

Liv Kohring

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SKILLS

Website Design & Administration | Content Management | HTML & CSS | UX/UI Strategy | Multimedia Production | Front-end Implementation

PROGRAMS

Adobe Creative Suite — Photoshop, Illustrator, Premiere, InDesign, Audition, Dreamweaver

Content Management Systems — WordPress, Contentful, Drupal

Digital Asset Management — Cloudinary, Box, Bynder

Project Management — Jira, Workfront, Monday

AI & LLMs — ChatGPT, Copilot, Claude

EXPERIENCE

Web Administrator (Contract) — National Association of Insurance Commissioners (NAIC) | July 2024 – June 2026

- Edit, manage, and publish high-traffic pages in Drupal and Dreamweaver using HTML5 and JavaScript
- Assist staff as needed to complete web edit requests and document management tickets
- Organize information using best UX/UI practices within pre-existing brand guidelines
- Find solutions to technical issues that require expertise in the CMS (such as display errors, defunct files, and page malfunctions)
- Work in an Agile system to complete tasks across multiple departments

Digital Content Specialist (Contract) — Plexus Worldwide | March 2023 – July 2024

- Create, edit, and publish web assets such as web heroes and product detail pages using Contentful
- Utilize best UX/UI practices to build landing pages for companywide events
- Use detail-oriented processes to ensure proper document management in Cloudinary
- Collaborate and communicate with multiple departments internationally to complete projects

Web Content Specialist — American Congress of Rehabilitation Medicine | December 2021 – November 2022

- Manage two WordPress websites and optimize site functionality using plug-ins, HTML, and CSS
- Built a multi-user companion site from start to launch for a medical textbook that required extensive site mapping, document management, and UX/UI strategy development
- Maintain budget-friendly approach while adding and designing new assets, plugins
- Quality check pages, create graphics, and update content frequently

Content Strategist (Contract) — Lockton Companies | March 2021 – December 2021

- Migrate legacy website content and build new webpages using Contentful
- Manage quality control by identifying errors in content and page flow
- Utilize best UX/UI practices while designing new pages for pre-existing content
- Populate SEO fields and metadata using best practices to identify keywords and phrases

Communications Coordinator & Manager — NPC International | August 2018 – January 2021

- Act as key contact for all communications contractors, such as non-profit fund and website development team
- Build webpages using HTML and WordPress plugins within pre-existing company guidelines
- Create and write content for external and internal audiences, designed for digital consumption
- Produce video announcements, training videos, and other multimedia projects

EDUCATION

Bachelor of Arts, Communication — University of Missouri - Columbia