

Chiara Newby

Digital Operations & Platform Manager

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PROFESSIONAL SUMMARY

Results-driven Digital Operations & Platform Manager with 16+ years of experience leading large-scale, enterprise web platforms, CMS migrations, and cross-channel digital initiatives across web, search, social media, and performance analytics. Proven expertise in Kentico CMS, GA4, Core Web Vitals and stakeholder-driven delivery in multi-office, professional services environments. Adept at translating big-picture vision into actionable processes while bringing structure, clarity and strategic leadership to every project.

PROFESSIONAL EXPERIENCE

Web Technology Manager | Alight Solutions

Nov 2025 – Mar 2026

- Led end-to-end CMS upgrade and migration projects, including QA across staging and production environments, functional testing, content accuracy reviews, and coordinating deployment windows with IT teams
- Corresponded with cross-functional teams as well as third party development vendors to enhance website's feature and functionality requests
- Tested and deployed content updates as well as feature and functionality requests and enhancements across 13 websites, over 1000 pages each

Web Technology Sr. Specialist | Alight Solutions

May 2025 – Nov 2025

- Created a digital roadmap board that housed 3 years of change management planning; over 72 successful deployments with 800+ line items tracked and deployed successfully
- Led the strategic management of website content operations, managing 40+ website updates per month, establishing publishing standards and scalable processes adopted across the team
- Partnered cross-functionally with marketing, design, and development teams to execute high-priority content initiatives, ensuring brand consistency and on-time delivery at scale

Web Technology Specialist II | Alight Solutions

Feb 2021 – May 2025

- Mentored and onboarded two junior Web Technologists, providing hands-on training in CMS workflows, brand standards, and content publishing best practices
- Owned end-to-end content publishing workflows, coordinating with internal stakeholders to ensure timely, on-brand webpage updates across 13 regional sites

Web Technology Associate | Alight Solutions

Dec 2019 – Feb 2021

- Maintained website accuracy by publishing and updating content in the CMS, ensuring all pages adhered to brand guidelines and widget standards

Founder & Digital Designer | KiLynn Designs

Apr 2015 – Dec 2019

- Spearheaded complete brand identity development for a newly established web & graphic design firm, including website architecture, logo design, and all supporting brand assets
- Strategically managed and grew social media presence across multiple platforms to drive brand visibility and audience engagement

CORE COMPETENCIES

Platforms: Headless CMS, Adobe Experience Manager, Kentico CMS, WordPress, Shopify

SEO & Analytics: GA4, Google Search Console, SEMrush, Screaming Frog, Metadata / Redirects / Alt Text

QA & Operations: QA, Change Management, Asana / Monday.com, Process Creation / Optimization, SOPs

Technical: HTML, CSS, JavaScript / jQuery, PowerBI, Marketo, Google Tag Manager, Adobe Creative Suite