

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

01/2018–Present

Akima

- Develop and manage multiple interactive business websites based on UX/UI principles
- Combine front-end web development (HTML5, CSS, Javascript) with back-end programming skills (PHP, MySQL, APIs)
- Collaborate with team manager 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
- Lead digital transformation projects, redeveloping site and merging company sites into one main site.

Tools used: HTML5, CSS3, JavaScript, jQuery, PHP, MySQL, Adobe Photoshop and Illustrator **CMS:** WordPress

Web Content Specialist/Developer

11/2017–Present

American Nurses Association (full-time contract 11/2017-01/2018, part-time contract 02/2018-present)

- Develop and manage site migration: upload and transfer content for nursingworld.org following style guidelines
- Work closely with team to deploy properly optimized educational content to web site and cross-browser compatibility
- Ensure consistency of brand and content: text, audio, video
- Manage workflow and deadlines on multiple simultaneous web content efforts
- Implement 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

Tools used: HTML5, CSS3, JavaScript, and Adobe Photoshop **CMS:** EpiServer

Product Manager/Web Developer

09/2017–Present

iMoveUp! (part-time contract)

- Own the vision and roadmap for user interface design, web development, workflow optimization, and communicating effectively with stakeholders
- Manage product development life cycle: distilling user stories, testing features, managing beta programs, within an Agile framework
- 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

01–08/2017

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 life-cycle of projects
- 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

01/2005–01/2017

The World Bank Group

- Provided daily, life-cycle 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 Communications (*Cum Laude*)

Codecademy

Pro Intensive Front End Web Development (*certificate*)

Codecademy

Pro Intensive Front End App Development (*certificate*)

Additional Information

Coding: HTML5, CSS3, JavaScript, ReactJS, Node.js, AJAX, Bootstrap, jQuery, XML, Git, Github, SASS, PHP, API integration

Design: Sketch, Adobe Photoshop, Illustrator, and InDesign

CMS: WordPress, Drupal, Literatum, EpiServer

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

Project Management: Smartsheet, SharePoint, JIRA,, Asana, and Trello

Languages: Fluent in English, Spanish, and Italian

Interests

Chief Blog Editor and Social Media Manager, Insight Meditation Community

Wellness: Certified meditation and yoga teacher; certified CrossFit coach