Joe Reisigl

Atlanta, Georgia 30032 | 678-661-1081 | joereisigl@gmail.com | joereisigl.com

Experience

Warner Bros. Discovery

Digital Platforms Manager

Oct. 2021 – Present Atlanta, Georgia

- Develop web-based pages using HTML, CSS, and JS for internal communications across platforms for 40,000+ global employees
- Program and implement custom HTML/CSS email templates to execute 1,000+ email campaigns in Salesforce Marketing Cloud
- Collaborate with brand, internal communications, engagement, and UX/UI teams to optimize user experience on intranet sites and email
- Lead training seminars on content management systems for clients and content editors – offering personalized recommendations on best business practices for web presence and engagement
- Manage 1,000+ back-end editors in Drupal 9 and WordPress sites
- Facilitate live video streams with 30,000+ concurrent viewers
- Coordinate external PR clients by managing and posting content to company Pressroom

Warner Bros. Discovery

Digital Platforms Specialist

Jan. 2020 – Oct. 2021 Atlanta, Georgia

- Established content administration via a Drupal 8 backend system for employee intranets and external-facing company websites
- Revitalized digital media content through content management systems; curated captivating photos, graphics, videos, and webapplications
- Led projects involving web-based content development, management and maintenance
- Coordinated communications content for digital displays across domestic and international offices

Atlanta Magazine

Digital Producer/Web developer

Mar. 2017 – Jan. 2020 Atlanta, Georgia

- Designed interactive, user-friendly, and visually appealing webpages using HTML, CSS, and JavaScript/jQuery
- Built longform features and the website's highest traffic pages such as 75 Best Restaurants and Top Doctors, resulting in up to 400% longer time on page and 300% increase in shares
- Re-adapted print articles for online and wrote engaging, SEO-optimized headlines using WordPress CMS
- Managed Facebook, Twitter, and Instagram accounts, posted content with witty verbiage at peak engagement times to increase reach and click-through rates
- Monitored website and social media performance with Google Analytics, Facebook Insights, and more to hit monthly goals, find patterns in content performance, and readjust digital plan



Skills, Languages, Software

- HTML
- CSS
- JavaScript
- WordPress
- Drupal
- Wix
- Salesforce Marketing Cloud
- HubSpot
- Litmus
- SharePoint
- Microsoft Office
- Adobe Photoshop
- Adobe InDesign
- Java
- Swift
- Xcode
- Adobe Analytics
- Google Analytics
- Buffer
- Hootsuite
- Strong communication
- Organization

Education

The University of Georgia *Bachelor of Arts in Journalism*

ts in Journalism GPA: 3.99

Dec. 2016

Certificate: New Media Technology