

NESTOR MARTINEZ

WEB DEVELOPER

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SKILLS

WEB DEVELOPMENT: HTML5, CSS, JavaScript (ES6), React, Node.js, Next.js, Tailwind, Wordpress, Webflow, UX Design, Sanity, Netlify, Vercel, WCAG 2.0

DIGITAL OPERATIONS: Google Tag Manager, Web Analytics (GA4), SEO, CMS & CRM, Keyword Research, KPIs, Email Campaigns, Adobe Creative Suite, A/B Testing, HotJar

WORK EXPERIENCE

SENIOR WEB MANAGER

Sep 2022 - Present

Japan Society (New York, NY)

- Lead product manager for full organization website transition, including budget allocation, wireframing, data migration, vendor management, testing, and optimization.
- Update and implement new page designs and functionality, using HTML, CSS and JavaScript based on in-house staff requests and needs; audit site content regularly for consistency.
- Implement SEO strategies and keyword research for website KPIs, resulting in an average Google Search rank of 1.2 for related business keywords and over 50k web visitors monthly.
- Manage and maintain all integrations and conversion tracking via Google Tag Manager, leveraging data to reduce customer friction and user experience on digital platforms.

WEB DEVELOPER

Sep 2020 - Aug 2022

Freelance (Remote)

- Contract developer for a variety of clients, including Rev. Jacqui Lewis, Raising Imagination, Nutrigenomix Center, and Japan Society, focused on SEO, redesigns, and data migration.
- Migrated Tonya's Cookies, LLC ecommerce business from WooCommerce to Shopify, tasked with product integration, order form setup, past customer data migration, and front-end design.

WEB DEVELOPMENT FELLOW

May 2020 - Aug 2022

Fullstack Academy (New York, NY)

- Selected as teaching fellow for 30+ students at top web development bootcamp focused on full-stack web development using JavaScript, HTML5, CSS, React and SQL.
- Provided 1-1 and group support for student learning workshops and team-based learning, including code reviews and stand-ups; managed 5-team student peer mentors.

WEBSITE & INFO. TECH. MANAGER

May 2020 - Aug 2020

Middle Collegiate Church (New York, NY)

- Oversaw development and launch of new organization website, including assets, data migration, budgets, wireframing, testing, and vendor interfacing.
- Co-led implementation of new CRM (EveryAction), assisting with timelines, data transfer (3000+ records), documentation, staff training, and processes setup.
- Implemented coordinated Giving Tuesday and Disaster Relief email and digital marketing campaigns, resulting in \$22,500 raised in 2 months for relief efforts.
- Managed and enhanced analytics, data tracking, and social media channel presence; audited site and social media content for brand and voice consistency.

WEB PRODUCER

Japan Society (New York, NY)

May 2016 - Aug 2017

- Managed organization-wide website using proprietary CMS, creating and updating content for 8 internal programs and over 200 events annually.
- Co-coordinated digital marketing initiatives across a variety of channels (print, web, social media, email) to reach ticket sales and fundraising goals, including record attendance at spring Gallery exhibition (10k+ visitors in 4 months) & sold-out events such as Fall Family Festival (700+ visitors in one-day event).
- Overhauled various sections of proprietary website to create mobile-friendly, user-focused content using custom code, JavaScript, HTML, and CSS.

COMMUNICATIONS SPECIALIST

Middlebury College (Middlebury, VT)

Aug 2012 - Mar 2016

- Oversaw marketing and communications of over 100 programs, including career workshops, first-year student programs, lectures, and faculty outreach initiatives;
- Implemented and managed email marketing, digital/print campaigns, blogging, and social media strategies for a variety of programs, lectures, workshops, and events.
- Served as Communications Office liaison, writing press releases, taking and managing photo and other digital content.

EDUCATION

MIDDLEBURY COLLEGE *(Middlebury, VT)*

May 2010

- Bachelor of Arts in International Studies/Japanese; *magna cum laude*.

FULLSTACK ACADEMY *(New York, NY)*

Jun 2020

- Hybrid 13-week immersive web development program.

CERTIFICATIONS

Google Analytics (GA4) Certificate

Jul 2024 (Expected)

Fullstack Web Development Certificate

Jun 2020

PROJECTS

- japansociety.org: Product manager of website transition, built with Wordpress & ACF
- middlechurch.org: Product manager of website transition, built with Wordpress
- tonyascookies.com: Built with Shopify; migrated from WooCommerce platform
- raisingimagination.com: Portfolio site for public speaker, built on WordPress/WPBakery
- jacquijlewis.com: Portfolio site for public theologian, built with Squarespace.
- nesmartinez.com: Portfolio website, built with React, JavaScript, HTML, CSS, Sanity