ANDRÉS MENESES

PROJECT MANAGEMENT & WEB DEVELOPMENT

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ABOUT

Digital media professional with experience in project management, web development, vendor management, and multi-channel marketing. Strengths include strong communication and collaboration skills, attention to detail, willingness to learn, and management of multiple projects with high levels of efficiency.

WORK EXPERIENCE

Digital Content Manager   2017 – PRESENT
American Pharmacists Association

- Conceptualize, develop, and manage online content for PharmacyLibrary.com
- Analyze and make data-aligned improvements to continuously enhance and improve **UI/UX**
- Oversee workflow management, improvements, content testing, and updates on **CMS**
- Manage vendors in the areas of **design**, **front end** and **back end web development**
- Coordinate editorial production workflow with authors, proofreaders, and typesetters
- Develop and implement digital strategy ensuring **SEO best practices** to promote content across web and social media channels

Key Accomplishments

- Implemented use of **project management** software and **Agile** methodologies to more effectively manage the life-cycle of projects
- Improved vendor responsiveness by setting clear guidelines, timelines, and communications
- Boosted utilization of online product, Peripheral Brain 2017, by 18% compared to 2016 edition by leveraging online platform's new features

Project Manager: Knowledge and Publishing   2005 – 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**
- Advised stakeholders in knowledge management in accordance with editorial guidelines
- Worked within a **Scrum** framework to produce content for Open Knowledge Repository and eLibrary
- Refined project workflows, including **XML**, for greater efficiency
- Deployed metrics to improve productivity
- Participated in cross-team **mobile app** and **web portal** working groups
- 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 open-access asset management for dissemination
- Collaborated with the Nicaragua Country Office to create safeguards for project bidding and awarding criteria by the Nicaraguan Ministry of Education; uncovered a case of improperly-awarded projects in the amount of $1,050,000
- Improved production efficiency by 20% for a World Bank division by implementing new design standards, efficient workflows, and repositioning digital media presence

EDUCATION

B.S. New Media Publishing – Graphic Communications   CUM LAUDE
Rochester Institute of Technology

Programming Foundations with Javascript, HTML, and CSS   2017
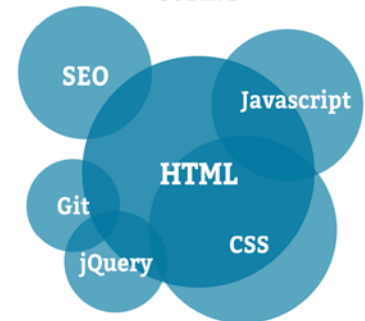Duke University

Codecademy Pro Intensive Front End Development   IN PROGRESS
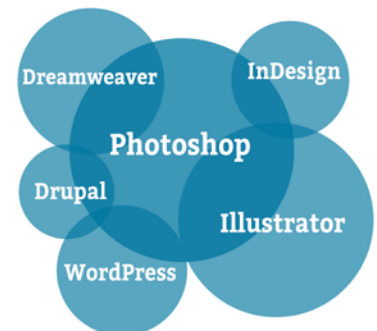Codecademy   COMPLETION: 9/2017

SKILLS

- CODING -

SEO, Javascript, HTML, Git, jQuery, CSS

-DESIGN & CMS-

Dreamweaver, InDesign, Photoshop, Drupal, Illustrator, WordPress

LANGUAGES

English
fluent

Spanish
fluent

Italian
fluent

INTERESTS

Chief Blog Editor – Social Media Manager: Insight Meditation

Wellness: Certified meditation, yoga teacher, and CrossFit coach