Contact

megan.clancy@gmail.com

www.linkedin.com/in/megan-clancy
(LinkedIn)
www.meganclancy.com (Personal)

Top Skills

Search Engine Optimization (SEO)

Looker (Software)

Content Strategy

Megan Clancy

Senior Web Developer at Vanderbilt University School of Nursing
Nashville, Tennessee, United States

Summary

I'm a web content strategist and senior front-end developer with over a decade of experience supporting digital communications in higher education. Since 2015, I've led web development and content efforts for a top-ranked school of nursing, working closely with academic leaders, marketing teams, and IT to build websites that are clear, accessible, and aligned with strategic goals.

My background blends technical know-how with a deep understanding of content organization, user experience, and cross-team collaboration. I manage everything from hands-on coding and site architecture to analytics reporting and content governance, with an eye toward improving usability for all audiences.

Whether I'm redesigning a section of the site or creating a dashboard to help colleagues make data-informed decisions, I enjoy translating complex needs into smart, sustainable digital solutions.

Experience

Vanderbilt University School of Nursing
Sr. Web Developer
December 2014 - Present (10 years 7 months)
Greater Nashville Area, TN

Lead front-end development for School of Nursing websites, designing and maintaining responsive, accessible pages using HTML, CSS, JavaScript, and WordPress

Manage content structure and governance across platforms, ensuring consistency, accuracy, and alignment with institutional goals

Build interactive dashboards and performance reports using Google Analytics, Search Console, and Looker Studio (formerly Data Studio) to inform marketing, recruitment, and strategic planning

Collaborate cross-functionally with communications, IT, and academic departments to develop digital solutions that meet stakeholder needs

Apply expertise in user experience (UX), content strategy, and accessibility to continuously improve site navigation, clarity, and usability

Implement tracking and automation tools (e.g., Google Tag Manager, Microsoft Power Automate) to streamline workflows and measure engagement

Vanderbilt University Medical Center
Evidence Librarian & Digital Library Coordinator
October 2012 - December 2014 (2 years 3 months)
Greater Nashville Area, TN

Lead team of health information specialists/librarians to coordinate the maintenance and development of online e-resources portal. Maintain access to resources, conduct quality control on records, create metadata and add new materials

Participate in collection development team, meet with vendors, assess user needs to strengthen collection

Identify, evaluate, and summarize high quality, evidence-based health information

Reference: Staff reference desk, answer patron questions via phone and chat tools. Answer complex patron questions via SearchDoc reference tool

Library instruction: Train patrons in the use of PubMed, CINAHL, EMBASE, EndNote, Zotero, Reference Manager, other biomedical databases, and library resources

Library liaison to the Vanderbilt School of Nursing; develop mutually beneficial relationship with faculty and administrators; train students, faculty, and staff on the use of library resources; orient nursing students

Trainer: Searching the Biomedical Literature, PubMed, CINAHL, EMBASE, EndNote, Zotero, Reference Manager, Evidence-based Medicine Resources, H-Index, NIH Public Access Manuscript Submission, Productivity Tools/ Software

Eskind Biomedical Library
Health Information Analyst
May 2006 - September 2012 (6 years 5 months)

Technical services - Created and maintained resource records for Digital
Library, cataloged theses and dissertations
Knowledge management - Worked on interactive archival project in
partnership with the Center for Better Health
Health information reference – Used searching and analytical skills to find
information on a variety of health topics using PubMed, Ovid, databases,
journals, and websites

Vanderbilt University Libraries
Practicum
January 2012 - May 2012 (5 months)
Nashville, TN

This practicum at Vanderbilt University Libraries required the creation of a
usability assessment to test use of the DiscoverLibrary search tool.
* Assess current functionality of site
* Design a moderator-led task-based assessment
* Write moderator script
* Administering assessment to test subjects
* Interpret and analyze results
* Present findings
For more information on this process, see http://
www.meganclancy.com/2012/02/usability/

Education

Vanderbilt University
B.A., English · (1999 - 2003)

University of Tennessee, Knoxville
M.S., Information Science · (2009 - 2012)