters and Science, University of California, Berkeley

SKILLS

TECHNOLOGY

Product Management (General Assembly), Project Management (Agile), CMS (Drupal, Wordpress, etc.), Adobe CC, Atlassian suite, DAM (Cortex), CRM (Salesforce, Sugar), Cart management (OS Commerce, Zen Cart), Email Management (MailChimp).

LANGUAGES

HTML and CSS. Understanding of javascript/jquery, MySQL and PHP-LAMP environments. Semantic data standards - RDF and Microdata. Italian.

INTERESTS

My other passions!

Folklore, database narratives, avid book consumer, photography, papal history, and most of all, Italian food and culture!