

MADISON GRIFFITH

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WEB MANAGER | WORDPRESS | DIGITAL CONTENT & UX

Web management and digital media professional with 3+ years of hands-on WordPress and CMS experience spanning website strategy, development, content management, UX, accessibility, SEO, analytics, and digital communications. Experienced in managing multiple websites and concurrent projects while partnering with IT teams, internal departments, and external stakeholders to deliver accurate, engaging, and accessible digital experiences. Strong visual and multimedia background with proficiency in Adobe Creative Cloud, Figma, HTML/CSS, and WordPress. Recognized for ownership, attention to detail, problem-solving, and translating nontechnical stakeholder needs into effective web solutions.

CORE COMPETENCIES

- WordPress CMS & Website Management
- Web Content Strategy & Editorial Management
- Website Development & Maintenance
- Information Architecture & Wireframing
- UX / Usability / Responsive Design
- Accessibility & ADA Compliance
- SEO & Metadata Optimization
- Google Analytics & Website Performance
- HTML / CSS / Bootstrap
- Adobe Creative Cloud
- Figma & Visual Design
- Multimedia & Digital Content
- Project & Content Workflow Management
- Cross-Functional Collaboration
- AI Website Tools & Content Optimization
- Social Media Content Strategy

PROFESSIONAL EXPERIENCE

PENNSYLVANIA SCHOOL BOARDS ASSOCIATION — Mechanicsburg, PA / Remote

Website Manager | July 2026 – Present

- Own day-to-day management, development, maintenance, and continuous improvement of the organization's WordPress web presence, ensuring accurate, timely, accessible, and visually consistent content.
- Partner with departments across the organization and external stakeholders to translate communications and business needs into effective website content and digital experiences.
- Wireframe, design, and develop WordPress websites in coordination with the IT department, balancing usability, visual design, technical requirements, and organizational objectives.
- Manage implementation and ongoing maintenance of a third-party AI website assistant; review user interactions and refine the experience and underlying training data to improve accuracy and usability.
- Monitor website performance through Google Analytics and use performance data to identify opportunities for improvement.
- Conduct ongoing website audits focused on accessibility, performance, usability, SEO, content quality, and current web standards.
- Prioritize and execute multiple web requests and projects while maintaining quality and meeting organizational deadlines.

Senior Website Coordinator | March 2024 – July 2026

- Designed, wireframed, developed, and maintained multiple WordPress websites in partnership with IT, including PSBA.org, PSBA Institute, PA School Leaders, and PSBA Trust.
- Managed day-to-day website content updates and coordinated with internal departments and external entities to ensure accurate, timely, and consistent digital communications.
- Managed content scheduling and website updates supporting annual conferences, elections, organizational initiatives, and other time-sensitive communications.
- Monitored website performance using Google Analytics and used data to evaluate website effectiveness and identify improvement opportunities.
- Improved website accessibility and usability through ongoing ADA compliance reviews and updates while optimizing content and site structure for SEO.
- Coordinated implementation of a third-party AI website assistant and maintained its training dataset to support accurate, useful responses to website visitors.
- Managed the social media content calendar and collaborated with internal departments to develop original digital content and strengthen the organization's online presence.
- Supported broader marketing initiatives through graphic design, photo editing, copywriting, content creation, and other digital communications projects.

PENNSYLVANIA COUNSELING SERVICES — Lebanon, PA

Web Design Technician | August 2023 – March 2024

- Designed and developed new WordPress websites from wireframes through implementation, incorporating responsive design, usability, visual hierarchy, and client requirements.

- Maintained established WordPress websites, including plugin updates, design improvements, content updates, and ongoing site maintenance.
- Managed multiple concurrent website projects and content-production schedules through Trello to prioritize work and meet project deadlines.
- Updated and organized website content based on organizational and executive leadership requirements.
- Optimized websites for SEO and monitored performance analytics through Jetpack to track progress toward website goals.
- Created flyers, graphics, photo assets, and other digital content supporting organizational communications and marketing initiatives.
- Assisted with multimedia production at Live Up Studios.

MURRAY LIBRARY, MESSIAH UNIVERSITY — Mechanicsburg, PA

Library Web & Digital Media Intern | May 2022 – August 2022

- Added and maintained digital content within the Mosaic database.
- Used HTML to evaluate and maintain LibGuides content and verify website links for functionality.
- Conducted a library signage assessment and used findings to redesign signage for improved communication and usability.

THE CROWLEY COMPANY — Frederick, MD

Imaging Specialist | June 2017 – July 2019

- Digitized prints, film, and books for commercial clients using Capture One and Phase One professional photography systems.
- Performed quality control on digitized deliverables to ensure accuracy and adherence to client standards before delivery.
- Trained new employees on Capture One workflows, imaging procedures, and standard operating procedures.

BRIJ SCIENTIFIC — Germantown, MD

Office Assistant | July 2019 – December 2019

- Organized documentation, coordinated meetings with external organizations, and supported administrative workflows.
- Assisted with a clinical trial involving a new medical product for a contracted company.

SMITHSONIAN NATIONAL MUSEUM OF NATURAL HISTORY — Washington, DC

Digital Imaging Intern | Summer 2016

- Photographed and digitally processed museum mollusk specimens for inclusion in the Smithsonian's collection database.

- Used Adobe Photoshop to prepare specimen images according to established digital collection standards.
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EDUCATION

Messiah University — Mechanicsburg, PA

Bachelor of Arts, Digital Media | December 2022

Concentration: Game Design and Mobile Applications

Dean's List, Spring 2020 – December 2022

Rocky Mountain School of Photography — Missoula, MT

Certificate in Photography | May 2019

SELECTED ACADEMIC PROJECT

Web Development: Server Side — Messiah University

Scrum Master & Developer

- Collaborated with a three-person development team to design and build a functional website using HTML, CSS, jQuery, and JavaScript.
 - Developed a database using PHP and MySQL.
 - Served as Scrum Master, coordinating team workflow, development activities, and project progress.
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TECHNICAL SKILLS

CMS & Web: WordPress, Elementor, Divi, Avada, HTML, CSS, Bootstrap

Analytics & Digital: Google Analytics, Jetpack Analytics, SEO, Accessibility / ADA Compliance, Social Media Platforms

Design & Multimedia: Figma, Adobe Photoshop, Lightroom, Illustrator, InDesign, Premiere Pro, Adobe Creative Cloud

Programming: PHP, JavaScript, jQuery, Java, Python, MySQL

Project & Collaboration: Trello, Asana, cross-functional stakeholder coordination, content workflows

Other: Phase One Professional Certification (2019–2021)

AWARDS

APEX Award — Campaigns, Programs & Plans: Special Events & Meetings

2025 School Leadership Conference Marketing Materials