

Deb Fanslow, MLIS

<http://www.damlibrarian.com>

<http://www.linkedin.com/in/DAMlibrarian>

COMPETENCIES

Digital asset management

Cataloging/tagging
Digital curation
Digital preservation
Digital rights management
Information governance
Policy writing

Database administration

Security/permissions
User account management
Reporting (metrics/KPIs)
System documentation

Information architecture

Controlled vocabularies
Information retrieval (search)
Metadata schema modeling
Taxonomies/Thesauri

Project planning

Business analysis
Content inventory/audit
Requirements gathering
Use cases/scenarios
Workflow modeling

User support

Change management
Instruction/training
Reference/research

Digital Media

Art direction
Digital imaging
Graphic design
Image retouching
Image research
Image licensing

Web technology

Blogs
CMS systems
Jira
Screencasting
Social media
Wikis

PROFILE

Information professional specializing in digital asset management (DAM), with a background in graphic design and experience across the Pharmaceutical, CPG, Publishing, Library, Museum, and Education fields. Enjoys helping organizations reap the benefits of effective information management—saving time and money through increased operational efficiencies, content reuse, and increased speed to market, while driving effective data analysis, enabling critical business decisions, and reducing liability.

EDUCATION

Post-Master's certificate in Digital Services: San José State University, 2015

Certificate in XML and RDF-Based Systems: Library Juice Academy, 2015

Master of Library and Information Science: Rutgers University, 2010

Bachelor of Arts, Visual Art (graphic design concentration): Rutgers University, 1999

PROFESSIONAL HIGHLIGHTS

Content Management Capability Lead

10/17–Present

Bristol-Myers Squibb | Lawrenceville, NJ

- Driving and defining processes and procedures related to content delivery, asset review/approval, tagging/cataloging, publishing, and distribution within the enterprise digital asset management (DAM) system, Stylelabs Marketing Content Hub
- Project Lead for development of dynamic modular content capability to enable automated creation of Important Safety Information; collaborating with Commercial Regulatory Affairs, IT, and Stylelabs Developer and System Architect to define the operating model, gather requirements, build dynamic templates, perform UAT, develop and deliver Administrator training, and rollout the ISI Tool to the U.S. Market
- Collaborating with IT, Corporate Affairs, and DAM vendor to onboard Corporate Affairs department to the DAM system; led stakeholders through system demos, project planning, and requirements gathering (metadata/taxonomy design, workflow, security, and data migration)
- Developing and executing a content communication strategy to identify U.S. content available for reuse and repurposing within local Markets; identifying content pipeline and developing strategy to aggregate content at the campaign level to increase content discoverability and reporting
- Conducted a comprehensive metadata audit, analysis, and schema update to evolve the DAM system from a focus on product related content to a scalable and flexible information architecture to facilitate increased content discovery/reuse and onboarding of Corporate Affairs content
- Led major upgrade to the DAM system including project planning, requirements gathering, system testing, and support ticket prioritization; received an Ovation Award for Accountability after discovering and resolving a major system configuration issue
- Conducted quarterly asset metadata audits; drafted a quality control checklist for librarian team to ensure accuracy, and consistency of metadata to support effective search and reporting

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TECHNOLOGY

DAM systems

Adobe Experience Manager
ContentDM
DAMinion
Extensis Portfolio
Omeka
Picturepark
Stylelabs mHub

Workflow systems

APRIMO
BLUE!
ZINC

CMS systems

SDL Web/Tridion
LibGuides
Wordpress

Metadata schemas

Dublin Core/PBCore
CDWA/VRA Core
PLUS
PRISM

Web technologies

Google Analytics (basic)
HTML/CSS (basic)
XML/XSLT (basic)
SQL (basic)

Controlled vocabularies

DDC/LCC
LCSH/AAT/TGM/ULAN

Graphic design

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Adobe Bridge

Productivity

MS Word, Excel, PPT
Google Drive

PROFESSIONAL HIGHLIGHTS — *cont'd*

Digital Asset Librarian/Content Steward

11/16–10/17

Aquent Studios, onsite contractor at Merck | North Wales, PA

- Harvested and curated global modular master content (text and rich media) throughout the content life cycle using SDL Web/Tridion Content Management System, a custom XML Assembly system, and a web based Catalog as part of an XML publishing workflow
- Worked closely with brand teams, creative agencies, and Merck regulatory team members to ensure that accurate and compliant content was used within promotional materials
- Collaborated with Content Stewards, Design Stewards, Project Managers, and Merck Promotion team members to analyze and recommend best practices and process improvements

Marketing Content Platforms Manager

7/16–9/16

Campbell Soup Company | Camden, NJ

- Served as DAM Lead for Campbell's first enterprise-wide DAM implementation; worked with internal stakeholders and leaders across Divisions and Business Units to identify and align requirements with overall enterprise DAM initiative
- Played a key role in developing the metadata model, taxonomy, and controlled vocabularies that were used as a baseline for developing the DAM system's information architecture
- Collaborated with development and integration team to design, customize, test, and deploy Adobe Experience Manager (AEM) Assets and the AEM Brand Portal module
- Assisted in developing design spec for API integration with BLUE workflow system
- Collaborated with DAM consultancy team to draft a Governance Charter that provided the framework for governing both the enterprise DAM program and the DAM system
- Collaborated with Project Leads on change management, training, and communications
- Served as project manager: status reporting, risk/issue management, maintenance of project plan/timeline, and development of user feedback log; engaged DAM consultancy to re-baseline system rollout using agile principles

Lead Digital Asset Coordinator

7/15–7/16

Schawk!, onsite contractor at Campbell Soup Company | Camden, NJ

- Management of packaging, brand, and recipe assets for Campbell World Headquarters using BLUE!, an enterprise product lifecycle management/workflow system
- Management and oversight of the creation, review/approval, cataloging, and distribution of 3D product renderings to retail partner distribution systems; averaging over 300 renderings/month
- Designed and built custom review and approval workflows based on user needs and regulatory requirements, including workflow modeling and template/process configuration
- Improved content discoverability based on user retrieval needs, including metadata audit and subsequent design of enhanced metadata schemas/templates and controlled vocabulary lists
- Reported and presented on system level KPIs and custom analytics as requested by client