

# Alex Sanchez Heredia

## Digital Content Web Coordinator

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### PROFESSIONAL EXPERIENCE

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#### BSI GROUP

Herndon, VA

#### Digital Content Web Coordinator

2021-Present

- Spearheaded design, enhancement, and publication of over 400 webpages, effectively promoting campaigns, webinars, promotions, and standards in the US, Canada, and UK
- Generated performance reports in Google Analytics, showcasing a 210% increase in page views for BSI's Expert Corner page following a strategic redesign of blogs
- Piloted the Americas Rotation Program, a cross-training program strategically designed to optimize workload distribution among various digital marketing teams
- Led the Americas Rotation Program, overseeing SEO improvements that propelled our ranking into the top 10 on the LittleForest SEO tool
- Uploaded and promoted over 35 webinars on YouTube and BSI Learning Marketplace, successfully reaching potential leads across different sectors
- Implemented A/B testing on US training pages, revealing an average 150% increase in performance for redesigned pages compared to the old ones

#### DXC TECHNOLOGY

Tyson Corner, VA

#### Content Hub Intern

2019-2021

- Designed, enhanced, and published DXC Technology webpages and digital content across multiple platforms
- Elevated UX/UI and strengthened search engine rankings (SEO) using Conductor Searchlight
- Generated performance reports for DXC's Partner Network sites for analysis using Google Analytics
- Effectively delegated tasks and priorities to cross-functional teams using Workfront project management tool
- Led the DXC Summer Intern Project: [Running STEM activities for Rec-PAC summer campers](#)

### EDUCATION / CERTIFICATIONS / PROJECTS

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#### 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

#### PERSONAL WEBSITE PROJECT

2023

- Conceptualized, designed, and developed a personal website: [Alexsanchezheredia.com](https://alexsanchezheredia.com)

#### GOOGLE ANALYTICS 4

- [Google Analytics 4 Individual Qualification](#)

2023

### SKILLS

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- 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