

Céline Nadeau

WEB PRODUCER & DIGITAL EXPERIENCE MANAGER

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PROFILE

Web producer and digital strategist with twenty years stewarding complex Drupal ecosystems for San Francisco's most mission-driven institutions — from investigative journalism to open-access science to enterprise marketing. MBA in Marketing. Deeply fluent in accessibility, SEO, UX, and content governance; equally at home in a code editor and a stakeholder meeting. The rarest combination in this work: someone who can build it, measure it, and explain why it matters. French-born, lifelong music lover. Proud SF resident since 1998.

CORE SKILLS

WEB DEVELOPMENT & PRODUCTION

DRUPAL CMS (V6-V10) HTML / CSS / JAVASCRIPT WCAG ACCESSIBILITY SEO / SEM
GOOGLE ANALYTICS (GA4) WORDPRESS AEM (ADOBE EXPERIENCE MANAGER)
PERFORMANCE OPTIMIZATION RESPONSIVE WEB DESIGN
TAG MANAGEMENT & CONVERSION TRACKING WEB SECURITY & QA EMAIL HTML
A/B TESTING & USER TESTING ADOBE CREATIVE SUITE / PHOTOSHOP

STRATEGY, GOVERNANCE & OPERATIONS

UX & INFORMATION ARCHITECTURE CONTENT GOVERNANCE & BRAND STANDARDS DIGITAL STRATEGY
AGENCY LIAISON & PROJECT MANAGEMENT WEB DATA PRIVACY & CCPA / GDPR COMPLIANCE
STAKEHOLDER ENABLEMENT & TRAINING SALESFORCE CRM

EXPERIENCE

Lead Web Experience Manager 2014 – 2022

SALESFORCE · SAN FRANCISCO, CA

- Served as the **sole web producer** for Sales Cloud + Service Cloud marketing — a **1:300 producer-to-stakeholder ratio** across Product, Content, and Campaigns teams, maintaining 100% brand standards and WCAG accessibility compliance across two of Salesforce's highest-revenue product clouds.
- Led **digital operations, UX strategy, and content governance** across Salesforce.com; managed ongoing **AEM content publishing workflows** and **tag management and conversion tracking** for demand generation campaigns.
- Rebuilt the Desk.com product website on **Drupal 8** — fully responsive, on-brand, and WCAG-compliant — as part of a lean M&A integration team; maintained OCMS product pages on salesforce.com.
- Drove **SEO, performance optimization, and site security QA** across all managed properties — treating compliance as a baseline, not a checkbox.
- Led **UX optimization and user testing** for forms and demo flows (2019–2020), improving conversion metrics through analytics-driven iteration; acted as institutional lead for **web data privacy and CCPA compliance**.
- Core technical contributor to **Blog, Design Systems, and Accessibility programs** (2016–2018); supervised and trained junior web producers and student assistants in digital best practices.
- Managed agency relationships, project scoping, and technical feasibility review in collaboration with IT and Marketing stakeholders.

Web Producer & Online Communications Manager 2013 – 2014

PESTICIDE ACTION NETWORK (PAN) · OAKLAND, CA

- Managed and developed **panna.org** and sister **Drupal sites**; maintained IA, accessibility, and content quality across a mission-critical advocacy platform.
- Ran online email campaigns via Salsa CRM; tracked and reported on performance using **Google Analytics**.

Front-End Web Developer 2008 – 2012

MOTHER JONES MAGAZINE · SAN FRANCISCO, CA

- Acted as visual web designer and front-end developer for motherjones.com — **Drupal implementation**, front-end feature development, and weekly site maintenance.
- Led design and development of editorial microsites; contributed to **Social Media Strategy and SEO** in collaboration with editors.
- Optimized delegated publishing workflows and front-end performance across a high-traffic news platform.

Web & Multimedia Producer 2007 – 2008

UCSF – CLINICAL & TRANSLATIONAL SCIENCE INSTITUTE · SAN FRANCISCO, CA

- Led information architecture and **designed and built the first CTSI Drupal site** (NIH-sponsored initiative); collaborated with PHP developers on UC systems integration.
- Produced Clinical Research Centers online resources; managed newsletter design and secondary site elements.

Web Producer 2006 – 2007

PUBLIC LIBRARY OF SCIENCE (PLOS) · SAN FRANCISCO, CA

- Managed weekly publication of **five open-access scientific journals**; supervised a team of two web production assistants.
- Defined guidelines for **web style, accessibility, and coding standards**; redesigned homepage and subpages.

Web Production Associate 2005 – 2006

TECHSOUP GLOBAL · SAN FRANCISCO, CA

- Led QA for a major **CMS migration**; authored accessibility validation guidelines and created the CMS user manual; trained editorial staff.

Sales Operations Manager 1999 – 2004

TOTALITY (ACQ. BY VERIZON) & EPICENTRIC (ACQ. BY VIGNETTE) · SAN FRANCISCO, CA

- Administered CRM systems (Salesforce.com, Goldmine) for 50–60-person sales organizations; owned reporting, forecasting, and cross-departmental operations — foundation for the analytical and stakeholder management skills applied throughout web career.

EDUCATION

MBA in Marketing

Nicholls State University · Thibodaux, LA · 1996–1997

Competitive scholarship recipient, Paris Dauphine University

BS in Law & Marketing

Paris-IX Dauphine · Paris, France · 1994–1996

Continuing Education

CCSF Certificate, Multimedia Production · Workshops: Google Analytics, AdWords, Drupal, WordPress, Adobe Suite

ADDITIONAL

- **Languages:** English (fluent), French (native)

- **Songwriter & AI music producer** — 200+ original lyrics; **1,982 released tracks** · **854,515 plays** on SoundCloud (soundcloud.com/bananasutra). Works at the intersection of human creativity and AI-driven music production — a perspective that directly informs UX work privileging both technical precision and emotional engagement.
- **Python / Streamlit developer & digital culture writer** — active civic technology projects; Substack publication on technology, politics, and digital ethics
- **Volunteer, Muttville Senior Dog Rescue** (2010–2012) — redesigned mobile email newsletter; built fundraiser website; produced award-winning presentation earning \$5,000 for the organization
- **Salesforce Ranger / Trailblazer** — advanced CRM administration and reporting
- Dual citizen, France & United States · San Francisco resident since 1998