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Beth Jatcko (Yät'skó)

Utility Player for Agencies and Small Businesses

Creative, Ops Tech & Comms combo offering 3 ways to help your business:

▶ *1. Unify software tools & people to improve how work gets done*

▶ *2. Lead website & intranet projects, strategy, build & support*

▶ *3. Lend ongoing workload support as a leader or doer*

Key Highlights

Practical Change Management:

- Outgrown your ways of working? Looking to be more efficient? Need an outside perspective?
  - I unite internal software tools with employee needs to improve operations
  - My pragmatic approach to analysis, planning and implementation will guide change and minimize pain

Website Strategies and Site Management:

- Have a digital project that needs start-to-finish ownership?
  - For digital newsrooms, consumer sites, and intranets, I am your communications bridge between IT and comms
  - Supercharged project leadership, comfort with tech teams, and friendly client relations are my strengths

Ongoing Workload Support:

- Need to fill expertise gaps to move your work forward?
  - I'm flexible, insert me when and where you need me.
  - With 20+ years in fast-paced agency environments, I build trusted relationships and do the work no matter what the level or area of need

▶ *For more information, visit www.Linkedin.com/in/jatcko*

▶ *Portfolio and vitae shared upon request*

Skills

Operations   Software Tools Analysis   Employee Interviews   Needs Assessments   Process Planning   RACI Models   Training   Roles & Responsibilities   KPIs

Digital Strategy   Websites   Intranets   UX/CX   Customer Journeys   Audits   Site Maps   Wireframes   Content Strategy   IT Liaison   ADA Compliance   Newsrooms   SEO   SaaS   Governance   Business Requirements   Scopes of Work   Agile   Timelines   Budgets

Ongoing Support   Workshops   Account Service   Client Relations   Project Management   Internal Comms   Process Oversight   Interdepartmental Liaison   Hiring/Interviewing

Tools

Microsoft 365/SharePoint   Google Workspace   Workfront   OnceHub   Smartsheet   Trello   Wrike   Basecamp   Bugzilla   Workamajig   Jira   WordPress   HubSpot   Google Analytics   CoreMedia   Sitefinity   Mac OS   Windows OS