

John "Eric" Franklin

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Professional Summary

Accomplished **AEM Content Strategist and Website Operations Manager** with nearly two decades of experience sitting at the intersection of content, technology, and digital strategy. Proven track record of managing and optimizing scalable digital content experiences across enterprise-level, multi-brand environments using **Adobe Experience Manager (AEM)**. Expert in streamlining complex AEM publishing workflows, establishing robust content governance, and partnering with cross-functional engineering and UX teams to deliver high-performance, high-impact web initiatives.

Core Competencies

- **CMS & Platform Expertise:** Adobe Experience Manager (AEM Sites), AEM Assets, IBM WebSphere Portal, Magento CMS, WordPress
- **Strategy & Operations:** Content Strategy, Content Operations (ContentOps), Content Governance, Workflow Optimization
- **Design & Front-End Development:** UX/UI Design, Wireframing & Prototyping, HTML5, CSS3, JavaScript, Bootstrap, Foundation
- **Testing & Optimization:** SEO Enhancements, Adobe Target (A/B Testing & Experience Targeting), Agile/Scrum Methodologies

Professional Experience

Reynolds American Inc. | Winston-Salem, NC *Lead Manager, Consumer Marketing – AEM Website Operations Manager* | Sept 2021 – Present

- **Lead end-to-end content management, authoring, and publishing workflows** across 14 enterprise-level branded websites strictly within a multi-brand **Adobe Experience Manager (AEM)** environment.
- **Own and optimize AEM site architectures and publishing processes**, successfully driving operational efficiency, reducing asset deployment turnaround times, and streamlining authoring workflows.
- **Partner deeply with cross-functional technical teams**, including UX designers, front-end developers, and brand marketers, to deliver large-scale site updates, feature launches, and comprehensive migrations within **AEM**.
- **Enforce strict content standards and governance models** across the entire digital ecosystem, ensuring absolute brand consistency, quality control, and compliance across all **AEM** web properties.

Front-End E-commerce Developer (Contract) | Jan 2019 – Sept 2021

- **Utilized AEM to author, manage, and update digital pages** across all major commercial and corporate RAI brands.
- Executed front-end development (HTML/CSS/JavaScript) and merchandising activities for *VuseVapor.com* using Magento CMS to build custom content blocks, pages, and promotional campaigns.
- Leveraged Adobe Target to design and implement A/B testing and Experience Targeting initiatives, directly optimizing user journeys and landing page conversions.

Volvo Group | Greensboro–Winston-Salem Area *UX/UI Developer Consultant* | Aug 2017 – Nov 2018

- Provided expert UX consultation for Volvo Trucks' Oracle CRM enterprise solution, significantly improving the front-end user experience via custom CSS and jQuery.
- Partnered with the mobile engineering team to design and build interactive high-fidelity prototypes for customer-facing iPad applications using Balsamiq and Photoshop.
- Designed and engineered a fully responsive web administration application from scratch using PHP, JavaScript, and CSS.
- Built dynamic, interactive KPI charting interfaces for the internal analytics platform utilizing HTML5 Canvas.

Sports Endeavors | Hillsborough, NC *Senior Web/UX Designer & Front-End Developer* | Feb 2013 – Aug 2017

- Led UX design and strategy for the flagship e-commerce platform *soccer.com*, producing wireframes, mockups, and UI assets.
- Spearheaded the mobile e-commerce redesign in 2014, resulting in a **24% increase in mobile sales**, and led the desktop reskin which drove a **13% lift in desktop revenue**.
- Developed high-performance, responsive landing pages using Bootstrap and Foundation frameworks for major global product rollouts from Nike, adidas, and Puma, including dedicated digital hubs for the 2014 World Cup.
- Managed post-launch defects and UI testing via JIRA, collaborating with engineering teams to deploy rapid solutions on WebSphere environments.

Web Designer | Aug 2009 – Feb 2013

- Designed and coded high-converting digital marketing campaigns and responsive emails for *Soccer.com* and *Lacrosse.com*.
- Managed all homepage creative spotlights, site promotions, and digital content layouts.

Atlantic BT | Raleigh-Durham Area *Web Designer* | May 2009 – Jul 2009

- Created website mockups, wireframes, and front-end UI structures (HTML/CSS/JS) for a diverse portfolio of new clients.
- Handled ongoing technical site maintenance, including targeted SEO enhancements and graphical updates.

WNCN-TV – NBC17 (Media General) | Raleigh, NC *Lead Multimedia Designer* | Dec 2007 – Mar 2009

- Served as the creative lead for the design and front-end development of *MyNC.com* and the comprehensive redesign of *NBC17.com*.
- Designed the user interface for a proprietary, custom-built internal video CMS and web video player.
- Developed custom WordPress environments for on-air media personalities.

Times Digital Group | Kingsport, TN *Website Designer* | Oct 2004 – Nov 2007

- Built and designed responsive websites from initial wireframing and conceptual mockup stages through to clean, functional HTML and CSS deployment.
- Developed interactive, engaging multimedia applications utilizing Flash to enhance the client digital portfolio.
- Partnered directly with the Sales Manager to consult with clients, translate business goals into functional web solutions, and maintain account relationships.
- Provided comprehensive lifecycle technical support, maintaining existing web properties and troubleshooting client site issues.

Education

East Tennessee State University | Johnson City, TN *Bachelor of Science (BS) in Digital Media* | 2001 – 2004