EUNICE QUEZON

Senior Strategist l Content Strategy & Operations

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PROFESSIONAL SUMMARY

15+ years architecting content systems, tooling strategies, and operational frameworks across digital entertainment, technology, and AI-powered platforms, building scalable content ecosystems that unite creative workflows with technical infrastructure. Expert in content operations, CMS/DAM architecture, workflow automation, and editorial governance for global organizations. Known for translating complex content requirements into modular, extensible systems that enable content teams to work efficiently at scale while maintaining quality and consistency.

TECHNICAL SKILLS & EXPERTISE

- **Content Strategy:** Content architecture, taxonomy design, metadata frameworks, content modeling, editorial governance, content lifecycle management
- **Content Systems & Tools:** Optimizely (A/B Testing), Airtable, CMS platforms (WordPress, Contentful, Sanity), DAM systems, PIM systems, content APIs, headless architecture
- **Content Operations:** Workflow automation, content production pipelines, version control, approval workflows, content localization, quality assurance
- **AI & Automation:** GenAI content tools (MidJourney, Runway, Sora, ElevenLabs, Veo3, Nano), content automation, ML-powered content discovery, personalization

PROFESSIONAL EXPERIENCE

Principal Content Strategist, Tooling & Operations

Story Architechs l Remote   *May 2023 – Present*

Led content tooling strategy and system architecture for enterprise clients, building scalable content operations frameworks from creation to distribution.

- **Drive content tooling strategy** at Fortune 100 tech/entertainment giant aligning Airtable workflows and AI integrations with modular content systems, enabling cross-functional teams to scale content production
- **Built Airtable + CMS automation infrastructure** for semiconductor client, designing content workflows, API connections, and integration architecture for technical documentation and knowledge management
- **Architected GenAI content pipelines** leveraging ElevenLabs, MidJourney, Leonardo AI, Runway, Sora, Veo3, Nano and more for animation and broadcast content, creating end-to-end content production workflows
- **Developed content taxonomy and metadata frameworks** enabling intelligent content discovery, reuse, and personalization across multi-platform ecosystems

Executive Director of Content, Immersive Experiences

Ozone Metaverse l Remote   *May 2023 – Dec 2024*

Directed content strategy and operations across GenAI-powered metaverse platforms, managing content creation workflows and asset management systems.

- **Architected cloud-based content delivery platform** enabling high-fidelity 3D content distribution with WebGL rendering, coordinating 40+ cross-functional team members
- **Built API-first content architecture** enabling seamless interoperability between 3D design tools (Blender/Maya) and runtime environments for scalable content creation
- **Developed virtual movie theater content ecosystem** with customizable screening rooms, managing content libraries, metadata standards, and distribution workflows

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Content Strategy Manager, Consumer Experience Group

Warner Bros., Inc. | Burbank, CA   *Nov 2018 – Aug 2022*

Orchestrated content strategies for flagship entertainment IPs including DC Comics, Harry Potter, and Looney Tunes, managing content operations across 13 global markets.

- **Scaled global content initiatives** building standardized processes, content templates, and workflow automation across product, marketing, and creative teams
- **Developed content governance frameworks** for omni-channel experiences, ensuring brand consistency across physical retail, digital platforms, and experiential activations
- **Built content performance dashboards** tracking engagement metrics, content velocity, and ROI across integrated content campaigns
- **Launched content operations platform** generating $15M Q1 revenue through streamlined content production and distribution workflows

Senior Content Operations Manager, Home Entertainment

Warner Bros, Inc. | Burbank, CA   *Nov 2016 – Aug 2022*

Led content operations for cross-studio streaming platform, managing content libraries, metadata systems, and distribution workflows.

- **Managed Movies Anywhere content unification** coordinating 7 studio libraries and 5 digital retail platforms, creating unified content taxonomy and metadata standards
- **Built content discovery architecture** implementing ML-powered recommendation engines and personalized content surfacing strategies
- **Developed social viewing content framework** for "Watch Together" feature, managing synchronized content delivery and messaging integration

TOOL PROFICIENCY

- **Content Management Systems:** Airtable, WordPress, Contentful, Sanity, Strapi, Drupal, Adobe Experience Manager, Sitecore, headless CMS architecture
- **Digital Asset Management:** Bynder, Widen, MediaValet, Cloudinary, Brandfolder, Canto, asset workflow automation, rights management
- **A/B Testing & Experimentation:** Optimizely, VWO, Adobe Target, Google Optimize, content testing, multivariate testing, personalization engines
- **Content Workflow & Automation:** Zapier, n8n, UiPath, Airtable automations, workflow orchestration, API integration, content pipeline automation
- **GenAI Content Tools:** Runway, MidJourney, Sora, Veo, ElevenLabs, Synthesia, Leonardo AI, HeyGen, Jasper, Copy.ai, content generation pipelines
- **Analytics & Performance:** Google Analytics 4, Amplitude, Mixpanel, Tableau, Looker, SQL, Python, content performance tracking, engagement analytics
- **SEO & Content Discovery:** SEMrush, Ahrefs, Moz, Screaming Frog, search optimization, content discovery tools, metadata optimization
- **Collaboration & Project Management:** Jira, Asana, Monday.com, Notion, Slack, Trello, cross-functional team coordination, agile content workflows

EDUCATION & CERTIFICATIONS

Enterprise Automation: UiPath Advanced Developer, Automation Anywhere Master Certified, IBM RPA Developer Certified, Process Mining Specialist | **AI & Innovation:** AI for Everyone (Coursera), AWS AI/ML Specialty | **Leadership:** Certified Scrum Product Owner and Master (Scrum Alliance), ITIL v3, Six Sigma Green Belt | **Education:** UCLA/Sorbonne, BA Film Studies/French

View full tools list and portfolio: https://eunicemquezon.com/resume