**Deb Fanslow, MLIS**

845-721-3585 | [deborah.fanslow@gmail.com](mailto:deborah.fanslow@gmail.com)

LinkedIn: <http://www.linkedin.com/in/DAMlibrarian> | [http://www.damlibrarian.com](http://www.damlibrarian.com/)

**PROFILE**

**COMPETENCIES**

**Digital asset management**

Cataloging

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

Workflow modeling

**User support**

Change management

Instruction/training

User interviews

Research

**Digital Media**

Art direction

Digital imaging

Graphic design

Image retouching

Image research

Image licensing

**Web technology**

Blogs

Facebook

LinkedIn

Wikis

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.

**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

**Knowledge Content Consultant** 12/18–Present

RCG Global Services | Client: Educational Testing Service | Lawrenceville, NJ

* Development of new online knowledge base of documentation for IBIS—ETS's flagship item banking information system used to develop educational assessments
* Collaborate with product owner SMEs to source, analyze, update, and curate content
* Collaborate with IT and WebOps teams to design, build, test, and launch the knowledge base within OpenText Web Content Manager
* Develop the site navigation hierarchy based on top-down and bottom-up analysis of existing documentation and SME interviews, and controlled vocabularies for terms used within online documentation
* Serve as Workstream Lead for the project, including refinement of requirements and development   
  of a project plan/schedule, training/communication plan, defined deliverables, and regular status meetings/reports
* Assist in defining content workflows to ensure that information related to system releases is documented in a timely manner within the knowledge base
* Coordinate with WebOps to define metrics for the knowledge base

**Content Management Capability Lead** 10/17–12/18

Bristol-Myers Squibb | Lawrenceville, NJ

* Drove and defined 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
* Served as Project Lead for development of dynamic modular content capability to enable automated creation of Important Safety Information
* Onboarded Corporate Affairs department to the DAM system; led stakeholders through system demos, project planning, and requirements gathering

VIEW MY COMPLETE WORK HISTORY AT: [HTTP://WWW.DAMLIBRARIAN.COM](http://WWW.DAMLIBRARIAN.COM/)

**EXPERIENCE**

**EDUCATION**

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**TECHNOLOGIES**

**EXPERIENCE—***CONT’D*

**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

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

P**roductivity**

Microsoft Word, Excel, PPT

Google Drive

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* Developed and executed a content communication strategy to identify U.S. content available for reuse and repurposing within local Markets
* Conducted a comprehensive metadata audit, analysis, and schema update
* Led a major upgrade to the DAM system; received an Ovation Award for Accountability after discovering and resolving a major system configuration issue
* Developed DAM reporting capabilities using Tableau dashboards to measure content reuse

**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 using SDL Web/Tridion Content Management System, and 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 Promotional Review 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
* Played a key role in developing the metadata model, taxonomy, and controlled vocabularies
* Collaborated with Development and Integration team to design, customize, test, and deploy   
  Adobe Experience Manager (AEM) Assets and the Brand Portal module
* Assisted in developing design spec for API integration with BLUE workflow system
* Engaged and worked closely with DAM consultant team to draft a Governance Charter
* Collaborated with Project Leads on change management, training, and communications

**Lead Digital Asset Coordinator** 7/15–7/16

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

* Managed Campbell World Headquarter’s packaging, brand, and recipe assets using BLUE!,   
  an enterprise product lifecycle management/workflow system
* Managed the creation, review/approval, cataloging, and distribution of 3D product renderings to retail partner distribution systems; averaging over 300 renderings/month
* Assisted with design and build of custom review and approval workflows
* 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