Molly McGee, Content Management and Product Strategy

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With a rich background spanning product and platform management and administration, content management, and instructional design, I bring a holistic approach to every challenge, ensuring effective solutions that resonate with stakeholders and drive success. I specialize in leading teams to streamline workflows, improve governance, and optimize tools.

Areas of Expertise

Content & Data Management | Product Management | Change Management
Content Supply Chain | Marketing Technology | Cross-Functional Leadership | Data-Driven Decisionmaking | Governance | Content Strategy | Learning Development

Tools & Technology

Adobe Experience Manager Sites & Assets | Orange Logic DAM | Adobe Creative Cloud
Brightcove Video Cloud | Panopto | Adobe Captivate | Camtasia | Canvas | Moodle
Microsoft Office 365 | REST API | CSS | HTML

Experience

DELL TECHNOLOGIES | Round Rock, Texas
Content Management Team Lead and Product Owner   June 2025 - Present
- **Managed a team** of 3 digital librarians and 1 product manager as a team lead, establishing clear roles & responsibilities and a BMS for communication and updates with leadership.
- Planned and led **3-week POC to inform decision-making for +$2M digital marketing software spend**, coordinating testing and feedback from +30 stakeholders in Marketing and IT and delivering results to leadership at the SVP level.
- Recognized with **Dell IT President's Award** for delivery of consulting, cleansing, and integration of key content data source (10K+ documents) for Sales AI tool serving 20K Sales users.

DELL TECHNOLOGIES | Round Rock, Texas
Product Manager   June 2021 - June 2025
- Led cross-functional projects to reduce siloed content management and establish a Single Source of Truth (SSOT) for **+500K marketing images, documents, and videos,** supporting 20K+ users across Sales and Marketing.
- Owned and managed relationships with external vendors (Adobe and Brightcove), including creation and handover of requirements documents and execution of projects related to content management.

Digital Librarian   June 2018 - June 2021
- Produced training material (interactive SCORM eLearning course, Adobe Captivate) to shift DAM training program from synchronous to asynchronous, unlocking **yearly timesavings of +250hrs**.
- Optimized Librarian (quality and governance) review for key Marketing and Sales images, documents, and videos, **reducing SLA from 3 business days to 1 business day**.
- Designed and managed content for **3 internal information hubs** and project update

communications for **18K+ users**.

THE UNIVERSITY OF TEXAS AT AUSTIN | Austin, Texas
Adjunct Professor   **Aug 2018 - May 2021**
- Redesigned and updated undergraduate course I302 Academic Success in the Digital University, introducing new modules on planning, researching, writing, and presenting an information studies research paper.
- Instructor of record and content developer for 3-hour asynchronous online undergraduate courses:
  - I302 Academic Success in the Digital University (Fall 2019 - Fall 2020)
  - I320.01, Information in Cyberspace (Fall 2018)

Project Manager   **July 2017 - May 2018**
- Coordinated the systematic redesign of a 3-hour online undergraduate course as project manager of a team of eight master's students and the course's instructor.
- Integrated software applications (Spiceworks, Google products, Asana) to create efficient workflow systems intended to aid fellow teaching assistants with grading and media creation projects.
- Created accessible video tutorials and workshop demos for faculty on course software and hardware.

Previous experience includes

TRADITIONS HEALTH CARE | College Station, Texas
Records Management Nov 2014 - Jul 2015

TEXAS A&M UNIVERSITY | College Station, Texas
Communications Intern February 2013 - May 2014

Recognition

DELL TECHNOLOGIES | Round Rock, Texas
IT President's Award November, 2025, as part of core team supporting launch of Sales AI tool

Education

Texas A&M University   **The University of Texas at Austin**
Bachelor of Arts in English, Business Minor   Master of Science in Information Studies

Certifications

Pragmatic Certified Product Manager Level IV
Pragmatic Institute Issued August 2021

Passions

| Living history and education | Young adult mentorship | Beekeeping & gardening | Creative writing | Antique books |