

Robert McDonough

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SUMMARY

Web Content Manager and Full-Stack Developer with 10+ years of experience building and optimizing digital content systems in regulated industries (legal, pharma, financial services). Proven track record driving traffic growth through enterprise CMS platforms, technical SEO, and data-driven content strategy. Full-stack engineering background (React, Next.js, Node.js, TypeScript, Python) with hands-on experience integrating generative AI into professional workflows.

PROFESSIONAL EXPERIENCE

Web Content Administrator | *Morgan, Lewis & Bockius LLP — Philadelphia, PA | June 2022 – Present*

Currently coordinating and executing all content publishing and optimization for 200+ practice and industry pages in Sitecore. Contributing to a 46% increase in overall site traffic in FY23, with sustained momentum through FY25.

Strategic Content & Projects

- Built and launched the firm's Responsible Business Report from concept to publication, coordinating with senior managers, directors, and Firm Chair to create a piece that drew over 4,000 clicks.
- Deployed new high-growth service, industry, and region pages using modern flex templates in Sitecore, resulting in organic pageview growth between 100% and 165% YoY.
- Executed content integration for Paris, Riyadh, Frankfurt, and Seattle office expansions— built and published attorney bios, coordinating with PR, C-Suite, and global stakeholders.
- Contributed to the Sitecore 9.3 to 10.4 migration by building test pages, performing UAT, and documenting front-end bugs to ensure a seamless transition.

SEO & Audience Growth

- Implemented a content revitalization strategy that increased traffic to Culture pages by 400% and grew engagement in "Our People" (+50%) and "Our Thinking" (+52%) sections.
- Published and optimized resource pages for breaking events (CrowdStrike Outage, US Admin topics), generating tens of thousands of pageviews for a single page on day one.
- Improved site health through ongoing technical SEO maintenance (meta descriptions, accessibility fixes) securing Top 10 Google rankings for high-value keywords.

Content Governance & Technical Execution

- Mastered Sitecore's content tree libraries and publishing tools to manage a high volume of daily publishing requests and complex page builds with accuracy and brand consistency.
- Established a centralized governance system for all dynamic site components (carousels, tiles, embedded videos), conducting monthly audits for content accuracy.
- Performed a large-scale compliance audit of all attorney biographies to meet New Jersey Bar Association regulatory requirements.
- Served as technical point-of-contact for recurring digital publications, using HTML and Dreamweaver to create, test, and distribute weekly and monthly blogs.

Content Steward | *Aquent Studios @ Merck | January 2020 – April 2021*

- Executed end-to-end content lifecycle for multiple major pharmaceutical brands (iPad demos, banner ads, emails, alerts) supporting key product launches for healthcare providers and consumers.
- Partnered with digital engagement and review teams in an Agile framework to launch time-sensitive promotional campaigns during COVID-19, ensuring all content was medically accurate and FDA-compliant.
- Managed all promotional materials within Veeva Vault PromoMats, ensuring 100% compliance with strict brand, channel, and FDA guidelines.

Technical Consultant & Event Operations | *Bionical Solutions Group, Brooklyn Flea, CreditSafe, OCF Realty | 2018 – 2020, 2022*

- **Pharmaceutical Compliance:** Performed precision annotation and regulatory referencing for pharmaceutical promotional materials, ensuring compliance with FDA guidelines.
- **Enterprise CMS Migration:** Assisted in content migration to Adobe Experience Manager (AEM) for international B2B clients, optimizing content for US market entry.

- Web Content Strategy: Delivered high-visibility digital production and web content management for OCF Realty, focusing on scalable SEO and lead generation.
- Event Operations: Coordinated logistics and on-site infrastructure for high-traffic weekend markets attracting 80,000+ visitors, managing diverse stakeholder requirements under pressure.

Project Lead | Vanguard | January 2016 – January 2018

- Managed quarterly production of fund performance literature (digital and print), ensuring full FINRA regulatory compliance.
- Served as primary point of contact for institutional clients (JPMorgan, Alphabet), creating ad hoc presentation materials and specialty fund fact sheets.
- Translated complex financial data from internal calculations and vendor feeds (MorningStar, NYSE) into clear investment commentaries for a diverse investor audience.
- Published and maintained web content across three high-traffic websites using OpenText TeamSite, reaching 30M+ monthly visitors.

TECHNICAL SKILLS

Languages & Frameworks: HTML, CSS, JavaScript, TypeScript, React, Next.js, Node.js, Express.js, Tailwind CSS, Three.js, GLSL

Data & Backend: MongoDB, Supabase, Python, Pandas, REST APIs

AI & ML Tools: Claude, ChatGPT, Gemini, Ollama, Thomson Reuters CoCounsel, Prompt Engineering, Agentic Workflows, AI-Augmented Workflows

CMS Platforms: Sitecore + Experience Editor, OpenText TeamSite, Veeva Vault PromoMats, Adobe Experience Manager

SEO & Analytics: Technical SEO, On-page Optimization, Meta Strategy, WCAG accessibility, SiteImprove, Google Analytics

Tools & Workflow: Git, Jira, Confluence, Agile/Scrum, Adobe Creative Suite, Figma

PROJECTS

Style RAG — Local-first editorial AI assistant that unifies fragmented institutional knowledge into an instantly queryable system, providing grounded answers with per-document citations and automated style audits with conflict resolution across sources. (Python, LangChain, Streamlit, Ollama, Chroma, SQLite)

The Nervous System — Generative art installation transforming global news metadata (GDELT GKG 2.0) into a living fluid simulation visualizing collective emotional states as particle behaviors. (React, Three.js, GPGPU, GLSL, Python/Pandas).

Endurance Analytics Engine — AI-powered workout analysis transforming Garmin screenshots into structured health insights via multi-stage data extraction. (Next.js, TypeScript, GPT-4 Vision, Claude API, Supabase).

Household Finance Hub — Drag-and-drop transaction categorization with multi-bank CSV parsing for couples managing shared expenses. (Next.js, TypeScript, Zustand, shadcn/ui, Tailwind).

Safe Cycle PHL — Safety-weighted bike routing through Philadelphia using real city data and Dijkstra's algorithm. (React, Mapbox GL, Node.js, MongoDB).

EDUCATION & CERTIFICATIONS

The Pennsylvania State University — B.A., Telecommunications, 2013 (Dean's List, 4 semesters)

University of Pennsylvania LPS Coding Bootcamp — Certificate, Full-Stack Web Development, 2019

OpenAI – Certificate, ChatGPT Enterprise, 2025

Thomson Reuters — Certificate, CoCounsel Generative AI, 2025

RECOGNITION

Featured in Fast Company — *"Does Upskilling Even Work?"* (Sept. 2025) — profiled as a case study on strategic career upskilling through technical certification.

Morgan Lewis Award for Excellence — September 2024. Recognized for leadership, mentorship, and dedication to exceptional client service while managing web content operations during a critical coverage gap.