ANDRÉS MENESES

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Professional Summary

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

Experience

Web Content Specialist/Developer   November 2017–Present

American Nurses Association (contract)
- 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   September 2017–Present

iMoveUp! (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   January 2017–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 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   January 2005–January 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: 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: HTML5, CSS3, JavaScript, XML, SASS, Photoshop, Illustrator, Google Analytics   **CMS:** Drupal and Literatum

Personal Project

https://andrenes.github.io/

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

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 in progress, completion: 2/2018)*

Additional Information

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