

ANDRÉS MENESES

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Professional Summary

Digital media professional with experience in web development, product and project management, and user experience design

Work Experience

Digital Solutions Engineer/Front End Developer

January 2018 – September 2020

Akima

- Develop and manage multiple interactive business websites based on UX/UI principles in an Agile environment
- Combine front-end web development (HTML5, CSS, Javascript, ES6) with back-end programming skills (PHP, MySQL, APIs)
- Collaborate with stakeholders and project managers to develop technical requirements for websites
- Engineer CMS-based web solutions by researching and recommending third-party modules; guide project staff in defining taxonomies, content types, and user permissions
- Develop responsive, mobile-first front-end user interfaces in an MVC framework
- Ensure sites maintain optimum performance and security
- Provide clear and robust technical documentation for all work performed
- Serve as an internal resource for training and support to project staff on all aspects of day-to-day site management
- Enforce clear and consistent site governance procedures across all project sites

Key Accomplishments

- Fully redeveloped 40 Akima company sites from design, wire-framing, UX, User Testing, to site building, and API integrations
- Successfully managed digital side of company events: websites, mobile apps, registrations, and attendee communications
- Lead digital transformation project: site consolidation, implementing new design standards, streamlining workflows, repositioning digital media presence, SEO optimization, redeveloping site, and merging company sites into one main site

Tools used: HTML5, CSS3, JavaScript, jQuery, PHP, MySQL,

Miro (Wire-frames) Adobe Creative Suite, Sketch, and InVision (Prototypes)

CMS: WordPress, SharePoint

Web Content Specialist/Developer

November 2017 – January 2018

American Nurses Association

- Developed and managed site migration: upload and transfer content for nursingworld.org, following style guidelines
- Worked closely with team to deploy properly optimized educational content to web site and cross-browser compatibility
- Ensured consistency of brand and content: text, audio, video
- Managed workflow and deadlines on multiple simultaneous web content efforts
- Implemented online marketing and SEO by adhering to web publishing best practices: formatting, editing, and publishing a variety of content in CMS and social media channels

Key Accomplishments

- Collaborated as a developer in digital transformation project of various nursing sites under one main portal

Tools used: HTML5, CSS3, JavaScript, PHP, Angular, LESS, SASS, and Adobe Creative Suite

CMS: EpiServer, SharePoint

Product Manager/Web Developer

September – November 2017

iMoveUp! (contract)

- Owned the vision and roadmap for user interface design, web development, workflow optimization, and communicating effectively with stakeholders
- Managed product development life cycle, within an Agile framework: distilling user stories, testing features, managing beta programs,
- Responsible for Web Development keeping optimal UX/UI in mind

Tools used: HTML5, CSS3, JavaScript, and PHP to customize WordPress template

CMS: WordPress

Digital Content Manager

January – August 2017

American Pharmacists Association

- Conceptualized, developed, and managed online content for PharmacyLibrary.com
- Analyzed and made data-aligned improvements to continuously enhance and improve UI/UX
- Oversaw workflow management, iterations, content testing, and updates on CMS

- Managed vendors in the areas of design, front end, and back end web development
- Coordinated editorial production workflow with authors, proofreaders, and typesetters
- Developed and implemented digital strategy ensuring SEO best practices to promote content across web and social media

Key Accomplishments

- Implemented use of project management software to more effectively track project lifecycles
- Improved vendor responsiveness and performance by setting clear guidelines, timelines, and deliverables
- Boosted usage of Peripheral Brain 2017 by 18% compared to 2016 edition by leveraging online platform's new features

Tools used: HTML5, CSS3, JavaScript, XML, and Adobe Photoshop and Illustrator

CMS: Literatum

Technical Project Manager

January 2005 – January 2017

The World Bank Group

- Provided daily, lifecycle project management of 15+ high-profile publishing projects
- Managed vendor and client deliverables within internal and external digital and print communication channels
- Produced highly ranked podcast, Ideas Unbound, with 1,250+ average plays per episode
- Maintained critical databases and content management systems for SEO and data analysis to increase audience impact through multi-channel social media marketing
- Worked within a Scrum framework to produce content for [Open Knowledge Repository](#) and [eLibrary](#)
- Refined project workflows and deployed metrics to improve productivity
- Participated in cross-team mobile app development: [World Development Report 2016](#)
- Designated team lead backup due to consistently high performance

Key Accomplishments

- Implemented business model transition from traditional to new media publishing
- Leveraged digital, social media, and Google analytics for improved UX
- Improved production efficiency by 20% for a World Bank division by implementing new design standards, efficient workflows, and repositioning digital media presence

Tools used: HTML, CSS, JavaScript, XML, SASS, Photoshop, Illustrator, Google Analytics

CMS: Drupal and Literatum

Personal Projects

<https://andrenes.github.io/>

Tools used: HTML5, CSS3, JavaScript, ReactJS, Node.js, AJAX, Bootstrap, jQuery, PHP, MySQL Adobe Photoshop and Illustrator

Hosting: GitHub, WordPress Engine

Education

Rochester Institute of Technology, Rochester, NY

Bachelor of Science, New Media Publishing-Graphic Communication, *Cum Laude*

Codecademy

Certificate, Pro Intensive Front-End Web Development

Certificate, Pro Intensive Front-End App Development

Additional Information

Coding: HTML5, CSS3, JavaScript, ES6, ReactJS, Node.js, Angular, AJAX, Bootstrap, jQuery, XML, Git, Github, PHP, API integrations, LESS, SASS, Visual Code Studio

Design: Sketch, Adobe Creative Suite,

Prototyping and Wire-framing: InVision, Miro

CMS: WordPress, SharePoint, Drupal, Literatum, EpiServer

Data: Google Analytics, HubSpot, Optimizely, Social Media Applications and Analytics

Project Management: Smartsheet, JIRA, Asana, and Trello

Languages: Fluent in English, Spanish, and Italian

Interests

Wellness: Certified meditation and yoga teacher; certified CrossFit coach