

Summary

Rick Saguin is an accomplished digital marketing and web development professional with a proven record of success. He has contributed to major launches and high-profile events, driving impactful marketing campaigns. At Microsoft, he played a key role in the successful launch of Windows 10 and Office 365. At AT&T, Rick excelled in managing Black Friday and holiday campaigns, achieving remarkable results. At Amazon, he demonstrated his expertise by producing engaging landing pages and compelling product detail pages for Prime Day. Rick's ability to blend creativity with technical knowledge makes him an invaluable asset to any project team.

Web skills	HTML, CSS, JavaScript, UX prototyping
Expertise	Web production, Content migration, Process documentation
Content & Project Management Tools	Ektron, Digital River Global Commerce, Adobe Experience Manager, Atlassian Jira and Confluence, WordPress, Adobe Photoshop, Amazon Content Symphony, FIGMA
Education	Business Management Front End Web Development
Certifications	Design Thinking: Implementing the Process Grid Layout in Bootstrap Web Experiences using Adobe Experience Manager FIGMA Interface Design Tool Google Analytics 4 (GA4)

Web Producer at Princess Cruises (Contract)

May 2023 – July 2023

- Led the migration of legacy pages from Rhythmix CMS to Adobe Experience Manager.
- Collaborated remotely with team members based at the headquarters in California.
- Managed digital assets efficiently using Adobe's Digital Asset Manager.

Web Producer III at F5 Networks (Contract)

May 2022 – October 2022

- Successfully migrated legacy pages to Adobe Experience Manager by implementing new templates and components.
- Collaborated effectively with global team members to deliver high-quality content.
- Streamlined digital asset management using Adobe's Digital Asset Manager.

Customer Experience Producer at Premera Blue Cross (Contract)

September 2021 – January 2022

- Managed web content utilizing the Ektron system.
- Implemented web design standards and supported editorial content strategies.
- Ensured timely production of content requests from business stakeholders.

Site Merchandiser at Amazon Small Business Empowerment (Contract)

May 2021 – August 2021

- Evaluated and optimized creative assets to enhance customer engagement and gain insights into customer preferences.
- Collaborated closely with the internal creative agency to ensure timely delivery of required assets.
- Successfully orchestrated peak season marketing for Amazon Prime Day 2021.

Site Merchandiser at Amazon Pets (Contract)

October 2020 – January 2021

- Collaborated with cross-functional teams across Amazon Pets to standardize and simplify email programs.
- Established an efficient internal workflow for the Home Marketing Team.

- Played a key role in driving peak season marketing for the Holiday Gift Guide.
- Supported strategic launches of Amazon's new initiatives, improving documentation and user guides.

Site Merchandiser at Amazon Fire TV (Contract)

July 2019 — October 2019

- Created and scheduled merchandising campaigns for the Fire TV team across multiple platforms.
- Optimized content campaigns, messaging, and navigation through extensive testing and data analysis.
- Collaborated with product and tech teams to implement new features and influence the product roadmap based on business requirements.

Customer Experience Producer at Premera Blue Cross (Contract)

June 2017 — May 2019

- Managed web content utilizing the Ektron system.
- Implemented web design standards and supported editorial content strategies.
- Ensured timely production of content requests from business stakeholders.

UX Web Producer at Fred Hutch Cancer Research Center (Contract)

September 2016 — December 2016

- Edited copy following the AP Writing Style Guide.
- Ensured accuracy of metadata and associated keywords.
- Migrated 2,000 intranet pages of content to Adobe Experience Manager.

Technical Web Producer at Microsoftstore.com (Contract)

April 2015 — December 2015

- Published product detail pages, promotional campaigns, and marketing interstitials.
- Managed and prioritized multiple projects simultaneously with exceptional diligence.
- Supported daily and weekly site releases with efficient execution.

Web Producer at T-Mobile (Contract)

September 2014 — December 2014

- Implemented all website requests through final production via bi-weekly development builds.
- Published content changes on Adobe's enterprise content management system.
- Provided clear communication on project status to business owners and key stakeholders.

Senior Producer at Hornall Anderson Design Works (Contract)

June 2013 — November 2013

- Managed the rebranding initiatives for a globally recognized technology company, AMD.com.
- Oversaw the creative schedule and resource allocation for the agency and the client.
- Maintained ownership of all project documentation, including Statements of Work, project plans, and change requests.

Senior Project Manager at Nordstrom.com

October 2011 — December 2012

- Developed and implemented UX workflows and processes.
- Managed end-to-end user experience initiatives using Agile methods, from scoping to deployment.
- Facilitated multi-disciplinary team meetings to ensure alignment with business objectives.

Senior E-Commerce Producer for Customer Experience at AT&T.com

March 2008 — June 2011

- Managed enterprise-level projects, including estimation, scheduling, resource coordination, and assignment.
- Successfully directed and facilitated three consecutive years of Black Friday and Christmas holiday email campaigns.