Céline Nadeau

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Hiring Committee
San Francisco Conservatory of Music
50 Oak Street, San Francisco, CA 94102

Dear Hiring Committee,

I am a French-born, lifelong music lover who has spent the last twenty years building websites for San Francisco's most mission-driven institutions. When I came across the Web Producer opening at SFCM, I had that rare feeling of reading a job description written with me in mind — the kind of alignment that only happens when the role is genuinely specific.

The core of what you need — **Drupal expertise, WCAG-compliant accessibility, SEO, Google Analytics, front-end development, content governance, and agency liaison management** — is not just familiar to me. It has been the fabric of my professional life since 2004, across organizations where the stakes of getting the web right actually mattered: **Mother Jones**, where I built and maintained a high-traffic investigative news platform on Drupal for nearly four years; **UCSF's Clinical & Translational Science Institute**, where I designed and launched their first Drupal site from scratch; **PLoS (Public Library of Science)**, where I managed the weekly publication of five open-access scientific journals; and most recently, **Salesforce**, where I served as the sole web producer stewarding the entire Sales Cloud and Service Cloud digital presence across hundreds of stakeholders for eight years.

At Salesforce, I treated accessibility and performance not as compliance tasks but as core quality standards — because that is what they are. I led SEO and UX optimization programs, managed AEM content publishing workflows, coordinated with external agencies, rebuilt a legacy website on Drupal 8 during an M&A integration, and owned web data governance for an enterprise marketing organization. My **MBA in Marketing** has always informed how I think about the web — not just as a technical artifact but as a strategic communications tool — and that dual perspective is something I bring to every project. I know what it means to be *the* person responsible for an institution's digital presence, and I know how to do it without letting anything slip.

Beyond the technical match: **SFCM is the kind of institution I want to serve.** I write lyrics, make music with AI tools, and think about the relationship between art and technology every day. I have deep respect for what conservatories do — they hold the line on craft in an era that mistakes speed for quality. I have also done my homework: I prepared a digital audit of sfcm.edu as part of this application, which let me study the site closely — including the excellent Drupal 10 work **Kanopi Studios** delivered in the 2024 rebuild. Knowing that stack, that relationship, and where the next opportunities lie is exactly the context I would bring on day one.

I would love the opportunity to talk. Thank you for your time and consideration.

With warmth and enthusiasm,

Céline Nadeau

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