

Felcito Rustique, Jr.

Web/Software Development | Content Design & Management

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SUMMARY: Highly adaptive and versatile, US Navy veteran with 20 years of worldwide, digital content production for public affairs, ready to build and manage websites, their applications, databases and content.

SKILLS & TECHNICAL PROFICIENCIES

Programming: Web, database, and software development with HTML, CSS, JavaScript, PHP, SQL, Java, Python, C++

Software: Adobe CC, VS Code, Python IDLE, NetBeans, Eclipse, Jupyter Notebook, Microsoft Office, Wordpress, Elementor

Multimedia: Photojournalism, videography, news writing, layout, still & motion graphics, audio, social media campaigns

Management: Supervisory roles for delegation and tracking of timely, public affairs, website and SharePoint products

Certificates: Coursera - IBM Data Analyst Prof. Cert., IBM SkillsBuild - Cybersecurity Fundamentals, WebDev Fundamentals

RECENT EXPERIENCE & PROJECTS

Mass Communication Specialist, US Navy, Coronado, CA

Mar 2022 – Present

- Assigned to the Public Affairs department at Naval Special Warfare Command (NSWC).
- Assumed lead administrator/developer roles for command SharePoint home page and subpages for internal audience of ~11K personnel in NSW enterprise.
 - Managed group user permissions and executed daily page content updates to promote command events, NSW operations and monthly campaigns such as suicide prevention, and produced over 100 news announcement posts with related graphics, resulting in a consistent daily average of 20K home page visits by 4,500 unique viewers.
 - Created a Public Affairs portal page directing customers to Google & Microsoft Forms for requesting support, resulting in 340 successfully tracked and completed production jobs.
- Became site manager for command's public website, nsw.navy.mil utilizing AFPIMS framework.
 - Re-structured and re-designed 50 static web pages with new layouts and content showcasing print, photo, and video releases shared to external audiences and social media, resulting in a 25% increase in annual page views and 150% increase in annual followers and engagement on command LinkedIn and FB platforms from 2022 to 2023.
 - Generated 6 new web pages with infographics chronicling the history of NSW, from World War II to present, and 3 additional pages supporting Navy SEAL and SWCC recruiting efforts for support personnel resulting in 3% quarterly increases in site traffic.

Student, California Institute of Arts & Technology (CIAT)

May 2021 – Feb 2022

- Fundamentals of Software Design with Python** - Created Python program prompting users to correctly list U.S. state capitals: replit.com/@STYSL/Capital-Quiz
- OOP with C++** - Completed C++ coding assignments utilizing stream and file i/o operations, data type manipulation, and function and class definitions: github.com/STYSL/C-Plus-Assignments
- RDBM Systems and SQL** - Created relational databases & queries using SQL commands w/ Microsoft SQL Server.
- Front-End Web Development** - Designed & coded personal website using HTML, CSS, and JS: stysl.github.io
- PHP & MySQL** - Utilized PHP to process HTML forms, output results, and store, modify & recall information in MySQL databases: github.com/STYSL/PHP-MySQL
- Python Fundamentals & Best Practices** - Developed GUI applications & image-processing algorithms w/ functions and class definitions: github.com/STYSL/ASD210

PAST WORK HISTORY

Mass Communication Specialist, US Navy

Jan 2004 – Mar 2022

- Navy Public Affairs Support Element (NPASE) West, San Diego, CA | 2018 - 2022:** Managed 25 Sailors in administrative, training and job tasking for timely release of public affairs products while deployed at sea or ashore.
- Navy Recruiting District (NRD), Philadelphia, PA | 2015 - 2018:** Acting public affairs officer, coordinated setup and coverage of major recruiting events and media engagements, provided PA support for Navy recruiting stations in Philadelphia, New Jersey, Delaware, and Maryland.

- **U.S. Naval Forces Central Command (NAVCENT), Manama, Bahrain | 2013 - 2105:** Managed command social media pages on FB, Twitter, and Flickr. Designed and managed command website.
- **Navy Public Affairs Support Element (NPASE), Naples, Italy | 2010 - 2012:** Supervised expeditionary public affairs teams and provided visual information support with releasable photos, videos, and news articles.
- **USS Harry S. Truman (CVN 75), Norfolk, VA | 2007 - 2010:** Photographer and videographer for shipboard operations and lead video editor for weekly newscasts.
- **Armed Forces Network (AFN), Misawa, Japan | 2004 - 2006:** Operated broadcast, radio, videography, editing systems, cameras and lighting equipment to produce weekly radio and video news stories for local and global audiences.

EDUCATION

California Institute of Arts & Technology (CIAT), Certificate Software Development	May 2021 – Feb 2022
University of California-Irvine (UCI) Extension, Java Programming Certificate	Sep 2015 – Mar 2017
University of Maryland University College (UMUC), B.A. Digital Media & Web Technologies	Aug 2010 – May 2013
Defense Information School (DINFOS), Broadcast Writing, Video, Radio, and Photojournalism	Mar 2004 – Nov 2004
New York University (NYU), B.A. Music Technology	Sep 1996 – May 2000