

Jenna Llamas

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Contentful specialist and technical advisor with a track record of driving enterprise digital launches and translating complex content architecture into clear guidance for technical and non-technical stakeholders.

PROFESSIONAL EXPERIENCE

Children's Health | Dallas, TX

Nov 2024 - Present

Enterprise Application Analyst - IT Integration & Development

- Acted as the technical liaison between developers, marketing, UX, and leadership during a **\$5B** pediatric campus digital launch, translating platform capabilities and constraints into plain-language guidance for non-technical stakeholders
- Authored ServiceNow knowledge base articles demystifying Contentful for non-technical staff and created **10+** step-by-step guides (e.g., location pages, patient story pages) for content authors; led live training sessions to onboard editorial teams onto the platform
- Served as a technical advisor for the Contentful administration team, leading stakeholder discovery conversations to shape content model design and platform configuration to support enterprise web modernization across dozens of high-visibility pages
- Built a scalable, reusable content type for Children's Health's Department and Program pages (the site's highest-traffic pages), consolidating locations, contact details, program information, and staff profiles into a single content model
- Managed timeline, scope, and risk across a **7-month, 5-team** replatforming project migrating **500+** pages, kept it on schedule and avoided **\$7M** in legacy platform fees

Blue Cross Blue Shield of Texas | Richardson, TX

Jun 2023 - Nov 2024

Internal Auditor & Audit Intern

- Defended data-driven audit findings against pushback from system owners in high-stakes discussions, winning agreement through data-backed evidence
- Led **25** structured discovery sessions with system owners to identify control gaps, surfacing a **\$1.1M+** finding through methodical stakeholder interviews

SKILLS

Content & Platform: Contentful, Content Modeling, Headless CMS, Composable Architecture, Digital Asset Management, Content Architecture, Content Governance

Project & Collaboration: SDLC, Agile, Jira, Confluence, Cross-Functional Facilitation

Technical: REST APIs, GraphQL, JSON, Node.js, JavaScript, Java (Academic), Python (Academic)

Independent Projects: Built Node.js scripts to retrieve and parse Contentful content via both REST and GraphQL APIs, using secure credential handling (dotenv), and comparing response structure and data-fetching efficiency between approaches

EDUCATION & CERTIFICATIONS

Boston University - M.S., Computer Information Systems

University of Texas at Dallas - B.S., Information Technology and Systems

Contentful Certified Professional · Contentful Certified Content Manager

LEADERSHIP & ACTIVITIES

President, UTD Powerlifting – Led and recruited **58** members with a **\$2,800** annual budget, developing leadership, financial planning, and team coordination skills