**Andrés Meneses**

Washington, DC 🢭 [andrenes@gmail.com](mailto:andrenes@gmail.com) 🢭 202.714.9870 🢭 <https://andrenes.github.io/>

**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](file:///C:\Users\andres.meneses\Downloads\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!***](file:///C:\Users\andres.meneses\Downloads\imoveup.com)*(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](file:///C:\Users\andres.meneses\Downloads\pharmacylibrary.org)

• 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](file:///C:\Users\andres.meneses\Downloads\openknowledge.worldbank.org) and [eLibrary](https://elibrary.worldbank.org/)

• Refined project workflows and deployed metrics to improve productivity

• Participated in cross-team mobile app development: [World Development Report 2016](https://itunes.apple.com/us/app/world-development-report-2016/id1079834355?mt=8&ign-mpt=uo%3D4)

• 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:** DrupalandLiteratum

**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