

AMY HRNCIAR | WEB PRODUCER | CMS & DIGITAL OPERATIONS

Returning to NYC | Currently in Sarasota, FL | amyhrnciar@gmail.com | [LinkedIn](#) | [Website](#)

Web producer and digital operations professional with 20+ years of experience helping teams publish complex digital content accurately, efficiently, and at scale. Combines hands-on CMS production and QA expertise with the ability to coordinate editorial, creative, technical, and business partners, resolve issues quickly, and reduce friction throughout the publishing process. Known for bringing structure and reliability to high-volume web operations where quality, timing, and cross-functional alignment matter.

WEB PRODUCTION EXPERTISE

Web Production • Headless CMS • Request Intake & Prioritization • QA Testing & Launch Validation • Publishing Governance • Documentation & Training • Digital Asset Management • Jira & Confluence • Responsive HTML/CSS • Technical & On-Page SEO

PROFESSIONAL EXPERIENCE

CONSULTANT | Digital Marketing, Web Strategy, AI Search Visibility | Sarasota, FL / Remote | 2024-Present
Independent consulting practice focused on website production, optimization, technical SEO, and AI search visibility, with hands-on delivery across CMS platforms, content, QA, and workflow automation.

- Manage independent client engagements from strategy through delivery, handling requirements gathering, implementation, QA, and performance reporting across multiple concurrent clients.
- Build, optimize, and maintain websites in WordPress and other CMS platforms, including content publishing, theme customization, technical SEO, and workflow automation.
- Increased a B2B agency's search visibility 3.6x and established it as the #2 AI-cited authority in its niche.

BOAR'S HEAD BRAND | Systems Analyst II – Website Product Owner | Sarasota, FL | June 2024-June 2026
Served as product owner and web producer for a business-critical CMS platform, publishing and maintaining content for the distributor network across product information, marketing assets, sales resources, and brand communications.

- Managed **5-10 daily publishing requests** in dotCMS, building and updating pages with structured content types, reusable components, templates, and custom configurations while overseeing the full lifecycle from intake through QA and production release.
- Triageed and prioritized requests from approximately **10 business teams**, clarifying requirements, setting expectations, and coordinating delivery across stakeholders with competing priorities and deadlines.
- Supported more than **50 active content publishers** with technical guidance, troubleshooting, and hands-on publishing assistance, accelerating complex content updates **from multi-day delays to same-day completion**.
- Performed detailed QA across DEV, UAT, and Production environments, identifying and resolving copy, formatting, link, rendering, template, and publishing defects before they affected the distributor network.
- Established naming conventions, folder structures, publishing standards, access controls, and review workflows to reduce avoidable errors and improve content consistency, governance, and publishing efficiency.
- Led requirements documentation, full-site QA, UAT, and bug resolution for migration from on-premise infrastructure to dotCMS Evergreen Cloud, validating every page to deliver a stable production launch.

INMAR INTELLIGENCE | Senior Technical Implementation Manager | New York, NY | May 2022-May 2023
*Owned technical production and launch operations for chatbot marketing campaigns and branded web experiences for national CPG clients, with each successful engagement generating **\$30K-\$50K in incremental media spend**.*

- Managed end-to-end production for **10+ concurrent client campaigns**, coordinating requirements, assets, configuration, page builds, QA, launch readiness, and post-launch reporting across Product, Engineering, Design, Marketing, and Client Services.
- Built and deployed responsive campaign landing pages using HTML, CSS, and JavaScript, managing code and production releases across GitLab and AWS in partnership with engineering and design teams.

- Owned QA and launch validation across active campaign deployments, identifying and resolving content, rendering, integration, tracking, and configuration issues before they affected live campaigns.
- Reorganized Jira boards and production workflows to improve intake visibility, prioritization, status tracking, and cross-functional collaboration across more than **10 simultaneous client engagements**.
- Coordinated campaign assets, messaging, and launch timelines to maintain alignment across influencer, paid media, account managers, and technical teams under strict deadlines.

LBRANDS | Applications Analyst - Creative Technologies | New York, NY | 2016-2022

Supported enterprise creative technology and web-platform initiatives across LBrands, translating business needs into requirements, test plans, documentation, and feature recommendations for design and product development teams.

- Gathered and documented requirements across **four phases of a \$100M+ Adobe Experience Manager initiative**, turning user feedback and business needs into functional requirements and recommended platform features for IT teams, vendors, and leadership.
- Designed and executed UAT, regression, and QA test plans for AEM and Flex PLM releases, documenting defects, validating fixes, and helping ensure stable deployments across iterative development cycles.
- Directed cross-functional automation initiative supporting **1,000+ US retail stores**, coordinating requirements, delivery, testing, and rollout to **reduce manual effort by over 90%**, earning enterprise **IT All Stars** recognition.
- Managed Adobe Creative Cloud operations for **1,500+ enterprise users**, overseeing release testing, upgrade planning, license provisioning, deployment coordination, user communications, and support documentation.
- Served as the functional bridge among business stakeholders, developers, IT teams, and technology vendors, using Jira and Confluence to track requirements, issues, decisions, and delivery throughout project lifecycles.

TRANSLATION LLC | Web Operations Manager (Contract) | New York, NY | Mar 2016-Nov 2016

Assumed ownership of web operations and publishing for a creative agency following the departure of its development team, maintaining business continuity across agency sites, editorial properties, e-commerce, and digital campaigns.

- Managed daily web and editorial production across agency websites, blogs, PR channels, and social properties, coordinating content schedules, assets, updates, and quality control.
- Migrated a high-traffic blog to a new hosting environment with **zero downtime**, improving page-load performance by approximately **65%**.
- Built and launched an e-commerce website from design files; configured payments, managed inventory, fulfillment, and CRM; integrated Google Analytics to support end-to-end site operations and optimization.
- Served as the agency's hands-on technical resource for website updates, troubleshooting, and digital production, resolving issues quickly to maintain reliable web operations and meet publishing deadlines.
- Independently built and launched a custom mobile application and produced responsive, dynamic email templates, managing requirements, development, testing, and delivery under tight timelines.

SELECTED EARLIER EXPERIENCE

LA PRAIRIE SWITZERLAND | E-Commerce Website QA Manager | New York, NY | 2015

- Directed QA for 20 global e-commerce websites, coordinating translated content, product launches, developers, agency partners, and issue resolution across international teams.

SAILTHRU | Developer, Creative Services | New York, NY | 2014-2015

- Developed responsive HTML/CSS email templates and landing pages for publishing and e-commerce clients, integrated live data through APIs, and performed detailed cross-client and cross-device QA.

EDUCATION & TRAINING

- Sacred Heart University | B.S. in Business Admin, Marketing Concentration | **Magna Cum Laude, 3.8 GPA**
- General Assembly | Front-end Web Development, 2015 | HTML, CSS, jQuery, responsive development
- New York University | Web Development Coursework, 2013 | HTML, CSS, JavaScript, PHP, SQL, and APIs