

Alex Sanchez Heredia

Digital Content Web Coordinator

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PROFESSIONAL EXPERIENCE

BSI GROUP

Herndon, VA

Digital Content Web Coordinator

2021-Present

- Designed, enhanced and published over 400 webpages to promote campaigns, webinars, promotions and standards in the US
- Created performance report in Google Analytics that showcased a 210% increase in page views for BSI's Expert Corner page due to efforts in redesigning blogs
- Led intern in the Americas Rotation Program to deliver SEO improvements to improve our ranking to top 10 in LittleForest SEO tool
- Uploaded over 35 webinars to YouTube/BSI Learning Marketplace to promote a variety of sectors to potential leads
- Implemented A/B testing on US training pages that showed an average 150% increase in performance for redesigned pages vs old pages
- Piloted the Americas Rotation Program, a cross training program that is strategically planned to alleviate workload for different digital marketing teams

DXC TECHNOLOGY

Tyson Corner, VA

Content Hub Intern

2019-2021

- Designed, enhanced and published DXC Technology webpages / digital content for a variety of their digital platforms
- Improved UX, UI, and strengthened search engine rankings (SEO) using Conductor Searchlight
- Created performance reports for DXC's Partner Network sites using Google Analytics
- Delegated tasks and priorities to teams by using Workfront project management tool
- Led the DXC Summer Intern Project: [Running STEM activities for Rec-PAC summer campers](#)

EDUCATION / CERTIFICATIONS

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

Blacksburg, VA

Bachelor of Science, Business Information Technology; Minor in Digital Marketing

2017-2021

- Webmaster Executive Position for BIT Club

GOOGLE ANALYTICS

Google Analytics Individual Qualification

2022

SKILLS

- Programming languages: HTML/CSS, Javascript, UML, PHP, Bootstrap, R, SQL, Git
- Software proficiency: Google Analytics, Adobe XD, Adobe Photoshop, Episerver (CMS), Wordpress, Workfront, Microsoft Office Suite, Pardot, Github
- SEO Optimization tools : Conductor Searchlight, LittleForest, A/B Testing