

# ANDRÉS MENESES

PROJECT MANAGEMENT & WEB DEVELOPMENT



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<https://andrenes.github.io>



## 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 – 08/2017

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 responsive design and accessibility best practices

### 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 Web Development

IN PROGRESS  
COMPLETION:  
9/2017

Codecademy



## SKILLS

### - CODING -

Bootstrap

Javascript

HTML

Git

jQuery

CSS

### -DESIGN & CMS-

Dreamweaver

InDesign

Photoshop

PHP

Illustrator

WordPress



## LANGUAGES



**English**  
fluent



**Spanish**  
fluent



**Italian**  
fluent



## INTERESTS

Chief Blog Editor – Social Media Manager: Insight Meditation WDC

Wellness: Certified meditation, yoga teacher, and CrossFit coach