

BETHANY STEELE

Web Content & Accessibility Specialist

bethanysteele.com | bethanyjoysteele@gmail.com | Baltimore, MD

EXPERIENCE

Web Content Specialist at Goucher College | Baltimore, MD | 2024-2026

- Managed web content, accessibility, and SEO across dozens of institutional web pages on a 1,000+ page WordPress and Modern Campus CMS website
- Led content and information architecture restructuring, consolidating 13+ pages, reducing duplication, and improving the end user experience
- Conducted manual accessibility audits using WAVE and ANDI, remediating hundreds of links, buttons, ARIA tags, and HTML edits to meet WCAG 2.1 AA and Section 508 standards
- Incorporated AI tools into daily workflow to improve content discoverability and site architecture recommendations

Web & Digital Content Specialist Contractor | Baltimore, MD | 2022 – Present

- Provides web content management, site builds, and content migration support for local institutions in custom WordPress environments
- Executes SEO updates and accessibility remediation in collaboration with a developer team, achieving measurable improvements in search visibility and page performance
- Implements on-page SEO best practices including metadata updates, redirects, and keyword alignment using Google Search Console, SEMrush, and Yoast
- Migrated 100+ web pages across client projects, ensuring every page meets brand, accessibility, and quality standards
- Manages multiple client projects simultaneously using Asana and Monday.com, maintaining organized workflows and on-time delivery across all accounts

EDUCATION

- DHS Trusted Tester Certification (Section 508 Accessibility) | 2024
- Google UX Design Certification | Google Coursera | 2022
- Bachelor of Fine Arts (B.F.A.) | Maryland Institute College of Art

SKILLS

- CMS & Web: Modern Campus CMS, WordPress, Squarespace, Elementor
- Languages: HTML, CSS, JavaScript (basic troubleshooting)
- SEO & Analytics: Google Search Console, SEMrush, Yoast, Local SEO
- Accessibility: WAVE, ANDI, Section 508, WCAG 2.1
- Design: Figma, Adobe Photoshop, Adobe Suite, Canva