BETHANY STEELE

Web Content & Accessibility Specialist

Baltimore, MD | linkedin.com/in/bethanyjoysteele

EXPERIENCE

Web Content Specialist at Goucher College | Baltimore, MD | Aug 2024 – June 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; managed the presidential blog and alumni email templates
- Improved SEO using Google Search Console and SEMrush, including an 87% increase in click-through rate, a 6% increase in clicks, and an average search position gain of about 32 points
- Conducted manual accessibility audits using WAVE and ANDI, remediating hundreds of links, buttons, ARIA tags, and HTML edits
- Incorporated AI tools into daily workflow to improve content discoverability

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

- Provides web content management, site builds, and content migration support for small business and institutional clients
- Launched 10 websites, migrated 100+ pages, and created 13 brand guides; maintained 4 active maintenance clients with about 75% long term retention
- Implements on-page SEO best practices including metadata updates, redirects, and keyword alignment using Google Search Console, SEMrush, and Yoast
- Manages multiple client projects simultaneously using Asana and Monday.com

Digital Experience Associate at Custom Ink | Baltimore, MD | Jan 2021 – Aug 2023

- Conducted 1–2 user interviews daily, documenting usability issues on CustomInk.com and reporting hundreds of website issues to inform site improvements
- Tracked customer journeys and managed client follow up in Salesforce
- Contributed to 24 monthly reports on user needs, competitive analysis, and digital experience recommendations for product and web teams

Digital Content Associate at Exponential Media | Remote | May 2019 – Oct 2020

- Developed content strategies for 13 concurrent clients, producing video, blog, and image content and maintaining consistent brand standards

EDUCATION

- DHS Trusted Tester Certification (Section 508 Accessibility) | 2024
- Google UX Design Certification | 2022; SEO Fundamentals Certificate, Udemy | 2025
- Bachelor of Fine Arts (B.F.A.) | Maryland Institute College of Art

SKILLS

- CMS & Web: Modern Campus CMS, WordPress, Squarespace, Elementor, SharePoint
- Productivity & CRM: Microsoft 365 (SharePoint, Teams, OneNote, Forms, Excel), Google Workspace, Salesforce (CRM)
- Web & SEO: HTML, CSS, JavaScript (basic troubleshooting); Google Search Console, SEMrush, Yoast, Local SEO
- Accessibility: WAVE, ANDI, Section 508, WCAG 2.1
- Design: Figma, Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Final Cut Pro, Canva
- Project Tools: Asana, Monday.com, Jira, GitHub, Slack, eClincher