

Peter Lee

Web Content Specialist

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PROFILE

Accomplished content manager with more than 15 years of writing and editing experience.

- Content management
- Writing
- Editing
- SEO
- Analytics
- HTML/CSS
- Drupal and WordPress content management systems
- Excellent communication skills
- Deadline oriented

EXPERIENCE

[Hooks and Harmony](#) - Owner and Writer, March 2008-present

- Write blog posts using WordPress CMS.
- Interview musical artists and review albums and concerts.

Account Manager, GeorgiaGov Interactive, January 2016-July 2017

- Managed 70 agency accounts, developing relationships with customers, managing sales pipeline and negotiating contracts.
- Created information architecture and wireframes for customers, resulting in better usability statewide.
- Wrote proposals and statements of work for potential customers, leading to 10 new clients in one year.

Editorial Director, GeorgiaGov Interactive, April 2008-January 2016

- Managed content for main GTA website.
- Edited all content for readability.
- Revamped information architecture for the site, resulting in better findability overall.

Web Content Manager, Georgia Technology Authority - August 2004-April 2008

- Changed focus of georgia.gov from a browsing system to a search-based site, creating 50 popular topics to help citizens find information easily.
- Wrote content to match the reading level of the georgia.gov visitor. Used SEO best practices to get keywords into the content.
- Created business case for switching content management systems from Vignette to Drupal, saving the agency \$5 million over five years.

Web Content Manager, Georgia Department of Community Health - April 2000-August 2004

- Managed content and design of the department's website.
- Led team that created a Medicaid website which processed \$100 million in claims to more than 1.5 million people.

Communications Consultant, Georgia Department of Human Services, January 1993-August 2000

- Wrote and edited news releases, fact sheets and marketing materials on public health and social service programs.
- Managed 11 workstations, providing technical documentation and training to staff on how to use the computers.
- Served as spokesperson for the Georgia Division of Public Health during crises such as meningitis and *E. coli* outbreaks.

Press Assistant, Office of the Governor, April 1991-December 1992

- Assisted the Press Secretary in media relations activities, including writing press releases, talking points and speeches.
- Served as spokesperson for the agency during the Rodney King

Staff Writer, Griffin Daily News, April 1990-April 1991

- Wrote two stories per day on city government and politics for 12,000-circulation daily.
- Created, edited and maintained the paper's first entertainment page.

EDUCATION

- Master of Arts in Communication, Georgia State University, 2001
- Bachelor of Arts in Journalism, Berry College, 1990

CERTIFICATIONS/ PUBLICATIONS

- Certificate in Technical Writing, Kennesaw State University
- Certified Usability Analyst, Human Factors International
- [*Spin at the State Level : An Examination of Public Relations Practices of Statewide Political Campaigns*](#)
- [*The Death and Life of Mal Evans : A Novel*](#)