

RYAN HARRIS

ryanharrisfl@gmail.com | 407.488.6555 | Winter Garden, FL 34787 | linkedin.com/in/ryanharrisfl

Energetic and results-driven professional with broad experience in web content management, digital production, and front-end design and development. Collaborative team player with demonstrated ability to manage multiple projects and build relationships across functional organizations.

KEY SKILLS

Digital Content Management, Project Management, Ecommerce, Quality Assurance Testing, Adobe Creative Suite, Google Analytics, Google Tag Manager, Google Ads Manager, HTML, SQL, CSS, JavaScript, Google Console, Drupal, WordPress, Marchex, User Experience Design, Eloqua, Salesforce, API Integrations, Forms Integrations, Asana, Jira, Graphic Design, Pantheon, Agile

WORK EXPERIENCE

Freelance Web Developer/Producer, Remote

June 2020 – Present

- Working with The Mars Agency to build brand pages and provide HTML and CSS support as part of Walmart Canada's website migration to a new Content Management System.
- Supported ConceiveAbilities new surrogate application launch with responsibilities including QA testing, development of process documentation and post-launch escalation initiatives.

Timbers Resorts, Winter Park, Florida

Digital Marketing and Web Specialist, May 2019 – March 2020

Served as lead web production and development team member as part of the internal marketing agency for Timbers Resorts, a developer and operator of boutique private resorts, hotels and residence clubs in more than 15 destinations worldwide. Managed day-to-day production of 11 property websites, developed analytics reports and oversaw analytics tracking and integrations.

Key Responsibilities:

- Developed custom analytics reports and executed integrations for Google Analytics, Domo and LeadsRX.
- Led development, SEO and content migration efforts for Timbers Kauai website rebuild. Changes resulted in a 45% increase in site traffic over the previous year.
- Managed development efforts and maintenance of property and corporate websites. Worked directly with developers and agencies on every aspect of websites including managing project budgets, writing requirements, QA testing and deployment.
- Oversaw content production of Drupal and WordPress websites. Worked with team members and agencies on strategy and execution of SEO initiatives and provided CSS and development support.

Wyndham Destinations, Orlando, Florida

Digital Production Manager, December 2014 – November 2018

Led a team of digital specialists with a focus on website content management and front-end design and development at Wyndham Destinations, the largest timeshare company in the world with more than 200 resorts. Supported the day-to-day production and management of multiple online platforms servicing more than 800,000 timeshare owners and marketing websites with more than three million visitors a year.

Key Responsibilities:

- Established and led monthly meetings with business partners focusing on performance of online platforms through review of Google analytics reports and owner feedback. Showcased upcoming projects and campaigns and discussed obstacles or potential areas of opportunities, leading to improvements in communication and increased engagement and interest in digital products.
- Oversaw consolidation of owner and marketing websites to a single domain. Collaborated with IT and Digital Delivery teams on planning, building test cases, QA, and post-launch validation. The launch resulted in a 350% increase in the average time spent on each page along with a 16% decrease in bounce rate.
- Developed user interface enhancements for online guest reservations system resulting in an additional \$500,000 in monthly revenue while maintaining overall guest satisfaction.
- Created governance documentation for legacy systems to establish standards for digital content and media.
- Worked closely with Brand and Legal teams to ensure all content and media followed brand standards and legal guidelines.

Wyndham Destinations, Orlando, Florida

Web Project Specialist, September 2010 – November 2014

Key Responsibilities:

- Led weekly content meetings with key stakeholders across the company including Brand, Legal, Sales & Marketing, Owner Education and Product Development teams.
- Partnered with Owner Services, Brand and Product Development teams on establishing processes for content management and development of resort and hotel properties for owner servicing and marketing platforms.
- Served as lead for multiple new Wyndham resort launches on all owner servicing and marketing websites.
- Attended weekly resort onboarding meetings, worked closely with Owner Services and Brand teams on creation of resort content and creative. Responsible for content integration, testing and post-launch validation of resort pages and digital communications.

Delaware North Companies Parks & Resorts, Kennedy Space Center, Florida

Web/Design Specialist, November 2005 – September 2010

Served as eCommerce Administrator for Kennedy Space Center Visitor Complex, commercially operated by global hospitality provider Delaware North Companies Parks & Resorts on behalf of NASA. Oversaw the management of content and design creation for the Kennedy Space Center Visitor Complex websites and developed online promotional strategies.

Key Responsibilities:

- Updated the Kennedy Space Center Visitor Complex websites with new content and creative, measured website traffic and data, managed online shuttle launch ticket sales, tracked sales and data for online promotional campaigns, worked with agencies to update content for SEO and coordinated paid search initiatives.
- Developed high-impact, cost-effective strategies and creative for more than 60 e-mail campaigns to build awareness of and increase attendance at Kennedy Space Center Visitor Complex, promoted special events and retail offerings.
- Managed all aspects of the retail website, including creating retail marketing campaigns, adding new retail items, and developing and updating all content and photography.

EDUCATION

University of Central Florida, Orlando, Florida

Full Stack Web Development Bootcamp (Graduated May 2019)

Bowling Green State University, Bowling Green, Ohio

Bachelor of Science in Visual Communication Technology